

**Curriculum Vitae:  
Maria Hildur  
Maack**



**Nationality:** Icelandic  
**Date of birth:** 22nd November 1957  
**Address:** Ranargata 19, 101 Reykjavik  
**Tel:** + 354 552 72 92  
**Email address:** maria.maack@newenergy.is

**Family:**  
**Husband since 1984:** Finnur Árnason, chemist, specialist at the Icelandic New Business Venture Fund  
**Children:** Fífa born 1985, Einar 1987, Ásta 1991

**Core competence in own words:**  
*Creative and energetic with a positive mindset. Broad intellect; oriented for understanding holistic context, underlying reasons and drive to overcome barriers and reach set goals. Good in keeping overview, solution orientated; sharp insight, humorous. Organized, motivating, clear in communication. Practical language skills exceptional Well trained in teamwork and leading project work. Experienced from teaching at various educational levels, presentations for public or academics, consultancy within sustainable measures.*

**Interests:**  
**Interacting with people in progressive disciplines for the benefit of world wide sustainable development, artistic creation, own children, other kids and students. Enjoy natural and cultural environments; Outdoors activities, winter-sports, singing, theatre, music and art, costume and indoors design. Water-colour painting and portrait drawing for relaxation; knitting, dancing and socializing. A passionate, yet very positive interest for environmental affairs since early age.**

**Current  
Employment**

**Environmental manager of Icelandic New Energy; The promoter for the Hydrogenization of the Icelandic Economy. Main tasks: International and local coordination and implementation of the socio-enviro and economic studies and reports within fuel cell bus demonstration (ECTOS), main contact for the recently launched NEEDS (new externalities for energy development) evaluating hydrogen as and energy carrier, editor of information material for the public. Also a specialized tour guide for guests in Iceland on renewable energy and a lecturer at the travel guide college on flora, fauna and environmental affairs in Reykjavik (Lectures for the Smithsonian tours as an example).**

10 energy companies in Iceland and DaimlerChrysler, Norsk Hydro and Shell Hydrogen founded the company in 1999. Its goal is to facilitate the transition of running vehicles and fishing vessels on domestically produced hydrogen. The company has recently received sponsorship from the EC to launch the ECTOS program; Ecological City Transport 2001 – 2003. The project is a demonstration of the technology and a study of the feasibility to use hydrogen as a fuel in environmental, economic, and social and safety aspects.

**Examples of latest  
Publications**

**2002** *Hydrogen becomes reality through cooperation in Iceland? Chapter in: Energy 2002, OECD, ed. Richard Knox. Editor for ECTOS and CUTE Methodology 2003*  
**2003** *Editor of animated educational film for public schools on CDROM on hydrogen. The journal Our Planet UN Environmental programme: Braking the Ice, Dec. 2003 (see w.ourplanet.org )*  
**2004** *An article for the US market is pending for publication in the journal Environment.*

IN April 2005 the ECTOS demonstration Fuel cell bus project will come to an end and results made public. Until then general information on practical use of Hydrogen as a fuel is in high demand. So far published articles are aimed for the general public but from 2005 more scientific papers will be issued on each aspect. The research Methods were developed in a pan-European team and were turned in as a deliverable European Commission. It describes the approach to collect information triple bottom line studies during the tests with hydrogen and fuel cell

Professional experience;  
I. Recent engagements cont.

***1996 – 1999 Project management in EC pilot project ALTER ECO 1860 (Leonardo programme; Education, training and youth) 4 years developing teaching material and training courses for teachers about alternative technology, renewable energy linking to tourism for education. Maria's role in ALTER ECO: Application to EC, organisation, finding partners, reporting, planning meetings and communication, contracts. Product development; English editing text and illustrating and setting up the modules. Public relations, presentation on workshops, teaching on training courses***  
***People who can give comments from this project are: Einar Gunnlaugsson the Reykjavik Central heating Service ([einarg@or.is](mailto:einarg@or.is) .) Also Ása L. Aradóttir, ([asa@langr.isholf.is](mailto:asa@langr.isholf.is)) Icelandic Soil conservation.***

Professional experience;  
I. Recent engagements cont.

***Project management in three major projects developing cultural and educational tourism.***  
***a) Travel through centuries from the Viking era to the revolution in fishing. Introduction to the history of the Icelandic people (Saga a Tröllaskaga) Cooperation with three communities in northern Iceland;***  
***b) Educational center focusing at limnology and geothermal activities for visitors at Mývatn, Northern Iceland. (Fræðasetur við Mývatn)***  
***c) A survey on what students and academics come to investigate in Iceland. Foreign guests at institutions and their interests***

buses.

Title of project: Alter Eco; Introduction to alternative technology and eco- logical life style. Main results: a CD ROM with teaching modules on renewable energy technologies (geothermal, solar panels, PV cells, ocean energy, wind energy, rehabilitation of eroded land, mollusc cultivation as means of preventing sea eutrophication, didactic approaches for environmental training in companies. Training courses were tested in Iceland. Teachers and trainers in technical and vocational schools and teachers of natural science, as well as students during the first stages of University education followed the courses and field trips. Partnership: The University college of Education, Iceland. Western Norway Training Partnership, Bergen, Institut für Umweltshchutz in der Berufsbildung, Hanover, Conphoebus, Catania, Italy.

Maria ran a small consultancy by the name of Kria Study tours. (Fræðslustofan Kría) mostly working in cross disciplinary developmental projects within rural tourism. These project were sponsored by the state research fund, ministries of environment, agriculture and communication, municipalities, various institutes, the University of Iceland and some firms. Mostly they concerned environmental issues, new ventures using local resources and raising the attractiveness of areas outside the beaten track.

A project sponsored by the city of Reykjavik in order to follow up on request from tourists that come for special interests to Iceland and seek information within institutions.

Education and Training	<p><b><i>MSc in Environmental Management &amp; Policy, International Institute for Industrial Environmental Economics (IIIEE, Lund) 1999-2000.</i></b></p> <p><i>The programme has been sponsored by the UN Environmental Programme (UNEP) and selects 35 students from over 200 world wide applications. See home page: <a href="http://www.iiiee.lu.se">www.iiiee.lu.se</a> 14 month very intensive Masters programme with a high degree of practical training in Swedish companies, communities and institutes. The programme is based on teamwork with students with various backgrounds, nationalities, specialities and practical working experience.</i></p>	<p>Main courses:          Anthropogenic Impact on the Environment, Environmental policy and management in firms and communities. Environmental Economics, Introduction to Cleaner Production, Cleaner Technology and Environmental Technology. Environmental Business and Corporate management. Standard environment and quality systems. Auditing for Cleaner Production (Kaliningrad (Köningsberg) Russia, 15 days in April 2000); Life Cycle Analysis. Green Products' Design, Auditing Environmental Management Systems. Master Thesis.</p>
Masters Thesis	<p><b><i>Master's Thesis sponsored by Vellinge Municipality in S. Sweden as part of a project concerning cultural tourism. The conclusions of the work have been used to sharpen identity based on historical herring culture and raising competitiveness in the Baltic area. Tutor: Don Husingh (<a href="mailto:don.husingh@iiiee.lu.se">don.husingh@iiiee.lu.se</a>) And Zinaida Fadeeva</i></b></p>	<p>Title: <b>Social capital as a resource for sustainable competitiveness.</b> <i>The art of creating identity.</i> Theoretical part describes reasons and possibilities to use social capital to substitute partly for consumerism. Case study involved interviewing inhabitants on their local identity and possibilities to raise awareness for cultural heritage. Conclusion part contains ideas on how to engage senior citizens in reviving the local herring culture and interactions across the Baltic sea as well as enhancing local trade. – Ideas were implemented in 2002 – The Margareta dagarna – herring medieval festival in Falsterbo, south Sweden.</p>
Higher Education and Training contin.	<p><b><i>a) B. Sc in Biology, University of Iceland 1982          b) Advanced courses in marine ecology and sea ranching of invertebrates. University of Gothenburg 1987. Science project on Pecten Maximus 1988: Wintertolerance of Pecten Maximus in Brackish Water. (20p)          c) B.Ed Didactics 1991, Univ. of Iceland          d) Licensed as a tour guide in Iceland in 4 languages, trained as a mountain tracker.</i></b></p>	<p>Main emphasis in biology: ecology, botany, and cryptogams, invertebrates, organic chemistry and geology. Editor of the student science magazine in 1979. A teaching assistant at Gothenburg University on ranching invertebrates. Tjärnö – marine biological laboratories, tutor: Eva-Marie Rödström, Kerstin Jönsson</p>
Baccalaureate	<p><b><i>Final exam from the department of Physics, Reykjavik College 1977</i></b></p>	<p>Rewards for language skills in Danish, German and French. Additional courses: French, history of art, painting courses at the college of art in Reykjavik.</p>
Additional professional training	<p><b><i>Intensive training course in international project management. Teacher: Morten Fengel, head of the int. association for project management. 45 hours course 1994. Additional training in Samsö, Denmark in 2000 by M. Fengel. Assistant at arranging the Nordic work shop of project managm. Lund Novemer 2000.</i></b></p>	<p>Issues dealt with: project planning, start up, task division, timetables, meetings facilitation and networking, risk analysis, project handbook. This is probably the most practical training course I have attended. The project management approach is a tool that has helped me in all national and international cooperation</p>

Language skills & training

***Learned Danish, English, German and French in School. Trained from working in all the relevant countries. Learned Swedish from living and studying in Sweden. Advanced studies all conducted in English.***

As a tour guide in Iceland I work in English, Danish, Swedish, French and German. I have had the opportunity of working in Denmark, Germany and France and all University studies have been conducted in English. I have been able to maintain and master these languages through work and practical use in communication.

## II. Former work

- a) Teaching at the Reykjavik College 1989 - 94. Lecturing at the University of Iceland; a guest lecturer at various Colleges, and University level. Courses for adult education. Teacher at the College for travel guides, since 2000. Also teaching during summer months for the summer schools in communities.***
- b) Running a sea ranch for the Icelandic salmon ranch in Eiðsvík. 1989***
- c) Head of department for the West Coast Centre in 1988 for the Marine Research institute***

Main subjects in teaching: biology, chemistry, physiology, chryptogames (lower plants) and environmental issues. Worked in developing curriculum and didactic methods in a Nordic project (MUVIN). The students were made active in considering themselves and own lifestyle as a tool to facilitate sustainable development and come up with feasible ideas that might shift environmental impacts without loosing out on well being. My own interest lie mainly in subjects where non-material resources (knowledge, culture, arts and skills )can be used as the basis for new ventures.

III. Summer jobs  
and part time jobs

***More advanced:***

***Planning tours for visiting teachers and students particularly on environmental issues, geothermal techniques and rehabilitation of soil. Working on summer-courses for the University college of education and the Farmers University College at Holar for Canadian students.***

***Tour planning for geology students from Washington and more Universities in USA in cooperation with the Nordic volcanologic institute.***

Tour guide for 11 summer seasons mostly for the Icelandic Travel Bureau, starting in 1979. Research on wheat crop for the Grand Moulin de Paris, 1981, Research on plankton and registering fish catches for the Marine Research Institute in Reykjavik 1982 and 83; Salmon ranching 1984. From 1985 tourist guiding.

Earlier experiences: Worked as a farm helper from 1963 – 1973, - which was quite common for Icelandic children. Between '74 – '78: Construction worker in Reykjavik; Kitchen aid in children- home, Berchdesgaden, Germany; Driver on forklift in a warehouse at the port of Reykjavik; Working in an fish processing plant Vestfirðir, Iceland.

Confidential work:

Selected as a delegate in the Council for Nature Protection for the Ministry of Environment in 1996 – 2000 to represent NGOs. Appointed the official teachers' spokesman at both colleges during teaching periods in 1983 and 1989

My interest in environmental issues is derived mainly from interacting with the Icelandic Nature; recognising its specific features that give alternative opportunities. I believe that in Iceland there is a need to look for local solutions developed from national ideas and experience but integrating them with best available technology.

IV. Further information /references. Can be obtained from the following co-workers and supervisors

**Mr Jon Björn Skulason, General Manager of Icelandic New Energy:**  
[skulason@newenergy.is](mailto:skulason@newenergy.is)

General manager and main co-ordinator within the hydrogen projects in Iceland from 1999. Works mostly as a project manager and financial planner.

**Professor Don Huisingh**  
**Tutor at the environmental program in IIIIEE, Lund University PO Box 196, Lund, S-22100, Sweden**  
**Tel: +46 40 222 0200**  
**[Don.Huisingh@iiiee.lu.se](mailto:Don.Huisingh@iiiee.lu.se)**

Professor at iiiee. Motivator of Cleaner Production (CP). Editor of the Journal of Cleaner Production. Don has some insight into Icelandic circumstances and engineering agencies. His main emphasis is on founding centres for CP and courses in environmental issues all around the world

**Nils Arvid Anderson, Vellinge Kommune Sweden**  
**Tel: +46 709915253 [nils-arvid.andersson@vellinge.se](mailto:nils-arvid.andersson@vellinge.se)**

Head of the development department, Municipality of Vellinge, Environmental department, Malmö, Sweden

**Prof Þorsteinn Ingi Sigfússon, University of Iceland, [this@raunvis.hi.is](mailto:thi@raunvis.hi.is)**

Professor of Physics, chairman of the board at Icelandic New Energy

**Roberto Lo Cicero Vaina**  
**Email: [robloc@tin.it](mailto:robloc@tin.it)**  
**Ukraine working for Swedish consultancy Carl Bro**

Partner in ALTER ECO, a very experienced project manager and expert in renewable energy sources. A current manager of a large project reorganising the water-system in Kaliningrad and renewable energies in Tatzekiztan.

**Anastasia O'Rourke, Yale University**  
**[anastasia.orourke@yale.edu](mailto:anastasia.orourke@yale.edu)**

A former colleague from the Masters program in Lund Sweden.