



Curriculum Vitae

Name: My Laurell
Address: Kockvägen 3, SE-742 41 Öregrund
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E-mail: my@laurell.info
Marital status: married with two grown up children
Sex: female
Date of birth: 22/05/1955

Work experience

01/09/12 – Consultant, My Laurell AB
Communications within the areas of science, sustainable development, agriculture and forestry. This includes assignments as investigator, author, editor, moderator and advisor for different clients.

01/08/13-30/06/14 Project Manager, The Swedish Environmental Managing Council (SEMCo)
Responsible for update of procurement criteria, electricity, responsible for a UNEP project on Sustainable Supply Chains (author)

01/04/12.31/08/12 Communications Manager, FSC Sweden
Responsible for communications strategies and activities – internal/external

01/10/10-31/03/11 Project Manager SEMCo
Responsible for the work on pre-study and procurement criteria regarding forest products

09/10-03/11 Communications Consultant, Östhammars Media AB
Communications within the areas of science, sustainable development, agriculture and forestry. This includes assignments as investigator, author, editor, moderator and advisor for different clients.

01/08/09–31/08/10 Director, Forest Stewardship Council, Uppsala, Sweden
In charge of operations and activities within FSC Sweden (temporary position)

2004–2009 Communications consultant, Östhammars Media AB
Communications within the areas of science, sustainable development, agriculture and forestry.

1996–2004 Chief editor/owner, Östhammars News, Östhammars Media AB
Chief editor, publisher and employer at the weekly, subscribed newspaper Östhammars News

1987–1996 Freelancer and author
Assignments within the areas of science, sustainable development, agriculture and forestry

1986–1987 Science journalist, Nya Perspektiv, LRF publishing group

1985 Journalist, Upsala Nya Tidning

1984 Freelancer and author

1983 Maternity leave

1981–1983 Environmental Officer, Tyresö municipality
Manager of environmental issues in the municipality

1980 Inventory personnel, Naturvårdskonsulterna i Sigtuna.



Higher education and training

2010	Media and Communications studies, Umeå University, 30 ects
1979	Community Planning, KTH, section of architecture, Stockholm. 15 ects
1976–79	Bachelor of Science, biology, geosciences and nature conservation, Stockholm University, 180 ects.
2013	Netwriting for IELTS, distance learning, 6 weeks, Folkuniversitetet.

Personal skills

Mother tongue	Swedish
Other languages	English, Proficient user
Communication skills	Excellent communication and contact skills gained through many years of work with communication issues and as an entrepreneur
Organisational/ managerial skills	High leadership skills and good team leading skills gained during eight years as an employer for 4-5 journalists at Östhammars News, and a year as a director of FSC Sweden
Computer skills	Very good command of Microsoft Office and Adobe Creative Suite, good command of software for sound and video editing and for website production in CMS, Dreamweaver and Muse.

Additional Information

Publications (selection)	Sustainable Supply Chain and Sustainable Public Procurement, a pre-study. UNEP 2014.(ENG) Background Study, Renewable Electricity, SEMCo 2013. (SWE) National Veterinary Institute – 100 Years of Knowledge, 1911-2011, SVA 2011 Procurement criteria for legal, non-controversial and sustainable forest products. A pre-study, SEMCo, 2010. Environmental Claims - Right or Wrong? Co-editor Lars Jonson. SIS publishing house 2007 Guide to Sustainability – How we did it. Council for Higher Education 2003.
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