



Flexens recruits Jonas Holmström

As of August, **Jonas Holmström** will handle citizen engagement at **Flexens**. Holmström continues his long career in communications and sustainability on the Åland Islands and will function as a local energy spokesperson.

"I believe that my combined experience of digital marketing at **Visit Åland**, political work at **Hållbart Initiativ** and community engagement at **Ålands Natur och Miljö** will be of substantial gain in my new position", Holmström says.

"Jonas has been familiar with **Smart Energy Åland** since before the project was corporatised in 2018. We see Jonas as a valuable addition to our progress towards becoming an international leader in energy project development, " says **Berndt Schalin**, CEO at Flexens.

FOCUS ON SMART ENERGY ÅLAND

Smart Energy Åland makes up Flexens' roots. Through the project, Flexens has demonstrated and learned about powering whole islands, and thus whole societies, on renewable energy.

"Smart Energy Åland is still an important development project for us, although we have already begun our international expansion based on what we've learned," says Schalin.

In his new role, Holmström will put effort into advancing Smart Energy Åland's digital market presence.

NEW TOOLS FOR CITIZEN ENGAGEMENT

Citizen engagement entails working to involve all of society in, for example, local energy issues. For Flexens, citizen engagement is essential to the company's business model. One of Holmström's most important tasks will be creating globally adaptable tools for citizen engagement.

"Flexens' goal is to use lessons learned on Åland elsewhere. I am excited to take experiences from Smart Energy Åland to other destinations", Holmström explains.



BERNDT SCHALIN

VD, Flexens

berndt.schalin@flexens.com

+358 (0) 408 429 469

Flexens
FLEXIBLE ENERGY SOLUTIONS

Flexens Oy Ab is a project developer and investor implementing crucial solutions so that more societies can run on only renewables

**SMART
ENERGY
ÅLAND**

Smart Energy Åland is a globally unique initiative demonstrating that societies can run on only renewable energy while not increasing consumer costs.