

JENY M. BLUME

Sustainability & Behaviour Change Strategist

Stakeholder Engagement | Capacity Development | Facilitation | Programme Design & Implementation

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EXPERT PROFILE

Sustainability implementation and behaviour-change consultant specialising in stakeholder engagement, capacity development, facilitation and programme design. Works at the intersection of systems, organisations and human behaviour, particularly where sustainability strategies or programmes encounter barriers to participation, adoption, alignment or implementation.

Brings more than 20 years of international leadership, stakeholder coordination and implementation experience across multicultural operational and corporate environments, complemented by recent specialist consulting work and postgraduate studies in strategic sustainable development, behavioural change, circular economy and social sustainability.

Contribution to international development assignments is strongest in stakeholder and institutional engagement, participatory processes, behavioural and organisational diagnosis, capacity-development design, strategic synthesis and translating programme objectives into practical implementation pathways.

CORE COMPETENCIES

Stakeholder Engagement • Capacity Development • Behaviour Change • Facilitation • Programme Design & Implementation • Strategic Synthesis • Organisational Change • Systems Thinking • Circular Economy • Social Sustainability • Gender & Social Inclusion • Strategic Communication • Cross-sector Collaboration

SELECTED CONSULTING & APPLIED ASSIGNMENTS

Independent Sustainability Consultant | Sweden / International | 2024–Present

- Supports organisations, public agencies and sustainability initiatives in strengthening behavioural and organisational dimensions of sustainability implementation.
- Designs behavioural diagnostics and implementation pathways to identify barriers to organisational adoption.
- Designs and facilitates stakeholder engagement processes supporting shared understanding and implementation readiness.
- Synthesises complex organisational, behavioural and sustainability challenges into actionable implementation approaches.

Sustainability & Behavioural Change Strategist – ETHO Agency, Sweden | 2026

- Analysed sustainability communication through behavioural and systems perspectives.
- Developed stakeholder messaging frameworks to strengthen engagement, alignment and adoption.
- Contributed behavioural and systems perspectives to strategic recommendations within a multidisciplinary consulting team.

Circular Retail Adoption Strategy – IKEA Case | 2026

- Designed a systems-based behavioural adoption strategy examining how behavioural insights, stakeholder engagement and systems thinking can strengthen implementation of circular retail practices.

Behavioural Strategy for Parental Leave Adoption – Public-policy Behaviour Change | 2026

- Designed evidence-informed behavioural interventions addressing adoption barriers using behavioural diagnosis and implementation planning.

Adoption Bridge Framework | 2026

- Developed an implementation framework integrating systems thinking and behavioural strategy to diagnose and strengthen sustainability adoption and implementation.

ADDITIONAL PROFESSIONAL EXPERIENCE

Candidate Experience Specialist – Volvo Cars | Sweden | 2024

- Supported international recruitment and candidate experience across global hiring processes.

- Coordinated cross-functional stakeholders while strengthening communication and operational effectiveness.

Campus Front Desk Manager – PVH Europe | Amsterdam, Netherlands | 2019–2021

- Managed front-office operations across multiple corporate buildings and guided onboarding and development of multicultural teams.
- Designed operational processes and implemented workplace procedures during organisational change.

Guest Services Supervisor / Assistant Manager – Norwegian Cruise Line | International | 2005–2012

- Led multicultural operational teams of up to 60 staff within complex international environments.
- Coordinated with immigration authorities, customs agencies, port authorities and government stakeholders across multiple countries.
- Contributed to two new ship launches through operational planning, team mobilisation and implementation support.

EDUCATION

- Postgraduate Studies – Strategic Sustainable Development | Blekinge Institute of Technology, Sweden | 2024–2026
- Sustainability Change Leadership | Hyper Island, Sweden | 2024–2025
- Master of Business Administration (MBA), International Hospitality & Services Management | Glion Institute of Higher Education, Switzerland | 2014–2017
- Bachelor of Science in Psychology | Trinity University of Asia, Philippines | 1997–2002

SELECTED PROFESSIONAL DEVELOPMENT

Circular Economy – Lund University | Business Modelling for Circular Economy – Linköping University | Life Cycle Assessment – University of Borås | CSRD Fundamentals | EU Taxonomy | Art of Hosting

METHODS & TOOLS

Behavioural diagnosis • Systems mapping • Participatory facilitation • Qualitative research & analysis • Strategic synthesis • Miro • Microsoft Office / Excel • Google Workspace

LANGUAGES

English – Fluent | Swedish – Intermediate (B2) | Filipino – Native

GEOGRAPHIC & INTERNATIONAL EXPERIENCE

Based in Sweden with professional experience across multicultural and international environments, including Sweden, the Netherlands and global maritime operations involving coordination with authorities and stakeholders across multiple countries. Filipino background and native-language capability provide additional cultural and regional familiarity relevant to Southeast Asian contexts.

AVAILABILITY

Available for remote and hybrid consulting assignments and short-term international missions. Open to project-based and framework assignments in sustainability implementation, stakeholder engagement, capacity development, behavioural change, social sustainability and circular economy.