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CV 2009 (limited version)

**Education:**

1981, M.Sc.(Forestry), University of Helsinki, Finland.  
1998, Vocational teachers education, Tampere Polytechnic

Language skills: Finnish (mother tongue), English, German and Swedish  
Others: 2002, Hunting examination

**Working experience:**

1997-, Jyri Makkonen Ky; own consultant's business, Tampere, specialized in Environmental and Crisis Communications  
1994-1997, Oy Metsä-Rauma Ab Pulp-Mill Project, Rauma (Communications Manager)  
1993-1994, United Paper Mills Oy Communications Department, Valkeakoski (PR-Manager)  
1988-1993, Pirkka-Häme Forestry Board, Tampere (Training and Information Manager)  
1985-1988, Finnish 4H-Federation, National Level, Helsinki (Forest Officer)  
1982-1985, Central Forestry Board Tapio, Helsinki (Forest Officer)

**References:**

**International representations**

Finnish representative for Elmia Wood (Sweden), 2008-09  
Finnish representative for Elmia World Bioenergy (Sweden), 2007-08

**Training programmes:** (lecturer and leader)

Environmental Communications, and Crisis in Communications:

Ahlman agricultural College, 2001-03  
The Central Union of Agricultural Producers and Forest Owners (MTK), 2009  
Commercial College of Rauma, 1996-1997  
Finnish 4H-organization, 2001  
Forest Associations of Western Finland, 1997 and 2003  
Fortum Gas & Oil, 2000  
Metsähallitus (Forest and Park Service of Finland), 2000-2002, 2008-09  
Metsäliitto, 1997-1998  
North Karelia University of Applied Sciences, 2001-2008  
Nordea Bank, 2008  
Pieksämäki Forest College, 1998 - 2000-04  
City of Rauma (City management), 1997  
Tampere Chamber of Commerce & Industry, 2008-09  
Tampere Polytechnic, 1999, 2000-2009  
Tuomarniemi Forest College, 1999, 2000-2007  
Telia Finland Oy, 1999  
Stora Enso Oyj, Forest Department, 1999  
UPM-Kymmene Oyj Forest Department, 1998-2004

**Publications:**

Books: "Forestry Communications" (in Finnish), together with Jorma Tuomi-Nikula, 144 pages. 1998

Music:

Pinus Silvestris - Forest-opera (synopsis and co-producer), 2006  
"And the Bow saw sings" (various artists, CD, producer), 2004  
"A Lumberjack is known everywhere" (opera-singer Jorma Hynninen, CD) 2004  
YL:n Pelimiehet (YL Fiddlers), CD (folk-music etc.). 1995  
Hyttiälän Pelimannit (The Hyttiälä Folk Music Ensemble) LP-record (folk-music). 1982  
Hundreds of live music-performances (acoustic singing and playing);  
specialized in Forestry and Lumberjack-tradition music, since 1995

**Project publications:**

Kiimajoki paddling-route (EU Leader-project) 2006-07 ([www.kiimajoki.fi](http://www.kiimajoki.fi))  
Metsähallitus (Forest and park Service of Finland); Preliminary-planning for the Nature Centre of the Nuuksio National Park (Helsinki-Region) 2002-03  
Silvesteri; Forestry Training Center for school-children, project report for The Tampere Region, 2005

Lomayhtymä Oy (Holiday-Union Ltd); Development plan for the Runni Spa, Forestry and events (Together with Silvicultura Ltd), 2003

Single parents association (Helsinki); Forestry and excursion-expertise in a project "Living connection with the forest for children" (Together with Silvicultura Ltd), 2003

#### **Material Production:**

Video-programmes, Power-Point presentations and Comics concerning Forestry training (1984 – 2009)

Forest-.web-TV (a new www-based extension-TV-format) 2009 ([www.metsatv.fi](http://www.metsatv.fi))

Forestry Centres in change, 80 anniversary, 6 min, 2008 (DVD)

Bioenergy - positive elements for climate - change 1,5 hrs 2007 (DVD)

Only the feeling is truth; Finnish Forest Foundation 13 min. 2005 (DVD)

EVO-Life 2000, 6 training-dvd's for the project 60 min. 2004 (DVD and VHS-video)

Forestry Centres 75 anniversary (multi-cavalcade) 2004 (DVD)

A Presentation multimedia for Oy Metsä-Rauma Ab pulp mill, 1996

A project video for Oy Metsä-Rauma Ab pulp mill project 1996

Web pages for Jyri Makkonen Ky 1997 and 2009

#### **Freelancer journalism:**

- Finnish Nat. Broadcasting Radio (Special theme: Forest) since 1998, and several Commercial (local) Radios in Finland
- Forestry Magazines: Metsälehti, Maaseudun Tulevaisuus, Koneyrittäjä, Metsä-Trans, John Deere-Uutiset, Metsa.Fi, Sahamies, Metsä-Serla-News, Työn Äärestä, UPM-Kymmene Metsä, Me Botnialaiset
- Daily Newspapers: Lalli, Aamulehti, Länsi-Suomi, Kauppalehti
- Very large Journalist- and Media-Contacts in Finland specialized in Forestry& Environment (since 1985)

#### **Communications Strategies:**

Kiimajoki paddling-route, communication strategy, 2006-2007

METSO- Forest biodiversity programme for Southern Finland (Ministry of Agriculture and Forestry) 2002

Forest-owners union of Western-Finland, communication strategy 2002

Planning and implementation of the communication strategy of the Metsä-Rauma pulp mill, 1994-1996

European Forest Institute; Communication strategy 1993

#### **Forestry Excursions (International, larger ones):**

- Japanese student-group, forestry excursion, August 2009 (40 participants)
- Bioenergy in practise; field excursion for Richmond Engineering Ltd, (USA), March 2009
- Informal Meeting of Ministers of Agriculture and Special Committee on Agriculture, Oulu, September 2006 (200 participants)
- Agricultural Attachés excursion to Pirkanmaa and Evo, June 2000 (20 delegates)
- German Journalists Forestry Excursion to Eastern Finland and Russia, February 2000 (12 delegates)
- Informal Meeting of Ministers of Agriculture and Special Committee on Agriculture, Tampere, September 1999 (250 participants)
- Pro Carton Info Tour, Eastern and Central Finland, April 1999 (German Delegation, 30 participants)
- Finnish-French Student Delegation, Western Finland, February 1998 (45 participants)
- FAO/ European Forestry Commission; Lahti, October 1998 (60 delegates)
- Indonesian Forestry and Business-delegation, Field Excursion in Western Finland, June 1997 (20 participants)
- IPRA XIV Public Relations World Congress, Helsinki June 1997, Chief Co-ordinator of Forestry Excursion (140 participants)
- Pro Carton Info Tour, Western Finland, September 1997 (German Student Delegation, 20 participants)
- IUFRO XX World Congress, Tampere, August 1995, Chief Co-ordinator of In Congress tours (2 000 participants), **Member of COC 1990-1995**
- The Ministerial Conference on The Protection of Forests in Europe, June 1993, Helsinki-Savonlinna (200 participants)
- Several Customer-Visits for UPM-Kymmene Oy, Metsä-Serla Oy and Oy Metsä-Rauma Ab and Finnish Forest Industries Federation, 1993-2000

#### **Hobbies:**

Music (active playing and singing)

Nature-Sports and floating –skills, Forest-History