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CV 2011 (limited version)

*Education:*

High School diploma, Ruovesi, Finland. 1974  
M.Sc.(Forestry), University of Helsinki, Finland. 1981  
Vocational teachers education, Tampere Polytechnic, Finland. 1998

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

*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 KWF-Tagung 2012 (Germany)  
Finnish representative for Elmia Wood (Sweden), 2008-09 and SkogsElmia 2011  
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), 2009-12  
Commercial College of Rauma, 1996-1997  
Finnish 4H-organization, 2001  
Forest Associations of Western Finland, 1997 and 2003  
Forest Associations of Southern Finland, 2001  
Forestry Centers: Pirkanmaa, Lounais-Suomi, Kaakkois-Suomi and Etelä-Pohjanmaa 2002- 2011  
Fortum Gas & Oil, 2000  
HAMK University of Applied Sciences, 1999-2001 and 2011  
Metsähallitus (Forest and Park Service of Finland), 2000-2002, 2008-09, 2010  
Metsäliitto, 1997-1998  
Ministry of Agriculture and Forestry, 1998, 2002 and 2006  
North Karelia University of Applied Sciences, 2001-2008  
Nordea Bank, 2008  
Pieksämäki Forest College, 1998 - 2000-04  
ProCom – the Finnish Association of Communications Professionals, 2008  
City of Rauma (City management), 1997  
Saga Furs Ltd, 2001  
Tampere Chamber of Commerce & Industry, 2008-09

Tampere Polytechnic, 1999, 2000-2011  
Tuomarniemi Forest College, 1999, 2000-2007  
Telia Finland Oy, 1999  
Stora Enso Oyj, Forest Department, 1999  
UPM-Kymmene Oyj Forest Department, 1998-2004  
Voimatori Oy 2009 and 2010

*Publications:*

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

Music:

Spirit of the Taiga Forest (music-CD, producer, co-singer) 2011  
Pinus Silvestris - Forest-opera (synopsis and co-producer), 2006  
"And the Bow saw sings" (various artists, music-CD, producer), 2004  
"A Lumberjack is known everywhere" (opera-singer Jorma Hynninen, CD) 2004  
YL:n Pelimiehet (YL Fiddlers), CD (folk-music etc.). 1995  
Hyytiälän Pelimannit (The Hyytiälä 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:*

Domestic renewable wood-energy from Häme 2011 (Regional Council Häme)  
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 Haltia in  
Nuuskio 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:*

Bonvesta/UPM Forest (30 videos for the web-site of Bonvesta)	2011-12
Forestry Centre Tapio (Internal training programme)	2010 and 2011
Forest-web-TV (a new www-based extension-TV-format)	2009-12 ( <a href="http://www.metsatv.fi">www.metsatv.fi</a> )
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) 1998- 2010, and several Commercial (local) Radios in Finland
- Forestry Magazines: Metsälehti, Maaseudun Tulevaisuus, Koneyrittäjä, Metsä-Trans, John Deere-Uutiset, Metsä.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 and training 1993

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

- Japanese student-group, forestry excursion, August 2009 (40 participants) and 2010
- 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 (Nordic Skating, Paddling, Hiking),

Old-time Floating –skills

Forest-History and tradition

Hunting (Elks)