



Associate Professor Marjorie TENDERO

Academic Department: Economics, Law and Society

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RESEARCH INTERESTS

- Environmental Economics
- Public Economics
- Geographical Economics
- Behavioural Economics
- Regional and urban economy
- Participatory evaluation and multi-criteria decision support

TEACHING DOMAINS

- Statistics
- macroeconomics
- Microeconomics

EDUCATION

Highest degree :

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| 2018 | Doctorate/PhD, Economics, L'Institut Agro Rennes-Angers, France
<i>Reconversion et aménagement durable des friches polluées : élaboration d'une méthodologie participative d'aide multicritère à la décision</i> |
| 2014 | Master Expertise économique des questions de santé, University Paris Dauphine-PSL, France |
| 2013 | Master Analyses et politiques économiques, Université de Montpellier, France |
| 2012 | Master Philosophie économique, Aix-Marseille School of Economics, France |

PROFESSIONAL EXPERIENCE

Academic experience and positions

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| Since 2023 | Associate Professor, ESSCA School of Management, France |
| Since 2020 | PhD thesis examiner Mahamoudou Zoré "Reconstruire la ville dans la transition énergétique et environnementale: l'intégration des générations dans les cycles urbains", Bourgogne University, France |
| Since 2019 | Associate researcher, SMART-LERECO (Institut Agro - INRAE), France |
| 2019 - 2023 | Assistant Professor, ESSCA School of Management, France |
| 2018 - 2019 | Postdoctoral Researcher, Bourgogne University, France |

PROFESSIONAL EXPERIENCE

Academic experience and positions

- 2017 - 2018 Adjunct Lecturer, ESSCA School of Management, France
- 2017 - 2018 Temporary Research and Teaching Assistant, Université de Rouen, France
- 2015 - 2017 Adjunct Lecturer, L'Institut Agro Rennes-Angers, France

Professional experience

- 2014 - 2017 Research Assistant, Agence de l'Environnement et de la Maîtrise de l'Energie (ADEME), France
- 2014 - 2014 Research Engineer, INSERM, France
- 2013 - 2013 Research Engineer, Centre national de la recherche scientifique (CNRS), France

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

- TENDERO, M. and BAZART, C. (2024). "I can't get no satisfaction": Soil contaminated brownfield redevelopment in France. *Cities*, 145, pp. 104719.
- GROLLEAU, G., MZOUGH, N., PETERSON, D. and TENDERO, M. (2022). Changing the world with words? Euphemisms in climate change issues. *Ecological Economics*, 193.
- MEUNIER, L., ADIL, S. and TENDERO, M. (2022). S(k)in in the game: Investing Responsibly in the Face of Risk. *Finance Bulletin*, 1(1).
- TENDERO, M. and PLOTTU, B. (2019). A participatory decision support system for contaminated brownfield redevelopment: a case study from France. *Journal of Environmental Planning and Management*, 62(10), pp. 1736-1760.
- TENDERO, M. and GYUYOT PHUNG, C. (2019). The revival of urban agriculture: an opportunity for the composting stream. *The Veolia Institute Review - FACTS Reports*, Special Issue The revival of urban agriculture: an opportunity for the composting stream(20, New agricultural purposes in the city), pp. 40-51.
- TENDERO, M. and PLOTTU, B. (2017). Acceptabilité des choix d'aménagement des friches urbaines polluées. *Revue d'Economie Régionale et Urbaine*, (2), pp. 335-353.

Editorially-Reviewed Articles

- TENDERO, M. and GYUYOT PHUNG, C. (2019). Le renouveau de l'agriculture urbaine : une opportunité pour la filière du compostage. *La Revue de l'institut Veolia Facts Reports* September, pp. 40-51.
- TENDERO, M. and PLOTTU, B. (2016). Perceptions et acceptabilité sociale de la phytoremédiation. *Le Bulletin de Veille Scientifique*, 8, pp. 92-9.

Books Editor

- TENDERO, M. and WEBER, C.S. [Eds] (2025). *The European Environmental Conscience in the EU Finance, Innovation, and External Relations of the EU*. 1 ed. Abingdon: Routledge, pp. 246.

Chapters in book

- TÉTARD, M. and TENDERO, M. (2025). The long walk to digital sobriety in the European Union – A French case study. In: Marjorie Tenders, Christoph Weber eds. *The European Environmental Conscience in the EU*. 1st ed. Abingdon: Routledge, pp. 10.
- TENDERO, M. and WEBER, C.S. (2025). Introduction: The European Environmental conscience in EU Economics. In: Marjorie Tenders, Christoph Weber eds. *The European Environmental*

Conscience in the EU. 1st ed. Abindgon: Routledge.

TENDERO, M. and WEBER, C.S. (2025). Conclusion: Perspectives for the governance of sustainability in Europe and the European environmental conscience. In: Marjorie Tenders, Christoph Weber eds. *The European Environmental Conscience in the EU*. 1st ed. Abindgon: Routledge.

TENDERO, M. (2023). Les friches urbaines : analyse multidimensionnelle. In: Jean Louis Yengué et Amélie Robert (ed.). *La Nature en ville : quels services - TOME 2*. 1 ed. Éditions Atlantique .

TENDERO, M. (2021). The Time has Come! The Development of the European Environmental Conscience: Evidence from the Eurobarometer surveys from 1974 to 2020. In: Thomas Hoerber, Gabriel Weber eds. *The European Environmental Conscience in EU Politics: A Developing Ideology*. 1st ed. Abindgon: Routledge.

TENDERO, M. and BAZART, C. (2021). Let it grow? Social representations of nature on contaminated brownfields. In: Francesca Di Pietro, Amélie Robert eds. *Urban Wastelands: A Form of Urban Nature?* 1st ed. Springer International Publishing, pp. 157-180.

TENDERO, M., PLOTTU, B., BRÉCHET, B., LE GUERN, C., JEAN SORO, L. and CHEMIN, H. (2019). Perceptions et usages : le cas des jardiniers urbain. In: Sophie Bretesché, Cyrille Harpet, Sylvie Ollitrault, Valérie Hequet eds. *Le risque environnemental : entre sciences physiques et sciences humaines*. 1st ed. Presses des Mines.

Conference paper (with selection committee)

TENDERO, M. (2025). A Longitudinal Analysis of Eco-anxiety and European Environmental Conscience. In: UACES 55th Annual Conference. Liverpool.

TENDERO, M. and WEBER, C.S. (2025). The European Environmental Conscience in EU Economics: Green Finance and Digital Sobriety. In: UACES 55th Annual Conference. Liverpool.

TENDERO, M. (2024). Dans la maison vide : analyse des logements vacants en Côte Ouest Centre Manche. In: 18e journées de Recherche en Sciences Sociales INRAE, SFER, CIRAD. Reims.

TENDERO, M., LENNE, A. and GUILLOUX, J. (2024). ChatGPT et troubles dys dans l'enseignement supérieur : présentation d'un retour d'expériences. In: Colloque "Diversité, Réussite[s] dans l'Enseignement Supérieur". Nantes.

TÉTARD, M. and TENDERO, M. (2023). Digital Sobriety in Europe. In: Workshop the European Environmental conscience in EU Economics: finance, innovation and external relations. ESSCA School of Management, Lyon.

TENDERO, M. (2021). Jardins partagés et compostage en milieu urbain : quelles formes d'accompagnement peuvent être mise en œuvre ? In: Les Journées de l'Économie, JECO 2021, "Faire des Utopies une opportunité". ESSCA, School of Management, Lyon.

TENDERO, M. and BAZART, C. (2021). I can't get no satisfaction: Contaminated brownfield management in France. In: Annual conference of FAERE 2021. Grenoble.

FORGANNI, A. and TENDERO, M. (2021). Brownfield Land and Regulatory Framework in the EU. In: UACES 2021 Conference. Online.

TENDERO, M. (2021). The Time has Come! The Development of the European Environmental Conscience: Evidence from the Eurobarometer surveys from 1974 to 2020. In: The Governance of Sustainability in Europe. ESSCA EU*Asia Institute, Angers.

MEUNIER, L., ADIL, S. and TENDERO, M. (2021). L'investissement socialement immoral en situation de risque. In: Workshop Regards croisés sur le leader responsable : éthique professionnelle et Management (ESSCA, IRGO, ESG UQAM). ESSCA, School of Management,

Bordeaux.

TENDERO, M., MEUNIER, L. and ADIL, S. (2020). Gender effects and SRI. In: 2nd ECMCRC Summer School on Behavioral and Neuroscientific Research for Economics, Finance and Accounting. Online.

TENDERO, M. (2019). Reterritorialisation de l'alimentation. In: National Symposium RMT (Réseau Mixte Technologique). Paris.

TENDERO, M. and LE GUERN, C. (2019). Sustainable Use and Management of Soil, Sediment and Water Resources. In: AquaConSoil International Conference. Anvers.

TENDERO, M. (2019). Un environnement propre et durable. In: 1e journées de demain – Les grands défis économiques du 21e siècle. Rouen.

TENDERO, M. (2019). Empty lands? Social representations regarding contaminated brownfields in France. In: International symposium: urban wastelands: a form of urban nature? Tours.

TENDERO, M. (2019). Soils of anarchy? A brief comparison of regulations regarding soil contaminated sites in Europe. In: Workshop of the EU*Asia Institute: The development of a European Environmental Conscience. Bordeaux.

TENDERO, M. (2019). Les méthodes de démocratie participative, le design des politiques publiques. In: Colloque "Bien-être dans la ville, culture et environnement dans l'aménagement urbain". Angers.

TENDERO, M. and BAZART, C. (2018). Social representations of contaminated brownfields: results from two complementary textual analysis software (Iramuteq and Tropes). In: International Conference on the Statistical Analysis of Textual Data. Rome.

TENDERO, M. and BAZART, C. (2016). Individual representations, perceptions and preferences among citizens living nearby contaminated brownfield sites in France. In: 7th International Doctoral Meeting of Montpellier in Economics, Management, and Finance. Montpellier.

PLOTTU, B. and TENDERO, M. (2016). Évaluation économique des services écosystémiques découlant de la reconversion de friches urbaine. In: Colloque international Services écosystémiques : Apports et pertinence dans les milieux urbains. Tours.

TENDERO, M. and PLOTTU, B. (2016). Proposition d'une démarche méthodologique participative conciliant analyse multicritère à la décision et méthodes expérimentales dans la reconversion de sites pollués. In: 7e Conférence du Réseau OPDE " Des outils pour décider ensemble". Rouen.

TENDERO, M. (2015). Initier une démarche participative intégrant bénéfices individuels et intérêts collectifs dans le cas de la reconversion de friches urbaines polluées. In: 4e journées doctorales sur la participation du public et la démocratie participative. Lille.

TENDERO, M. and PLOTTU, B. (2015). Acceptabilité des choix d'aménagement des sites et sols pollués: proposition d'une démarche méthodologique d'évaluation participative conciliant analyse multicritère à la décision et méthodes expérimentales dans la reconversion de sites pollués. In: Journées françaises de l'évaluation. Montpellier.

Research / consulting reports

TENDERO, M. (2023). Faciliter et accélérer l'implantation de sites industriels en France, chapitre dans Livre Blanc Industrie verte. ESSCA Research, France.

TENDERO, M. (2021). TFA waste management: socioeconomic and territorial issues. Report for the Laboratory of Economics on Nuclear Risk (LERN) from the Institute for Radiological Protection and Nuclear Safety (IRSN).

Presentation in a research seminar

TENDERO, M., PAUTREL, M., LEFEBVRE, M. and LAILLE, P. (2023). Les riverains, les gestionnaires et les élus : analyse des représentations sociales des espaces verts à la suite de la mise en place du Zéro Phyto. In: Séminaire du laboratoire SMART. Nantes.

Invited in Academic Conferences

TENDERO, M. (2019). Green is the new brown: examining individuals' preferences for brownfield redevelopment projects using a discrete choice experiment. Seminar SMART-LERECO.

Practice-oriented contributions

TENDERO, M. (2025). Comment les médias français parlent d'écologie ? ECORESEAU Business, France.

RESEARCH ACTIVITIES

Editorial activities

Reviewer for an academic or professional publication

Since 2021	Ad-hoc reviewer, American Journal of Environmental and Resource Economics
Since 2019	Ad-hoc Reviewer, Water
Since 2019	Ad-hoc Reviewer, Urban Science
Since 2018	ad-hoc reviewer, Sustainability
Since 2018	Ad-hoc reviewer, International Journal of Environmental Research and Public Health

Service to the institution

Active participation in an event organised by the institution

2025 - 2025	The European environmental conscience in EU politics and economics, JECO, ESSCA School of Management, France
2025 - 2025	Making Sustainability Real, ESSCA EU*Asia Institute, France
2023 - 2023	Writing Workshop "The European Environmental conscience in EU Economics: Finance, innovations, and external relations", ESSCA EU*Asia Institute, France

Service to the academic discipline

Scientific committee of an academic conference

2017 - 2017	Organization committee: TEPP Conference, Théorie et Evaluation des Politiques Publiques (TEPP)
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Membership in an academic association

Since 2020	Professional affiliation, Association Française de Science Economique (AFSE), France
Since 2020	Professional affiliation, French Association of Experimental Economics (ASFEE), France
Since 2020	Professional affiliation, French Association of Environmental and Resource Economists (FAERE), France
Since 2020	Professional affiliation, European Association of Environmental and Resource Economists (EAERE), Italy

Organisation/facilitation of webinars, seminars, roundtables

2020 - 2020	MOOC Pour une école inclusive de la maternelle au supérieur, Université Paris Descartes - Paris 5, France
2017 - 2017	Organization: 1er Workshop, Economic Experiments for EU Agricultural Policy Evaluation: methodological challenges, University of Angers, France

2015 - 2017 Organisation, Journées des doctorants, Agence de l'Environnement et de la Maîtrise de l'Energie (ADEME), France

Participation in a research consortium

Since 2017 CODIUM reserach Cluster, Institut de Recherche en Sciences et Techniques de la Ville (IRSTV), France

Since 2017 SOLURB Research cluster, Institut de Recherche en Sciences et Techniques de la Ville (IRSTV), France

Service to professional community

Activites in direct contact with business leaders or public decision-makers

2025 - 2025 Moderation: 'Café européen' sur l'économie et la la conscience environnementale européenne , Maison de l'Europe Angers & Maine-et-Loire et Europe Direct, France

Participation in professional events, roundtables

2020 - 2020 Obstacles à la reconversion de friches urbaines en France : résultats d'une enquête exploratoire, in Colloque 'Le défi des sols pour la ville durable', Union des Consultants et Ingénieurs en Environnement (UCIE), France