

Lauha Fried
Communications Director
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Lauha Fried joined the Global Wind Energy Council as its Communications Director in September 2011. She has worked in the energy and climate field since 2008, with a particular focus on renewable energy. Prior to joining GWEC, Lauha worked as a Policy Officer with the European Small Hydropower Association (ESHA) at the Renewable Energy House in Brussels.

Lauha has years of experience from advocacy and EU Public Affairs work. She worked in the field for regional and urban policy representing an alliance of Finnish regions in the EU and managing Innovative Urban Development Programmes at DG Regional and Urban Policy at the European Commission. She also worked as an EU Affairs Manager with the Finnish Federation for Telecommunications and as a Communications Consultant at Gopa-Cartermill.

At GWEC Lauha is focused on working on communications and policy issues to ensure that wind power takes its rightful place in the energy options for the future. Lauha has authored several publications on wind energy and renewables. She holds an MSc in Political Science, international law and communications and speaks French, English, Swedish as well as her native Finnish.