

JERICO FIESTAS-FLORES

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Germany

Residence status: Resident

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Citizenship: Peruvian

EDUCATION

PhD in Agricultural and Resources Economics 2019 - 2024

University of Alberta, Canada

Supervisor: Wiktor Adamowicz

Thesis: Essays on the Economics of Reclamation

MSc. in Ecological Economics 2014 - 2016

Universitat Autònoma de Barcelona, Spain

Bs. in Economics 2007 - 2012

Universidad del Pacífico, Peru

WORKING PAPERS

Fiestas-Flores, J., V. Adamowicz. What would others do? Revisiting inferred valuation to mitigate social desirability bias in stated preferences. (Working Paper)

Fiestas-Flores, J., V. Adamowicz. Exploring the validity of Willingness to accept for public goods: An evaluation of follow-up certainty statements in a lab-controlled experiment.(Working Paper)

Fiestas-Flores, J. Are there other winners? The effects of economic growth on farm animals (Working Paper)

SELECTED PUBLICATIONS

Fiestas-Flores, J., M. Higa and J. Montoya (2025). COVID-19 Impacts on Amazon Deforestation. Trees, Forests and People (Accepted)

Fiestas-Flores, J., V. Adamowicz and Lloyd-Smith, P (Forthcoming). COVID-19 and the environment in Canada: A narrative synthesis of the environment, behavioral, and economics literature (Book chapter)

Riegel, V., S. Avila and J. Fiestas-Flores. (2020). Challenges and ideas of representations of the Anthropocene in Latin American and Caribbean media. In Sklair, L. (Ed.). Anthropocene in Global Media Neutralizing the Risk. New York: Routledge: 83 – 96.

Fiestas-Flores, J. and A. Pyhälä (2018). Dietary Motivations and Challenges among Animal Rights Advocates in Spain. Society and Animals 26 (4): 402-425

Ortega, T.; M. Mastrangelo, D. Villaroel, A. Piaz, M. Vallejos, J. Saenz, J. F. Gallego, M. Franquesa, L. Calzada, N. Espinosa, J. Fiestas-Flores et al. (2015). Transdisciplinary studies in socio-ecosystems: Theoretical considerations and its application in Latin American contexts. Investigación Ambiental 2: 123-136.

Fiestas-Flores, J. (2015). The situation of the communities with vicunas in Peru: and approximation from a district analysis. In SEPIA. IV National Agricultural Census: Research, experiences and learnt lessons. Lima: SEPIA: 131 – 158

Barrantes, R. and J. Fiestas (2013). The Road to a Green Economy: Infrastructure for Ecotourism in Natural Protected Areas. Revista Apuntes 42: 77 – 102.

TEACHING EXPERIENCE

University of Alberta - Teacher assistant 09/2019 - 04/2024

Courses: Environmental and Resource Economics (Bruno Wichmann - Fall 2019); Strategic Management in Food and Resource Businesses (Xioali Fan - Winter 2021); History and Fundamentals of Environmental Protection and Conservation (Rick Pelletier - Winter 2022); Economic Valuation of Ecosystem Services (Vic Adamowicz - Winter 2023, 2024).

Universidad Antonio Ruiz de Montoya - Part-time Professor 07/2017 - 12/2018

Courses: Econometrics II (Fall 2018, Winter 2018), Microeconomics II (Winter 2017)

Universidad del Pacifico - Teacher assistant 03/2011 - 12/2013

Courses: Introduction to Microeconomics (Fall 2011, Winter 2011, Fall 2012, Winter 2012, Fall 2013, Winter 2013)

SELECTED CONFERENCE PRESENTATIONS

- Society for Benefit Cost Analysis (SBCA) European conference, September 2024
- Society for Benefit Cost Analysis (SBCA) conference, April 2024
- Canadian Agricultural Economics Association (CAES), July 2023
- Canadian Resource and Environmental Economics (CREEA) Early Scholar Workshop, June 2023
- Association of Environmental and Resource Economists (AERE) Conference, June 2022
- Alberta Chapter of the Canadian Land Reclamation Association (CLRA), May 2022
- Environmental Studies Association of Canada Conference (ESAC), June 2021
- The Canadian Society for Ecological Economics Biennial Conference (CSEE), May 2021
- Sloan/Berkeley Environmental and Energy Economics Summer School, June 2020

HONORS AND AWARDS

ProVeg EVA Award, 2024
Thrive Grant, 2024
Animal Charity Evaluators, 2024
Tiny Beam Fund, 2024
ProVeg EVA Award, 2023
Fueling Advocates Initiative (FAI) Grant, 2023
FES Graduate Student and Postdoctoral Fellow Opportunity Award, 2023
VegFund Grant Awards, 2022
ProVeg EVA Award, 2022
Support for the Advancement of Scholarship, 2022
University of Alberta GSA Academic Travel Grant, 2022
ProVeg EVA Awards, 2020
Alberta Graduate Excellence Scholarship, 2019/2020

AFFILIATIONS

- International Society for Ecological Economics (Member)
- Association of Environmental and Resource Economists (Member)
- Agricultural and Applied Economics Association (Member)
- European Association of Environmental and Resource Economists (Member)
- Canadian Resource and Environmental Economics Association (Member)

PROFESSIONAL EXPERIENCE

VALERECO - Leibniz University Hannover - Germany 12/2024 - Present
Postdoctoral Researcher
Part of the EU Horizon Project: Valorization Legumes Related Ecosystem Services at Leibniz University Hannover. Responsible for the design and programming of instruments to understand stakeholder's perspectives about legumes and their Ecosystem Services. I also will test interventions to promote the adoption of legumes crops in EU farmers, as well as incentives to increase the consumption of legumes in EU.

Project Cacao and Biodiversity - Peru 08/2024 - Present
Researcher
Part of the short-term project Cacao and Biodiversity. Responsible for the design and programming of a choice experiment questionnaire to analyze cacao farmers' willingness to accept (WTA) for projects to protect the biodiversity in the Peruvian Rainforest.

Environmental Valuation Reference Inventory - Canada 01/2024 - 03/2024
Economist (Consultant)
Identify and compile health / environmental valuation studies published in the last years to expand the Canadian Inventory of Valuation Studies

University of Alberta – Canada 09/2023 - 06/2024
Research Assistant
PhD Wiktor Adamowicz's research assistant. Responsible to analyze Albertan's preferences for Oil Sand Processed Water (OSPW) reclamation policies. In charge of researching the impacts of COVID-19 in the environment in Canada.

Future Energy System (FES) - University of Alberta – Canada 05/2020 - 08/2023
Research Assistant
Part of the project titled Economic Analysis of Reclamation Technologies and Policy Options. Research and quantify the cost of passive and active reclamation technologies for Oil Sand Processed Water (OSPW) in tailing ponds. Analyze the legislation and implement instruments to understand Albertan's preference for reclamation policy outcomes.

Agency for Environmental Assessment and Enforcement (OEFA) – Peru 02/2017 - 08/2019
Economic specialist
Strategic planning in risk management, solid waste management, and ecosystem services. Coordinate the economic incentives and develop proposals to improve the corporation's compliance with environmental laws. Estimate the maximum monetary sanction scale for extractive economic activities (mining, energy, fisheries, industry) and present economic research on environmental enforcement. Calculate fines for breaches of environmental law.

Animals' Angels International – Germany 03/2015 - 01/2017
Research assistant
Develop and assist in investigations related to the transport and handling of production animals inside the European Union and in third countries. Participate in the elaboration of reports and meeting with EU authorities and transport companies.

Institute of Peruvian Studies (IEP) – Peru 07/2014 - 04/2015
Independent Researcher
Development of the research entitled Realities and social determinants of population growth in the vicuña in Peru funded by the "Seminario Permanente de Investigación Agraria".

Agency for Environmental Assessment and Enforcement (OEFA) – Peru 09/2013 - 05/2014
Economic analyst
Economic research to determine the methodology to estimate the optimal sanctions for breaches of the environmental law of extractive corporations. Calculate fines for breaches of environmental law.

Institute of Peruvian Studies (IEP) – Peru 11/2011 - 09/2013
Research assistant
PhD Roxana Barrantes' Research and consulting for public and international private organizations in rural development, information technology and communication, climate change, natural resources, and conservation.

LANGUAGES AND IT SKILLS

- English: TOEFL/IELTS – Level C1
- German: Goethe Institut – Level A2
- French: Alliance Francaise – Level A1
- Advance level: MS Office, Stata, R Studio, Ztree and Qualtrics
- Intermediate level: Latex, ArcGis, Qgis, TexStudio and GitHub
- Beginner level: Java, Otree, OSF, HubSpot and Python

ADDITIONAL ACTIVITIES

Asociación para el Rescate y Bienestar de los Animales – Peru 01/2020 - Present
Policy Advisor

Advise in the development of economic research to help design policies to protect farm animals in Peru. Guidance with the design of projects to promote healthy plant based diets in low income populations.

Foundation Franz Weber – Switzerland 07/2017 - 05/2025
Policy Advisor

Provide research advise about consumer's meat intake in Europe and Latin America, animal exports, the future of the meat industry, and their impacts on health and the environment.

Earthshot Prize – UK 08/2023 - Present
Cross-cutting enabler expert

Revise more than 100 project related to innovation in the agricultural and environmental fields.

Fundación Veg – Chile 01/2022 - Present
Advisor

Advisor for Fundación Veg, Chilean NGO promoting plant-based diets in Latin America.

Peruvian Vegetarian Union – Peru 06/2017 - 12/2024
Co-founder and Research Advisor

Provide advise about dietary preferences and strategies to increase the certification of vegetarian/vegan products in Peru.

The Land Reclamation International Graduate School - Canada 01/2021 - 12/2023

Member - Participate in Energy Explores activities as a presenter. The aim is to teach children and the general public about the complexity the is the economics of reclamation.

AERE Grad Student Engagement Committee – USA 01/2023 - 12/2023

Member - Organize events to help students and early career researchers to be more successfull in the field of environmental and resource economics.

EN ROADS Climate Interactive (MIT) – USA 07/2019 - 12/2022

Ambassador - I have helped implementing EN-Roads simulations in Peru and have translated material in Spanish.

Global Research Network Animals and Biodiversity programme – UK 01/2022 - 12/2022

Junior Fellow - Research on the effects of exports on animal welfare to present policy improvents at the EU commission. Coordinate and promote events about animal rights and animal welfare.

Peruvian Youth against Climate Change – Peru 01/2018 - 12/2021

Advisor - Advising young members on policy proposals related to environmental justice and education in climate negotiations.

REFERENCES

Dr. Ann-Kathrin Koessler

Professor

Institut für Umweltplanung , Leibniz Universität Hannover

koessler@umwelt.uni-hannover.de

Dr. W.L. (Vic) Adamowicz

Professor

Department of Resource Economics and Environmental Sociology, University of Alberta

vic.adamowicz@ualberta.ca

Dr. Roxana Barrantes

Principal researcher,

“Instituto de Estudios Peruanos” (IEP)

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