

CURRICULUM VITAE

Proposed position in the assignment: Expert for Marketing Communication, creative development and visualisation in the field of Sustainable Development



1. **Family name:** SCHERLOFSKY
2. **First names:** W. Andreas
3. **Date of birth:** 5th of December 1957
4. **Nationality:** Austria
5. **Civil status:** married

6. Education

<i>Institution</i>	University of Vienna, Institute for Publicity and Mass Communication	University of Vienna, Institute for Political Science
<i>Date:</i>	<ul style="list-style-type: none"> • 10/1982 - 10/1992 as student (since 1993 I Univ. lecturer in Communication for Sustainability) 	10/1982 – 3/1989 (student)
<i>Degree(s) or Diploma(s) obtained:</i>	PhD in Publicity and Mass Communication, 27/10/1992	Diploma in Political Science 11/1987 and 3/1989

<i>Institution</i>	Environmental Management Austria (now: Provincial Academy of Lower Austria, Institute for Environment and Management)
<i>Date:</i>	2/1994 – 11/1995 as student; Diploma project: Feasibility on the implementation of EMAS to Umdasch AG Amstetten
<i>Degree(s) or Diploma(s) obtained:</i>	MSc Environmental Management 25/4/2005

<i>Institution</i>	Danube University Krems, Austrian Center for Film and Choreography
<i>Date:</i>	Study course TV and Film Production 10/2008 – 2010 (student)
<i>Degree(s) or Diploma(s) obtained:</i>	MAS; masterthesis: Ecolabel goes AV – Ecolabelling as a topic in film and TV (2012)

7. Language skills (Mark 1 to 5 for competence, 5 being the highest)




<i>Language</i>	<i>Reading</i>	<i>Speaking</i>	<i>Writing</i>
German (mother tongue)	5	5	5
English	5	4	4
Croatian	3	3	3

8. **Membership of professional bodies:** Chamber of Commerce, Advertising and Market Communication and Business Consultants
9. **Other skills:** Computer literate
10. **Present position:** Project manager (General Manager)
11. **Years within the firm:** 10

12.1 Key qualifications in the field of Communication and Marketing Management & Training

Mr. Scherlofsky is expert in marketing and communication related with environmental and sustainability issues, including energy management. He has 30 years experience in environmental promotion and campaigning in Austria and since 14 years in international projects on behalf of the European Commission. Since 1993 he is lecturer at the University of Vienna in "Communication for Sustainability".

Campaigns, Projects, Workshops and Trainings in the field of Sustainable Communication, Eco-Labels, Nationalparks, Energy, as well as Waste Management have included the following:

- 2013 Implementation of the EU Ecolabel for printed paper products in 8 Member States: UK, DE, FR, DK, FL, AT, PL, CZ. Sub-Contracted in the Team of G&L. Project Website www.euecolabel.eu, Tool-kit for Competent Bodies, presentations in the field of Marketing and Ecolabelling trends, best practice guide for Competent Bodies and Licence holders. 
- 2011/2012 in the field of Energy Efficiency Financing he was the Marketing Manager within the ALLPLAN project "**ArmSEFF**" - **Armenien Sustainable Energie Finance Facility**", on behalf of EBRD (European Bank for Reconstruction and Development). He developed the marketing plan and cares for the systematic and efficient performance of all measures and media: Corporate media production, Corporate Design, events, Loan Marketing with Partner Banks, Media Relations (print, web, broadcasting), networking, promotion tools. Target is to place 20 mio US-\$ loans with Armenian Companies for Energy Efficiency and Renewable Energy projects until mid of 2012. Info: www.armseff.org 
- **3 Wochen Energy and Ecolabel Trainings in Turkey 2011.** Trainings of Competent Bodies for the EU Ecolabel and the European Energy Label; Info-Workshops for all relevant Ministries, testing and certification institutes, business representatives and companies of the building, textile, ceramic, paper, electrical and whiteware industry. As part of the EU project "Strengthening The Quality Infrastructure in Turkey Project", under the lead of the British Standards Institute, London.  
- 2010/2011 he was managing a training and promotion project "**EU12 Ecolabel Workshop Project**" on behalf of the European Commission, aiming at training and coaching of the EU Ecolabel Competent Bodies of the 12 New Memberstates, with a 2-day training and Strategy Workshop in Vienna in Oct. 2010 and 12 national workshops of the Competent Bodies in each of their Memberstates, including training, preparing tools, coaching, participation, media work and video documentation. Info: www.euecolabel.eu 
- On behalf of the European Commission he has organised the project **EU Ecolabel Marketing for Products** with a budget of 550,000 EUR and sub-contracted partners in Amsterdam, Copenhagen, Paris, Rome, Warsaw, Budapest, Czech Republic, Slovakia, Greece and Romania. In 2009 he was again contracted by the DG Environment to perform 13 workshops in cooperation with the national Competent Bodies of the New Member States to promote the EU Ecolabel in these countries. Currently (2010-2011) 
- Alongside Rainer Stifter he has **implemented Energy Management Systems**, i.g. in Lenzing Ortmann, a large Austrian paper mill. In many follow-up projects I have supported Mag. Stifter in helping others understand the Marketing of Energy Management. 
- In the Province of Lower Austria he was responsible for the implementation of a complex and very successful system of Communications to develop and implement a highly developed **Waste Management** system. Further I have initiated an Austrian-wide coordination and knowledge transfer system of Waste Management communication in all nine Austrian Provinces.

12.2 Key qualifications in the field of Creativity methods and Development of visual tools

Mr. Scherlofsky is experienced in developing objects and tools to visualise dry, complex and abstract ideas and facts in an understandable and attractive way. Also, he is trainer of PR staff and students of communication in that field, and he is an excellent moderator to develop such instruments.

- Training of creativity methods to analyse and develop communication strategies for sustainability, University of Vienna since 1993
- Moderation of workshops to develop strategies, communication, organisations, corporate identity, corporate design and logos, e.g. the corporate design and identity of the LFI – Rural Educational Network Austria 2004 or the logo of the campaign “Natur im Garten” in the Province of Lower Austria



- In the field of **Energy** he has been responsible for the Marketing and Product Design in many international EU projects to develop **Self-learning materials and internet based Training for Energy Management, Environmental and Waste Management**, with partners from all parts of Europe i.e. UK, Spain, Portugal, Denmark, Ireland, Norway, Italy, France, Belgium, Sweden, Norway, Netherlands, Lithuania, Poland, Czech Republic, Slovakia, Slovenia, Hungary, Romania, Bulgaria, Greece and Cyprus.
- In the Province of Lower Austria he developed and initiated tools to communicate facts and benchmark results in the field of waste management:



In 1986 he invented a small wooden cube, called “**Holz-Mürfel**” (10 x 10 x 10 cm) as a give-away to key stakeholders and children, consisting of parts representing the sizes and types of household waste,

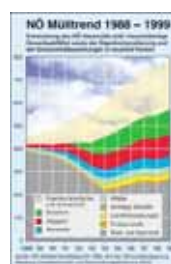


and for schools, the bigger “**Plexi-Mürfel**” (50 x 50 x 50 cm) consisting of sub-cubes made of plexiglass with types of separated waste for schools to present the sizes and content of household waste and to motivate people to separate and recycle waste

In 1998 he developed a benchmark tool, called “**Müllometer**” to compare key figures of waste management by time and by region.



He also initiated the implementation of the Müllometer as a part of a benchmark event in which the Government of the Province of Lower Austria honors and measures the results of waste separation of regions and municipalities. Responsible managers of all regions get pairs of “Müllometers” comparing their result with the average of the Province and of Austria, he best results (smallest amount of residual waste, biggest share of separated waste) get special awards. The event was combined with the presentation of the annual waste management report and a waste management congress and has been celebrated since 1999 every year, up to today.

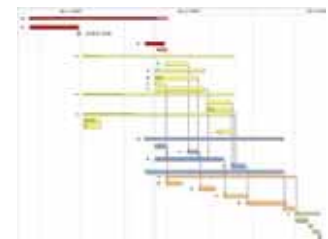


For different topics he initiated and developed info-graphics, e.g. to visualise progressing key facts such as the environmental improvements and amortisation of investments within the ecoprofit programme for enterprises in a year; the development of the waste separation since implementation, the increase of wind energy production, or the key results of studies on green gardening.

13. Skills and competences

Social skills and competences

- Well-accustomed to working in international teams and a vast network of experts in Europe
- 20 years experience as trainer and lecturer (university, public offices, municipalities, private companies)
- Familiar in the communication in the world of public institutions, private enterprises, media, NGOs and University (and inside these organisation with the different types of personality)
- Used to cooperate with persons from different cultures and religious background



Organisational skills and competences





- Project management on behalf of the European Commission, Ministries, Provincial Governments and Companies
- Experienced to cover the Marketing responsibility in projects on international, national or local level
- Special highlights: creative development of visuals and tools print, web and 3-dimensional design: Müllometer award, film, diagrams, visualisations of processes and structures.

Technical skills and competences

- Familiar to work with many of office, project and design software of both worlds DOS and Apple
- In depth environmental knowledge (extended to sustainability)
- In depth communication knowledge (marketing, events, print and web products, direct communication, presentation)
- Basics of project and process management and organisational development
- New topic: TV and film production
- Methods of creative development



14. Professional Experience Record

Date:	From 2003 onwards	
Location:	Vienna (Austria)	
Company:	ENERGON Energie- und Umweltmanagement GmbH	
Position:	General Manager (entrepreneur)	
Description:	<ul style="list-style-type: none"> • Development of Energy Management Training materials (manuals and on-line) • Public Relation and Marketing for the European and the Austrian Ecolabel • Corporate Design Development and Marketing Plans for National Parks • Film communication 	
Date:	From 06/1980 to 12/2002	
Location:	Vienna (Austria)	
Company:	ECO PR – Public Relation on Environmental Issues	
Position:	Freelancer	
Description:	<ul style="list-style-type: none"> • PR and Marketing Planning (National Park, Waste Management Austria etc.) • PR Training for Ministries • Marketing for the Austrian Eco-design Award 2000 	
Date:	From 1993 to current date	
Location:	Vienna (Austria)	
Company:	University of Vienna; Institute of publicity and mass communication	
Position:	Lecturer	
Description:	“Communication for Sustainability” (Theory, methods, workshops with managers of marketing projects on environmental and social issues)	
Date:	From 2/1986 onwards (part time, project specific)	
Location:	Vienna and St. Pölten, Austria	
Company:	Provincial Government of Lower Austria	
Position:	Part time assistant of the head of section for Spatial Planning, Transport & Environment	
Description:	Internal Communication, Corporate Identity, Project Monitoring, CEO-Meetings, annual kick off events, coaching of departments and projects in questions of communication and organisational development	

15. Overview of specific European and CIS experience

Country	Date: from (month/year) to (month/year)
Armenia	2010-2012
Bulgaria	2010-2011
Czech Republic	2006-2008, 2010-2011
Cyprus	2010-2011
Estonia	2010-2011
Hungary	2006-2008, 2010-2011
Latvia	2010-2011
Lithuania	2010-2011
Poland	2006-2008, 2010-2011, 2013
Romania	2006-2008, 2010-2011
Slovakia	2010-2011
Slovenia	2010-2011
Turkey	11/2009-2011, 2012
Ukraine	1994
Other countries such as: Malta, Greece, Italy, France Belgium, Denmark, Norway, Netherlands, Sweden, UK	2006-2008, 2011-2012

16. List of Projects carried out (extract)

<i>Date:</i>	07/2010 - ongoing
<i>Location:</i>	Armenia
<i>Company:</i>	part of the Allplan Consortium on behalf of EBRD
<i>Position:</i>	Marketing Expert
<i>Description:</i>	Marketing and Communication within Armenian Sustainable Energy Financing Facility – ArmSEFF. Development of marketing and key stakeholder strategy, Corporate Design, marketing support package for Partner Banks, design and performance of launch event, information events for companies, including media work in radio, TV, print and web, production of print material, website, touring exhibition, displays etc.

<i>Date:</i>	January 2010 - July 2011
<i>Location:</i>	Romania, Poland, Estonia, Latvia, Lithuania, Bulgaria, Slovakia, Czech Republic, Slovenia, Cyprus, Malta, Hungary
<i>Company:</i>	Energon on behalf of the European Commission
<i>Position:</i>	Project Manager
<i>Description:</i>	Thirteen Marketing-Workshops for the EU Eco-Label in the New Member States in cooperation with the national Competent Bodies and local key stakeholder institutions (Chamber of Commerce, Standardisation Organisation, etc. in Bucharest, Sofia, Warsaw, Tallinn, Riga, Kaunas, Nicosia, Valetta, Ljubljana, Skalica, Prague, Budapest and Vienna. Project management including coaching of the local organisations, production of master templates, presentations at the workshops, financial procedures, etc. - on behalf of the EU Commission, Nicola Marinucci (DG Environment, EU Commission) Phone +32 2 2968075 Nicola.Marinucci@ec.europa.eu Project Website: www.euecolabel.eu

<i>Date:</i>	01/2006 - 12/2008
<i>Location:</i>	Romania, Poland, Hungary, Czech Republic, Slovakia, Greece, Italy, France, Spain, Netherlands, Belgium, Denmark, Norway, Sweden
<i>Company:</i>	Energon on behalf of the European Commission
<i>Position:</i>	Project Manager
<i>Description:</i>	“Lot 7”: Marketing and acquisition (contacting companies in order to attract new applicants) for the EU Ecolabel for products in 13 EU member states on behalf of the EU Commission, Nicola Marinucci (DG Environment, EU Commission) in cooperation with sub-contractors in 12 countries (Agencies, Research Institutes, Standardisation organisation, freelancers, etc.) Total budget 550.000 EUR, Project website: http://www.alt.euecolabel.eu/ Reports: http://ec.europa.eu/environment/ecolabel/about_ecolabel/reports_studies_en.htm Phone +32 2 2968075 Nicola.Marinucci@ec.europa.eu

<i>Date:</i>	11/2009 - ongoing
<i>Location:</i>	Turkey
<i>Company:</i>	Energon in Consortium of Technical University Ankara
<i>Position:</i>	Marketing and project development expert
<i>Description:</i>	Transfer of know-how on energy efficiency and energy management; Client: Leonardo da Vinci program (Marketing part of project)

Date:	08/2007 - ongoing
Location:	Germany, UK, Sweden, Italy, Austria
Company/Client:	Energon/Intelligent Energy Europe
Position:	Communication Expert
Description:	ENGINE - Developing quality standards for Energy Auditors and conducting energy audits; Developing training materials for energy management systems and conducting training courses; Intelligent Energy Europe www.engine-sme.eu

Date:	05/2009 - ongoing
Location:	Austria and EU
Company/Client:	EACI
Position:	Communication expert, strategy development
Description:	Developing the first web-shop for Ecolabel Products with the financial support of the EACI, www.ecoporio.eu

Date:	between 10/1997 and 06/2007
Location:	Cooperation with partners in EU Member States
Company/Client:	Leonardo da Vinci program
Position:	Design and Marketing expert
Description:	07/2005-06/2007 www.TraintoEcolabel.org – Training for the implementation of the EU Eco-label for tourism; Leonardo da Vinci 04/2001-03/2004 Energy Efficiency for Europe; Training on energy management and energy efficiency 03/2004-08/2006 HAZTRAIN: Development of an interactive tool for the Classification of Waste for SMEs in cooperation with 04/2001-03/2004 WITT – An interactive Training Tool for the Management and Minimisation of Non-Domestic Solid and Aqueous Wastes 1999-2001 Update of training materials on environmental management and EMAS 10/1997- 03/2001 Development of training materials for energy management 1996-1998 Development of training materials on environmental management and EMAS

Date:	05/2003 - 04/2004
Location:	Vienna/Austria and Brussels/EU
Company/Client:	Energon on behalf of European Commission DG Environment
Position:	Graphic Design
Description:	Energy Efficiency Guideline for SMEs, European Commission, DG Environment, Michael Grill new contact +43 131631-243 contract with Bradley Dunbar Associates Ltd http://ec.europa.eu/environment/emas/pdf/general/energyeff_en.pdf

Date:	2000 and 10/2009 - 12/2009
Location:	Austria
Company/Client:	In cooperation with G&L on behalf of Nationalpark Thayatal GmbH
Position:	Compagnon with G&L and Kienast&Kienast
Description:	Elaboration of the Marketing Plan for the National Park Thayatal And 2000-2005 Communication Concept for the new National Park Thayatal

Date: from	01/2006 - 12/2007
Location:	Austria
Company/Client:	Ländliches Fortbildungs Institut
Position:	Compagnon of G&L
Description:	Development of the Corporate Design for the Education and Training organisation of the Rural Space in Austria (1 national and 9 provincial sub-organisations): Website, catalogues, brochures, letters, logos etc

17. Other National projects (Austria)

Client	Date	Name and brief description of the project
Province of Lower Austria	1999 - 2003	Development and Performance of the "Müllometer" award to visualize and promote the success of Waste separation by the regional organisations
Provincial Government of Lower Austria	Since 2002	Internal Communication in the Office for Spatial Planning, Transport and Environment (7 departments, 230 employees): Corporate Identity; edition of internal media (intranet and newsmail); implementation of a digital picture archive and a project monitoring system; PR coaching for departments and projects; organisation of the annual kick off in January; organisation of the Austrian congress for Public Traffic 2010 etc.
SCA Ortmann	2002	Implementing Energy Management Systems within a paper mill site SCA Ortmann Robert Hütterer (SCA Ortmann) Phone +33. 2632-707-341, robert.hutterer@sca.com
Nationalpark Thayatal GmbH	2000	Communication Concept for the new National Park Thayatal 2000-2005
Province of Lower Austria	1986-1993	Development of the Communication System for the Waste Management in the Province of Lower Austria

18. Studies and published work Ecolabel goes AV (movies, world-wide)

Masterthesis: Ecolabel goes AV – Ökomarken als Thema in Film und TV, Krems 2012

Foundation, development and editing of Environmental Magazines (Umwelt und Gemeinde, NÖ Abfall-Journal, Besser Leben)

Articles in: Flower News (print and online news of the European Commission), Umweltzeichen-Newsletter (Austrian Ecolabel), Austrian grass root and lifestyle magazines (Wurzelwerk, SOL, Besser Leben, Alternativen Rundbrief), Der Standard (Austrian Daily News), Österreichische Bürgermeisterzeitung (Magazine for mayors), Umwelt & Gemeinde, DISPO (Austrian industry purchase magazine), Verführerisches Wien und Verführerisches Salzburg (Tourist magazines)

Dissertation: Ganzheitliche Kommunikationsarbeit. Vienna 1992

Study: Ökopragisgruppen in Öksterreich (1982)



Certification

I, the undersigned, certify that to the best of my knowledge, these data correctly describe me, my qualifications and my experience.

Andreas Scherlofsky

Name of expert

Signature

7 January 2014

Date