

EDIT







EDIT.

Since the start of EDIT back in March 2019, the magazine has grown quite a lot. Our staff has almost doubled in a short period which we are, of course, very proud of. With this expansion of writers, designers, advertising staff, marketing staff, and photographers we feel that the association has grown in both size and in quality. This is something we hope that you, who are reading this right now, feel as well.

Some of the members are new to the group, and some have been here from the start. When the new year begins, almost half of the group has left. Though it will be tough in the beginning, we will grow as a group and we can promise you all that we will make sure to keep up the good work that EDIT has had from the first article.

This is our second printed issue in one year, which for a group of people who have no experience in producing a magazine is no small feat. Though our previous magazine was mostly informative to the new students at JU and this led us to explore a new concept of a theme of this printed issue.

Sustainability. A word that carries a lot of weight and is quite hard to define to a specific topic. We have however tried to include a lot of different views

and angles. If it's personal sustainability, thoughts of the future or just plain tips from us, we have tried to include a lot of different thoughts on the subject. We do not claim to be experts in the subject, but we try to at least give you different visions of it.

By writing some of the texts in this magazine, we want you all to think twice. Do you really need that extra plastic bag? Do you need to buy that shirt? Can you do more for our planet? Or maybe just do something extra for a friend? These are all environmental questions but there is so much more to the word sustainability than the environment. Sustainability could be about yourself and your own health. Are you taking care of yourself? Think about the future, because that's where our life will grow. We all need to work for our future.

This is our second printed magazine, but the first one with a theme. We have worked hard, and after all, we are happy with the result. All of us in EDIT hope you will enjoy reading this as much as we enjoyed creating it.

SIMON NYMAN & LUCAS AXELSSON



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ENVIRONMENTAL DIPLOMACY 2024

ENVIRONMENTAL DIPLOMA 2020

Since the theme of this number of EDIT is sustainability I thought it would be good to update the students on the current work that JSU does in the Service Operations from a sustainable point of view!

If you for some reason have missed out on what the Service Operations is, I will quickly inform you about it.

JSU is operating three venues where activities are offered to its members. RIO in the Student's House on campus is a café/restaurant, open during the daytime. In the evenings and night time it serves as a venue for different social activities. Akademien is the nightclub that is open every Wednesday during the semester and for other activities for JSU's members. Sydney is the restaurant at HHJ and can also serve as a venue for different social activities. With that said, now to the sustainability work!

Since the JSU is a democratic organization we listen to what our members want. The annual meeting declared during spring that JSU should work actively to environmentally certify the service operations. We are trying to make this project a little bit bigger and the goal is to have the office at the Student's house and the study associations (JSA, HITECH, LOK, and Hälso Sektion) certified as well. It's kind of a big operation with a lot of people involved and we will try to have all documents in place before the annual meeting 2020.

During spring we will try to implement as many plans as possible. What does this mean in general?

Foremost we can enlighten some examples of the things that we have done so far.

We have initiated a plan to remove as much of the single-use items that are practically possible. For example, the straws and drink sticks have been already removed for some time at Akademien but we will continue at RIO and SYDNEY. We have found a partner when it comes to replacing most of the single-use coffee cups. Together with SSA (Students for Sustainable Action), we will try to cover everything that can be changed for the better with the environment in mind.

We have removed or replaced most of the plastic-based products and this work will continue over the spring semester. Hopefully, during 2020 we will have received our diploma and keep a lookout for any changes you might notice in our cafés on campus!

If you have any ideas or questions of your own, please just let us know!

**SERVICE OPERATIONS MANAGER
RICKARD BAGGE**



PARADISE IS JUST AROUND THE CORNER

I spent most of my teenage years, dreaming about everything but Sweden. I wanted to see the beaches and mountains in New Zealand, walk through the idyllic cities in the Scottish Highlands, and drive all across the United States. But after a few years of travelling, I've realised that maybe I don't have to go that far to experience these kinds of environments. Perhaps it's just around the corner.

I never liked Sweden. Growing up in the south of Sweden, only fifteen minutes away from the ocean, I looked at this country and thought: "dull, dull, dull". I wanted nothing but to leave and experience new views and other cultures. So, as soon as I started earning my own money, I began to explore the world - starting with Europe. And since then I've seen many countries and travelled further than Europe, all the way to America. And before my 'wanderlust' took me further into Asia, Africa, and so on, it disappeared. You see I spent a few months in Wilmington, North Carolina in the States, as a part of my exchange semester. And that's when I realised that the grass isn't greener on the other side. That US is not that great – no offence to all the

“I COULDN'T SHAKE THE FEELING THAT I WAS MISSING SOMETHING – THAT SOMETHING BEING SWEDEN”

Americans reading this. It's indeed much larger in every way, and quite interesting if you look at all the cultural differences. And I'm very happy that I decided to go on my exchange, but I couldn't shake the feeling that I was missing something – that something being Sweden. The clean streets, the coffee shops, the food, but most of all, nature. Being so stretched out, Sweden offers so many different types of nature. From the south, where the land is so flat you can see all the fields in front of you, to the north where you can experience northern lights and mountains. Unfortunately, I've never seen the north of Sweden, but after my time abroad I changed my future travelling plans, and now all I want to do is to travel within my own country.

This of course, is very fitting, because I won't have to travel on an airplane, or in a car. I can take the train or the bus and get off wherever I want to. So, I'm not only doing myself a favour by travelling more within my country, I'm doing what I can for the environment and future as well. And still, I get to travel and explore. But I get it, you might want to travel to warmer parts of the world, or learn more about a specific place, that you won't be able to find here. Or maybe you want to go on an exchange, just like I did. The thing to remember is that one trip

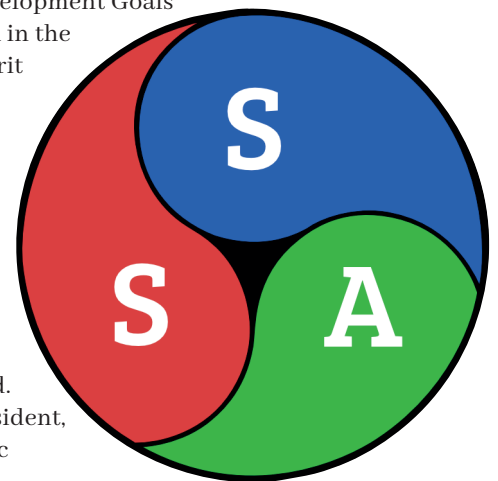
away is okay, I don't think it's possible to stop the global evolution, but it might be good to stop and look at what you have around you.

Whenever I can't find something, and someone says: “but it's right there, beside you”, I say: “that's right, it was too close to me”, meaning that I didn't see it because it was lying too close to me. This is usually something that I say to stop me from looking stupid because I didn't see it. But I do think it's very common – that things that are too close to us sort of disappears. Just like when you want to travel, but don't include Sweden in your plans. It's too close. And there's a lot of difference sayings, explaining this phenomenon, but my favourite one is this one (you probably have to be a Swede to get it). But in the Sällskapsresan-movie when they go to the Canary Islands, the drunken pair of men spend the whole week looking for Pepe's Bodega, and when they reach the last day of the trip, they realise that it was just around the corner from the hotel. Just like me, trying to find paradise far away, when all I had to do was to look closer.

MAJA OTTOSSON

A FEW WORDS FROM STUDENTS FOR SUSTAINABLE ACTION

Students for Sustainable Action, or SSA for short, is a JSU association that strives for the inclusion and improvement of the 17 Sustainable Development Goals proposed by the United Nations. Since the foundation of SSA in the Autumn of 2016, the purpose has been to create an active spirit of sustainability at Jönköping University and in the general Jönköping community by engaging in actions that focus on real change and contributions to global sustainability. SSA abides by the triple-bottom-line model, with a focus on environmental, social and economic sustainability respectively. Throughout these three areas, SSA supports project groups to raise awareness and/or look for improvement on campus. The ultimate aim for SSA is to inspire and influence the next generation of students to act responsibly in their own lives and future careers in the world. The SSA board generally has 7 members; President, Vice President, Treasurer, Operations Manager, Marketing Manager, Graphic Designer, and Administrator.



CURRENT PROJECTS

SSA runs various projects related to sustainability, such as the Coffee Cup Project, Hands-Off Project, and Urban Farming. SSA Members have the opportunity to join such groups and make an impact on campus themselves through the involvement within these projects.

THE COFFEE CUP PROJECT targets both environmental and economic sustainability with its goal being the reduction of disposable coffee cups (and accessories such as plastic spoons) and instead, striving for reusable alternatives. The school's current disposable cup system leaves a huge carbon footprint behind, which can be resolved by implementing a more sustainable platform. SSA's vision is to see a campus where 'For-Here-Or-To-Go' is the common norm, and where a discount incentive in regards to reusable cups or price disincentive in regards to disposable cups, as well as a recycling area for those who use disposable cups.

THE HANDS-OFF PROJECT targets social sustainability by addressing sexual harassment on campus. SSA conducted a survey in March 2019 which provides a basis for future improvements surrounding sexual-based discrimination, harassment, and assault for students. Results from 374 responses showed that experiences of such harassment varied and that different groups of students were affected at varying rates. Throughout this semester SSA has actively worked on actions that can help students in situations of harassment, such as a self-defense class and a harassment-awareness guest lecture. SSA's vision is to implement a system that targets JU-owned locations with a significantly bigger rate of sexual harassment (such as Akademien, or on-campus locations) and to implement a more active and better communicated outlet for those who have experienced sexual harassment to be able to go to.

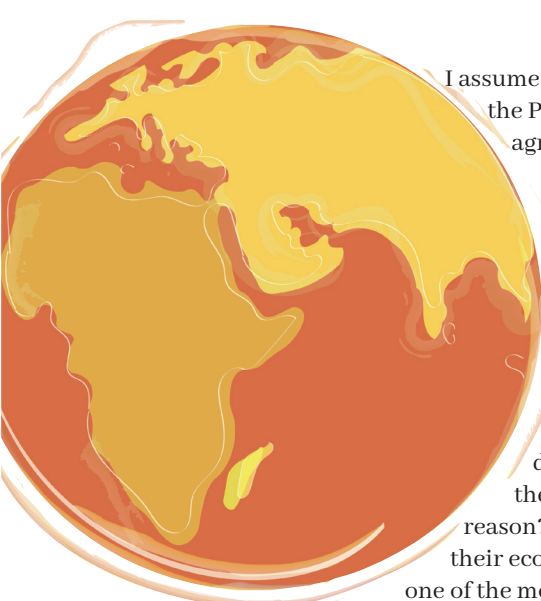
THE URBAN FARMING PROJECT is an environmental project partly run by SSA. It focuses on expanding the garden situated on top of the HLK rooftop. The project has seen increased popularity among the student body. SSA helped insulate the greenhouse from the harsh winter conditions so that it allows for the opportunity for crops to grow year-round. In addition, workshops and tours have been conducted to raise awareness.

In addition to the ongoing projects, SSA has several project groups that host public events aimed at raising awareness, educating, and inspiring action. Some of the events conducted this semester were Green Day 4 – sustainable communities and cities, a Clothes-Swap collaboration with Girls Unite and monthly "Sustainable and Chill" events open for everyone to attend encompassing different activities, such as screening of sustainability-themed documentaries, workshops, etc.

**WARM REGARDS,
KJEL HENDRIKS**

HOW LONG CAN WE KEEP GOING?

Today we're talking about global warming as an issue, but not everyone agrees. Some people think that it is nice to hear that the worlds' temperatures are increasing. Well what can be so bad if we get longer and warmer summers in Sweden? How about world hunger.



I assume people are familiar with the Paris agreement? The Paris agreement is an initiative from FN which purpose is to fight global warming. One of the goals is to keep the increasing temperatures to 1,5 Celsius degrees. Almost 200 countries have signed the agreement, but recently The United States decided to withdraw from the Paris agreement. The reason? It has a negative effect on their economy. It's sad to see that one of the most powerful countries in the world is denying this issue..

When we're talking about sustainability we must take three aspects in consideration – environmental, social and economic sustainability. The foundation is of course the environment, that's where all our resources are.

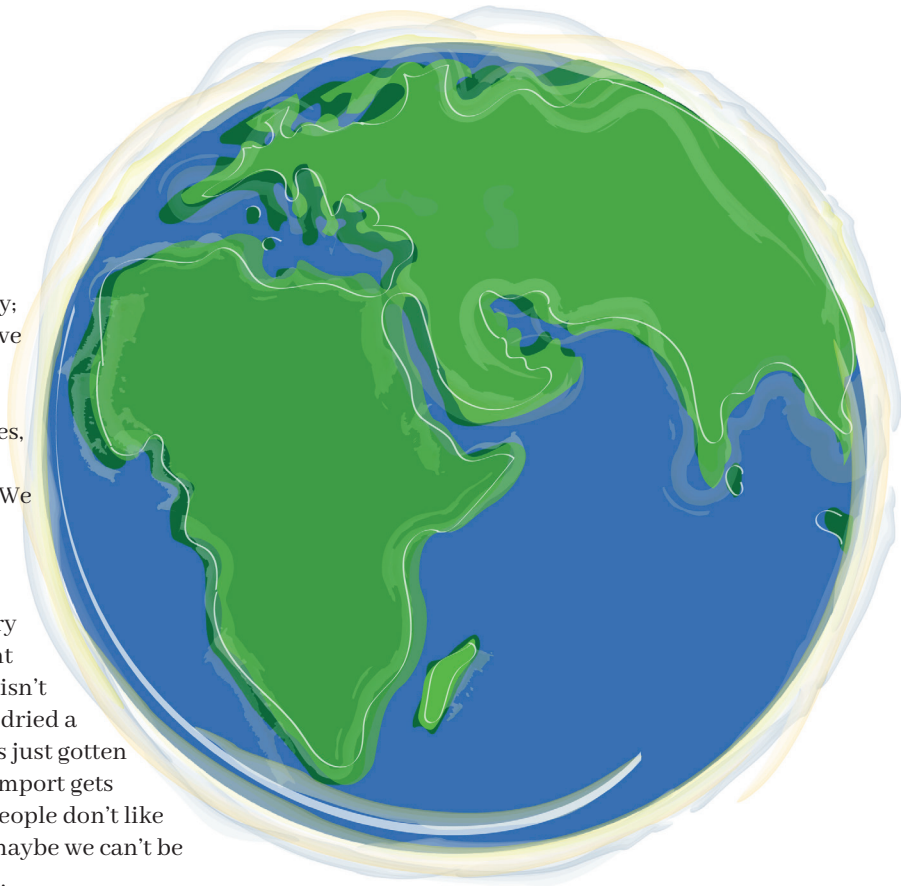
One of the most important resources, our food supply, can't be produced if we don't have a healthy environment. If we don't have any people, animals or nature left, then what will we do with all the money we made by destroying our planet?

Back to the increasing temperatures, what effect do they have on the environment? It's not just the glacier that is melting, animal species are dying and eco systems are disappearing, which is bad enough, but how do we explain that to people who don't care? When we have all these terrible forest fires and the grain land is drying out, from where will we get our food? Some people eat animals, and it takes a lot of food to breed an animal for slaughter. To feed one pig, it takes seven times the amount of food than the meat that is produced from the pig. The food prices will of course increase while our food supply is decreasing due to the heat. This is just a friendly reminder that no planet equals no food, sorry!

Sweden is a rich country; we're used to always have multiple options in our grocery stores and we import a lot of vegetables, fruits and meat that we stock up at the shelves. We have so much food that a lot of it goes to waste. How much food do we throw each day? At every grocery store, restaurant and at home? A lot of it isn't even bad, it might have dried a little or the bananas has just gotten a bit ugly. Bananas we import gets thrown away because people don't like spotty bananas? Well, maybe we can't be picky in the near future.

Did you know that approximately 3 million children die from starvation each year, while the number of obese people around the world is around 500 million? Today more people die from obesity than from starvation. The rich countries live above our natural resources. It's insane to live in a world where some are abusing our planet and taking our resources for granted, whilst others don't even have enough to live. I'm privileged to live in Sweden, where I at the moment can buy food every hour of the day, but how long is that sustainable? The answer is that it never has been sustainable, and it never will be.

LINA GUNNARSSON



THE STUDENT HEALTH CARE

It is quite special being a student at the university. People tend to see it as a luxury not having to be at work 8-5 each day. But as a student you are really never off. If you get sick, there is no one who can write your exam or do your work for you. If you do not have an exam to study for, there is an assignment or an essay that must be written.

You do not have the time to get sick, and what a lot of people do not take in consideration is the mental health. It is stressful being a student, on top of the studies many students must work, and it is important to be social and have a perfect life. Edit met with the Student Health Care at Jönköping University, nurse Marie Hübsch and counselor and CBT therapist Victoria Wendel. They explained a lot of their work and the importance of taking care of yourself. At the Student Health Care there are three counselors/CBT therapists and one nurse.

“I meet students that come to me for example headaches or stomachache, and sometimes it has nothing to do with physical sickness, it might as well be a consequence of mental illness“, says Marie.

Her job is to guide the students to the right care, when they visit her at drop in. Sometimes they must visit their primary care center, in other cases it is enough to be treated at the Student Health Care or at home. The Student Health Care is located in house K and it is free for all the students at Jönköping University.

“The idea is that it is supposed to be easily accessible for the students to come here when they are already at campus, or they could send us an email if they have questions or want to make an appointment with a counselor“, says Marie.

“A CONSEQUENCE OF MENTAL ILLNESS”

The mental health is crucial and a lot of people do not see the connection with physical pain, tiredness and stress. To be able to get the most out of your studies you must live a sustainable lifestyle, where you try to work on self-compassion. Within the student life, alcohol-consumption can be kind of a culture, and if it becomes a habit it might have negative effects on you both physically and mentally. Both Marie and Victoria agree that it is important to be careful with alcohol, but also get enough sleep, be physically active, maintain healthy relationships and have regular nutritious meals.

Some students' studies for hours and hours without breaks, that is not the most efficient or healthy way of doing it. In order to be more focused and productive, Victoria emphasizes the importance of taking short breaks while you study and make time for short walks.

Mental illness is something that reflects our whole society, especially amongst young people. The Student Health Care offers some courses, in Swedish, that you can attend, like how to deal with procrastination, how to deal with stress, how to speak in public, and mindfulness. As some final advice Marie and Victoria says there is nothing dangerous about feeling emotions, it is only natural. But it is important to identify when stress or your mental health affects your daily life.

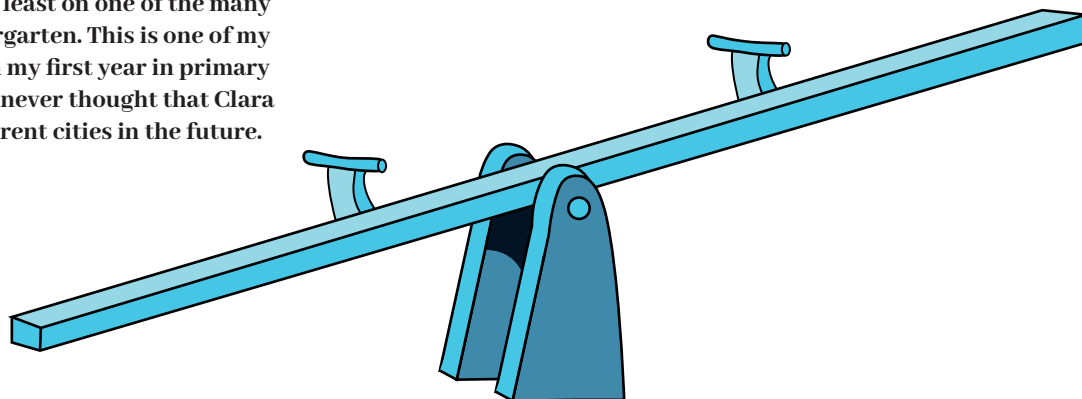
To get in touch with The Student Health Care, visit their page on www.ju.se/student

LINA GUNNARSSON



FRIENDSHIPS THAT LAST AND FRIENDSHIPS THAT END

“Swing faster Irma!”, my best friend Clara yelled to me from the other side of the seesaw swing. I think we played with that seesaw on the playground at least once per day, at least on one of the many breaks we had in kindergarten. This is one of my clearest memories from my first year in primary school. And back then I never thought that Clara and I would live in different cities in the future.



Clara is one of my best friends and we met when we were only six years old. And as already told, six-year-old Irma thought that she and Clara would play with that seesaw swing every day until they were old and grey. I didn't know what the future held for us, but do we ever know how anything turns out? Clara and I grew up together, we have laughed and cried together. We have learned so much through the different stages of life that we've been through and there is more wisdom to come, which I know we will conquer together. Although, it's a tricky experience having one of your best friends on a far distance. Being somewhat forced away from each other because of the decisions we have made. In mine and Clara's place, we decided to go studying in two different cities. How do you handle such a change in your friendship? I have some friends on a far distance that I have lots of contact with every week and some friends that I see once a year, still, both friendships remain. It doesn't make sense but I'm happy that my friends and I can make the distance friendship work.

It's weird how our friendships meet so many different fates. I used to be inseparable with some friends I've had in my life, some that I shared everything with and that I've had so many great experiences with. And now, I don't have a clue what my best friend from when I was fourteen years old do today. How is she, where does she live, did she ever get that dog she wished for her birthday back then? It's a sad story about how friendships comes to an end, and sometimes a tricky experience. We say that "it's the way life is, it's how it works." You drift apart, you let it die by itself, he stopped calling me, she started hanging out with the cool gang. I guess these are just some of many excuses of "how life works". Yet I'm very thankful for the friends I've had and sadly lost because they meant a great deal to me when I was younger. And I probably wouldn't be the person I am today if it weren't for the time I spent with them.

Having friends on a far distance isn't always as easy as you would like it to be. Maybe you say goodbye to each other outside at the train station when they leave after visiting your new home town for a weekend and you can't help but wonder, when are we going to see each other again? Will it take weeks, months, even years. Maybe you don't know. I remember having contact with friends I made on my studies abroad 24 hours a day after we traveled back to our home countries. And then suddenly, we successively stopped talking. I wonder if we would meet today, a couple of years since we used to hang out every day at Piazza di Santa Maria in Florence, if we would be friends like we used to be or if it would feel like two strangers having coffee? Then again, Clara and I meet up when we can, and it feels like nothing has changed. How can that be?

Anyway, I don't have an easy explanation of how you can keep being friends with people you care about even though you can't see them whenever you want to. But what I've learned is that back then, in Florence with my travel-buddies at the time, I never thought that we would sadly end up having very little contact. Back then, laughing at the stupidest joke with my best friend sitting at the back row of the classroom in eighth grade, I never thought we would stop sharing memories. Back then, hearing Clara screaming "Swing faster Irma!" from the other side of the seesaw swing, I never thought I wouldn't see her every day in the future. What I've learned is that I'll never know what the future holds for me and my friends, even how badly I would like to sometimes. Maybe I'll keep having a distance-relationship to many of my dear friends. Therefore, I'll be grateful for them. Even if I only see them twice a year, just snap-chatting with them occasionally or have a dinner date with them this weekend. And if I were to lose friends, I'll keep the memories close to my heart and be grateful for the time we had.

IRMA HELLMAN

PLAYING IN PLASTIC



I grew up in a small town on the west coast of Sweden. A lot of time of my childhood I spent around the ocean. I absolutely loved the ocean, swimming in it, playing in it or fishing, it didn't matter, I wanted to be around it whenever I could. My parents could barely get me out of the water when I was a kid. It's funny to think about it because now that I'm all grown up, I don't feel the same about the ocean. Every time I look at a lake or the ocean, I just see all the debris of plastic, metal or overall garbage that's in there. And I think back on my childhood and all the times I was swimming, it feels like a kick in the groin that I can't even look at a part of my childhood without feeling sad. And everything because of trash.

My hometown of Stenungsund is located a 40-minute drive north from Gothenburg. It's a beautiful place, especially the drive there, the city's centrum is right by the water and for a kid it was an awesome city to grow up in. My friends and I spent most of our time playing hockey during the winters and swimming in the ocean during the summers. Absolutely perfect for a kid. Perfect for a kid who didn't realise what was floating in the corner of my eye. Perfect for a kid who didn't realise the way the oceans have been polluted and destroyed.

I don't really know when it changed for me. Maybe it was all of the trash I saw or maybe in on the 10 000 documentaries about how polluted and dirty the ocean is. I'm not sure when exactly, but a startling realisation for me was when I was living in Australia. We were living in Sydney for about 5 months and lived a standard "backpacker" life. But I digress. When I was living there, much like when I was younger, I spent a lot of time by the beach. And the amount of trash and, sorry for my poor choice of words, crap that washed up on the beach was horrifying. And I'm not talking about seaweed or natural things, I'm talking about plastic bottles, beer cans, bags, clothes and things that no other mammals than humans could have thrown in there. However, this wasn't really new for me, as I said before; I grew up by the ocean. The thing that actually kicked me in the groin was when we went diving in the great barrier reef. If you've ever looked at photos or videos of corals when people went diving, you probably thought "that's so beautiful" or just "WOW". That was the mindset I went in with and boy was I wrong. I expected a Jackson Pollock painting of colours but what I saw was a black and white charcoal painting. By 2016 a third of the reef had died due to rising temperatures in the ocean. I was horrified. I was disgusted. And most of all, I was sad. Because somewhere in the back of my head I realised that I was disgusted by the way that we humans have treated the

oceans around the world. Disgusted by the way that humans can destroy something so beautiful and vital for us.

I was sad because it felt like a part of me and my life was a lie. I loved to spend time in the water, and I'd spent so much time in it. But the more I thought about it the more I realised that the experience in Australia was nothing new per se, except for the diving part, because the trash had always been there. Diving off a cliff with a plastic bottle in the corner of my eye. Playing football on the beach with my friends while a metal can floated onto the beach. Sailing past a broken fishing net just laying there for fish and other animals to get stuck in.

I think it's clear that I've had a connection to the ocean throughout my whole life. And I think it's clear what I think about polluting and throwing trash in the ocean, or lakes for that matter. And what I want to make clear is the fact that even though you think that throwing a plastic bottle in the water is just a drop in the ocean (pun intended), you are actively destroying a part of our world we need to survive. I don't expect you to know what I'm talking about, and I don't expect you to have the same experiences in your life as I have. But I want you to think back to when you were a kid and think about whatever lake or whatever body of water that you played in and add 8 million tons of plastic. That's not a number that I drew from a bowl. That's the number of the amount of plastic that enters the ocean each year. Seems good for all sea life doesn't it? And sounds really good for children to play in. Think about what you can do. If not for yourself, do it for that kid who doesn't know anything better than playing in the ocean.

LUCAS AXELSSON

**AN ALUMNUS
STORY - HHJ**

**“WE NEVER
STOP LEARNING
AND WE NEED
CHALLENGES
TO CONTINUE
EVOLVING OUR
LEARNING.
THAT’S WHAT
MAKES IT FUN.”**

Marcus Lidin started his journey at JU when he studied the nursing program between the years 1998 and 2001. Throughout his career, he has reached out with both of his hands for challenges and welcomed them as they have come. As he does this, he keeps learning, and he wants you to do the same.

WHAT DID YOU STUDY AT JU AND WHEN DID YOU GRADUATE?

- I studied the nursing program at HHJ and I graduated in January 2001.

HOW WAS YOUR TIME AT JU? IS THERE ANYTHING THAT YOU REMEMBER IN PARTICULAR?

- As I had a few years of working life experience as a caretaker before I began to study, I felt very motivated. The expectations I had on the education were fulfilled from the very beginning and I felt motivated to my education throughout my time at JU. I remember that I was feeling a bit lost at the end of the education as the graduation date came closer in time. I wasn't quite sure where to go nor what I wanted to work with.

HOW DID YOUR STUDIES AT JU PREPARE YOU FOR THE CAREER?

- Of course, the studies at JU prepared me well for the career but I wasn't fully prepared no. My view on studying and learning is that you're not done learning even if you've completed your education. You never finish learning, we always keep evolving our learning and knowledge. Moreover, after graduation, I experienced very intense learning of the nursing profession and I had to find my working role, which is something that my studies never could have prepared me for.

HOW DID YOU EXPERIENCE THE FIRST GLANCE OF WORKING LIFE AFTER YOUR TIME AT JU?

- As I said I was a bit lost in the beginning. I contacted people I worked with at the hospital from the years before I started to study at JU and they helped me in the process of finding a job. I began working as a nurse and the first glance of working life seemed stressful due to the fact that I had a much bigger responsibility than when I was working as an assistant nurse before I started studying. Although I came to a very welcoming working place, the co-workers took good care of me and introduced me to the job. I wasn't the only newly graduated nurse at that place, I remember that the co-workers said to us that "it could take up to two years to feel confident to work independently here", which agreed to my experience of the first glance of working life.

HOW HAS YOUR JOURNEY BEEN SINCE YOU GRADUATED FROM JU?

- After I graduated from JU I began working at the dialysis department at Ryhov County Hospital. The dialysis department takes care of people with chronic or at times temporary renal failure. I worked at the dialysis department for eight years and in 2009 I got a job opportunity to work for a pharmaceutical company that provides, among more, dialysis products. At the time it wasn't too common to find male nurses with experience in dialysis care work in the southern parts of Sweden, I was somewhat perfect for the job. At the pharmaceutical company, I worked more of a consultant than a salesperson and it reminded a lot of my job at the dialysis department at the hospital as I too supported people in need there. The job was very tough at times but overall a developing experience. At some point the company began to care more about the revenue we made, therefore, I decided to leave the company. The focus on numbers didn't appeal to me because I still wanted to work with people. Once again I used my contact net and I got a tip of a 50% job at Metodikum. Metodikum is part of Qulturum which is the developing center of Ryhov hospital. I applied for the job and got it. So I began working 50% at Metodikum and 50% at the dialysis department again, but I quickly felt that I couldn't perform my very best at either of the working places so I asked to work 100% at one of the two. As I got the opportunity to work 100% in both places, I choose to accept the job at Metodikum because it would be more challenging for me at that time.



HAVE YOU ENCOUNTERED ANY CHALLENGES? HOW HAVE YOU SOLVED THEM?

- I think I've encountered a somehow general challenge in my career. When you have been working at the same job for a while perhaps you don't get challenged enough anymore, you don't get that stimulation that makes the job fun. At that point, it's important to search for new challenges within the same job or to deepen your knowledge in an area that you work with. Therefore, I believe it's a challenge to continue being hungry so to speak, and wanting to keep developing our own learning.

WHAT ARE YOU DOING TODAY?

- I work as a Development Manager at Metodkium. Here at Metodkium we work with clinic simulations and medical practices for all healthcare professionals. I coordinate our activity and are in charge of the technical equipment we use here.

WHAT IS THE MOST IMPORTANT LESSON YOU BROUGHT WITH YOU FROM YOUR STUDIES?

- Oh, I don't know, that's a tough one. Although, a lesson I bring with me in retrospect is that you should try to look further than what's right below your nose. Try to identify what you can do now in order to have greater possibilities in the future. In my case, I should have selected the courses to take a bachelor's degree because I would have use of it today.

WHAT IS YOUR BEST TIP FOR THE STUDENTS STUDYING AT JU TODAY?

- Get working life experience where you could see yourself working in the future, that's an unbeatable tip of course. But I would also like to tip the students to dare to do. It sounds like a cliché since I work with practical learning but it's true. If you get the opportunity to exercise theoretical knowledge you have learned at the university when you're, for example, on an internship, dare to convert the theoretical knowledge you have into practical knowledge. That way you'll evolve your learning from the coursebook to something greater.

IRMA HELLMAN

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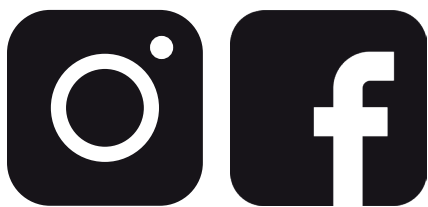
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“BE HUMBLE. THAT IS MY BEST TIP FOR THE STUDENTS AT JU”

“We spend 30% of our lifetime at our workplace. We cannot waste that amount of time. We need to treat each other with respect and humility.” Helén Truong practices leadership every day as a Group Manager at Husqvarna Group. She began her journey at JU where she studied logistics and management and since the graduation year in 2012, she has come across severe obstacles and reached practical wisdom.

WHAT DID YOU STUDY AT JU AND WHEN DID YOU GRADUATE?

- I studied industrial organization and economics, with direction toward logistics and management at JTH. I graduated year 2012.

HOW WAS YOUR TIME AT JU? IS THERE ANYTHING THAT YOU REMEMBER IN PARTICULAR?

- I remember a lot from my time at JU! I was a part of HI TECH and enjoyed being engaged with the student-life beside the studies. While studying at JU I found many courses we had very interesting and relevant, but now, some years after graduation I think that I missed the modern perspective on engineering education. I would have liked to know more about how a modern engineer works and what practical skills that are useful in the career. But overall I am very happy with my education at JU and JTH.

HOW DID YOUR STUDIES AT JU PREPARE YOU FOR THE CAREER?

- My studies at JU prepared me well for my career, especially how to meet with other people, which was good training for my career. The education taught me how to approach new people, be social and learn to cooperate in the best possible way. It's very important to dare to meet with other people and learn how to work together. Something else that JU also prepared me with was the



possibility to use my creative thinking and working creatively with a group to find solutions together.

HOW DID YOU EXPERIENCE THE FIRST GLANCE OF WORKING LIFE AFTER YOUR TIME AT JU?

- Coming out to the working life after graduation felt like a great freedom. I thought “yes, I’m finally going to work more practical, not only learning about the theoretic stuff”. I felt so prepared to start working but what struck me from the first experiences of working life was that just because I want to work doesn’t mean I can just begin working. That was my first lesson from my career.

HOW HAS YOUR JOURNEY BEEN SINCE YOU GRADUATED FROM JU?

- It's been a very fun journey! Since graduation, I have worked in many different areas. I have worked as an administrator, a researcher, a consultant, and a leader. Some moments on the journey can be tough, but I believe that as long as I keep learning and keep turn that learning into new knowledge it's a good journey.

HAVE YOU ENCOUNTERED ANY CHALLENGES? HOW HAVE YOU SOLVED THEM?

- Yes, I have! As a woman in the leadership business, I have encountered for example degrading commentaries. I've also been at companies where colleagues among one another don't let each other grow and don't want their colleagues to be better than themselves, which was a huge obstacle because I didn't learn anything in that environment. At the beginning of my career, I chose the easy way, which means I just tried to bear with it. But now I try to go straight to the course, I ask myself: "how can I solve this?" What I learned from these different challenges I have encountered is that not all companies are bad, but there are bad seeds in the business.

WHAT DO YOU DO TODAY?

- Today I'm working at Husqvarna Group as a Group Manager with a fantastic team! We work with product development in all of the Husqvarna Group product areas.

WHAT IS THE MOST IMPORTANT LESSON YOU BROUGHT WITH YOU FROM YOUR STUDIES?

- Be humble. You need to be humble and understand that everything is not as simple or clear as it first appears. It's important to show respect to all the people you meet and work with in your career. Both to the elderly generation, which has a lot of knowledge and experience, and the newly graduated generation. The newly graduated person may not have as much knowledge or experience as

"IT'S VERY IMPORTANT TO DARE TO MEET WITH OTHER PEOPLE AND LEARN HOW TO WORK TOGETHER."

other colleagues but there's no point in burning bridges because the new colleague is suited for this job too and can bring something to the table if I let him or her do so. So be humble, it will help you come a long way.

WHAT IS YOUR BEST TIP FOR THE STUDENTS STUDYING AT JU TODAY?

- My best tip for the students studying at JU today is to dare to invest in their own time. Try to invest time in other routines than your own or talk with strangers that you can learn something from, invest time in things that are outside of your comfort zone. It's the best way to increase your learning and you really got nothing to lose!

IRMA HELLMAN

“TRUST IN YOUR DRIVE TO REACH A SUCCESSFUL GOAL”

The first glance of working life was rather scary and Beatrice Carpvik used a prestigeless approach in the procedure of finding a job. All of a sudden, she got the opportunity to build a new marketing communication department with completely free rein. So Carpvik put her best foot forward and embraced the opportunity.

WHAT DID YOU STUDY AT JU AND WHEN DID YOU GRADUATE?

- I studied Marketing Management at JIBS and graduated in 2013.

HOW WAS YOUR TIME AT JU? IS THERE ANYTHING THAT YOU REMEMBER IN PARTICULAR?

- I enjoyed my time at JU very much. It was a worthwhile and important time and of course a good foundation for the coming working life. Even if I didn't have a burning interest for all the courses I had in my education, in a whole it gave me a good lucid view of different subjects. And even if I haven't had direct use of everything I learned during my study time at JU, I've realized in retrospect that it has been useful to have a foundational understanding of all different subjects I studied.

HOW DID YOUR STUDIES AT JU PREPARE YOU FOR THE CAREER?

- The studies prepared me well for the working life after graduation. I believe that, without the studies I wouldn't have felt prepared to throw myself out there. Also, the studies helped me see which areas I have a great interest in, and consequently helped me navigate in my career after graduation. The studies at JU made me realize my strengths and what I found the most engaging to work with, that was very valuable for me.

HOW DID YOU EXPERIENCE THE FIRST GLANCE OF WORKING LIFE AFTER YOUR TIME AT JU?

- Initially I found the first glance of working life quite scary. I was young and I felt inexperienced. In the beginning I wasn't so sure about my place and I asked myself: "What do I really know?". But as I said earlier I knew what subjects I found the most interesting and engaging from my study time at JU, so I began thinking about the next step. I had a prestigeless approach to the working life, which was a proceeding that worked well for me.



HOW HAS YOUR JOURNEY BEEN SINCE YOU GRADUATED FROM JU?

- I applied and got an internship at a company, where I stayed for about six months. The internship was very crucial for me, it was kind of a good bridge between my studies and working life. I wasn't sure what position to apply for and the internship helped me identify what I was good at, what I found most fun and engaging, and how to put my best foot forward at an actual working place.

After the internship I had, I applied for a job as an assistant at Consid's headquarters, a company which provides consulting services within IT and digital marketing. I figured that this wasn't my dream job, because I wanted to work with marketing and communication, but I needed to start somewhere with a real job. And I got the job! At first, I got a temporary position, yet some marketing communication tasks landed on my desk since the company was in a position where they wanted to prioritize their marketing communication, and my position quickly escalated to a new role where I could focus completely on marketing communication. At the time Consid didn't have a marketing department and my mission was in fact to build up the company's branding and marketing work. This is the most thrilling mission I've had in my career so far. I believe it was kind of unconventional, yet very brave of the company to place me, still very new in the working life, on a mission to build a whole new department by myself. But on the other hand, it was the best education and career start I could ever get.

I was given free rein to build the brand and marketing related work and that helped me to be bold. Sometimes I've given quite weird propositions and we have tried them anyway, thinking what is the worst that can happen? And we have seen that it gives effect, to dare to try even the unconventional propositions. Since the beginning when it was just me, I've built a team and today we are around ten people that works on the marketing department.

HAVE YOU ENCOUNTERED ANY CHALLENGES? HOW HAVE YOU SOLVED THEM?

- Yes, I've come across many challenges. But at Consid we have a solution-driven approach. We always try to view challenges as possibilities to turn them into a positive solutions. If for example, something has been written about us in the media, that we need to approach in some way, we've tried to see it as a possibility to tell what we stand for and what we work with.

WHAT DO YOU DO TODAY?

- I am Brand Manager at Consid, a position that has changed and developed through the years. In the beginning I worked all alone and during the recent year my focus has been on building a team and forming the marketing department to function most effectively. I also work strategically with planning new thrilling efforts and looking to where we are going so to speak.

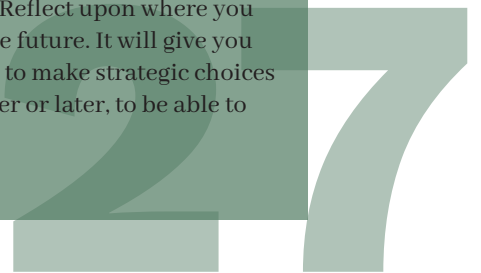
WHAT IS THE MOST IMPORTANT LESSON YOU HAVE BROUGHT WITH YOU FROM YOUR STUDIES?

- Oh, I remember from my studies at JU that we had a lot of group projects and a lot of them were ineffective. Usually I could get annoyed if I ended up in a group where some people didn't take as much responsibility that they needed to do for the group to get the project done. I always took on that little extra work and since I began working, I feel thankful for that quality of mine. I believe the most important lesson I brought with me from my studies, in retrospect, is that you need to have your own drive and take your responsibility to make things happen. Some people just get by thanks to other peoples' hard work at the University and maybe it will work for them in their career too, but I believe that if you want to be successful within your profession you're only going to get there by your own drive and will power.

WHAT IS YOUR BEST TIP FOR THE STUDENTS STUDYING AT JU TODAY?

- My best tip for the students studying at JU today is to have a prestigeless and humble approach to working life. I believe it's easy to think "only the best is suitable for me" when the graduation date is coming closer in time, and with all right, you have been studying for a long time and you are for sure a very competent individual but regardless what your first step in your career is it's important to have a prestigeless approach. It will always benefit you in the long run. Another tip I want to share to the students is that it's important to focus on finding their passion and what they are dedicated to. Try to distance yourself from the standards of your choice of education, what the teachers think is the right way to go career wise and what your friends wants to work with in the future. Reflect upon where you can see yourself work in the future. It will give you much better opportunities to make strategic choices after graduation and, sooner or later, to be able to work with your passion.

IRMA HELLMAN



AN ALUMNUS

STORY - HLK

**“BE CURIOUS
AND ASK
QUESTIONS”**

“I knew that I wanted to work with communication, and the media and communication program helped me get the right building stones”. Gabriella Fäldt started MKV at Jönköping University in the early 2000s when the program was still fairly new and social media didn't exist. Since then she has tried a lot of different jobs such as editor, copywriter, and now, communicator.

PHOTO BY DORA BLIDOVIC

WHAT DID YOU STUDY AT JU AND WHEN DID YOU GRADUATE?

- I studied media and communication at HLK and graduated in 2004. After my graduation, I began to study project management at JTH, which I didn't complete.

HOW WAS YOUR TIME AT JU? IS THERE ANYTHING THAT YOU REMEMBER IN PARTICULAR?

- I really enjoyed my time at JU. I grew up in Motala and didn't know what I wanted to do. So, I applied for different schools in Norrköping, Linköping, Jönköping, and so on. And then I just ended up at JU. I didn't have any connection to Jönköping before I moved here, but I really enjoyed living here. At the time, the MKV program was fairly new, and we didn't pick any specializations, so you got to try everything within the media and communication landscape. This meant that we got to learn a little about a lot, and this was a bit confusing because you didn't know what you could do after graduation. But yes, I had a great time at JU, and I'm still living here so I obviously liked the city too.

HOW DID YOUR STUDIES AT JU PREPARE YOU FOR THE CAREER?

- In different ways. Before I began my bachelor's, I had spent some time working as a reporter for the newspaper in Motala. So, I knew that I wanted to do something that included journalism, but not the traditional media. I was more curious to try the newer version of the media. And that's why I picked media and communication. I also spent a lot of my time working with different projects and associations, such as the school paper Kårsordet, which it was called back then. And this helped me a lot.

HOW DID YOU EXPERIENCE THE FIRST GLANCE OF WORKING LIFE AFTER YOUR TIME AT JU?

- Because I already had some experience as a reporter, the gap between my studies and my first job wasn't that big. But I did my internship at Resume in Stockholm, which was completely different from my job at the newspaper in Motala. They were one of the first media to try platforms online, which meant that the pace was much quicker. And I wasn't used to that, having only worked for the newspaper in Motala.

HOW HAS YOUR JOURNEY BEEN SINCE YOU GRADUATED FROM JU?

- I did freelance for a while before I met some people that wanted to start an online newspaper. So, in 2006 we created Jnytt and I became the editor. I

then moved on to PR, in 2011. They wanted someone with experience as a reporter and editor, so I moved to the dark side and started to work with that. I then tried copywriting at Yellon, where I stayed for eight years. And now I'm here as an editor at Jönköping kommun, where I started in May this year.

HAVE YOU ENCOUNTERED ANY CHALLENGES? HOW HAVE YOU SOLVED THEM?

- To create Jnytt was really special and challenging. The others and I had no clue how to run a newspaper, and I was the only one who had journalistic experience. So, on that journey, we tried different things and made a lot of mistakes. But that's the kind of thing you do when you're new and fresh out of university. I probably would've done it differently if I got to do it all again.

WHAT DO YOU DO TODAY?

- Right now, I'm working at Jönköping kommun where I'm responsible for two magazines – one that we send out to the people in Jönköping and one that is for the people working here. When I'm not writing for magazines, I handle the website and social media channels that we have. To describe it in a few words - I do content.

WHAT IS THE MOST IMPORTANT LESSON YOU BROUGHT WITH YOU FROM YOUR STUDIES?

- I think the importance of being flexible, but also how to target the right audience. The latter is extremely important in all sorts of communicational work. Besides that, I can't pinpoint a specific thing – but all the connections I made during my time at JU have been really useful. A lot of my friends are still here in Jönköping, doing all kinds of different things.

WHAT IS YOUR BEST TIP FOR THE STUDENTS STUDYING AT JU TODAY?

- Be curious and ask a lot. And try to get involved with different clubs and student associations. It was great to try some 'real work' while learning more about communication. Also, don't be anxious about the future, you learn more than you think, and you don't have to know exactly what you want to do when you graduate. You can try different jobs in the future and find out what suits you.

MAJA OTTOSSON

FROM SHAMEFUL SHOPPING TO COOL AND CONSCIOUS CONSUMERISM

With draining water reserves, polluted oceans and exploited natural resources, it is easy to feel the climate angst rising. But in the city of Jönköping, second hand stores have seen a growing trend over the past four years. People of all ages are shopping more second hand than ever before – and the interest seems to continue growing even more.

The summer of 2019 turned out to be one of the busiest Myrorna second hand store has ever had, according to store worker Susanne Andersson. Both donations and shopping increased, especially during July.

- Before, mainly older ladies would come in and shop. Now everyone comes here. Young boys and girls are the ones we see the most. Grown men have also started shopping, which they never did before, says Susanne Andersson.

If we were to rewind four years and step into the store, we would mainly see a few older women strolling around the shelves of donated ceramics and well-worn books. Way fewer people would

search through the hangers of clothes and the few there would be very discreet.

-It was like they didn't want to be seen in the store and they definitely never asked for a bag with the store logo on. Shopping second hand was shameful, Susanne says.

Susanne and her coworkers have seen the big change in attitude towards second-hand shopping over the past four years. So why is it that second-hand shopping has become so popular, when it used to be shameful?

-I think people are more aware of the impact that new production has on the environment. Especially young people seem to be revolting against mass-production, but I also think people come to us because the money we make is used for helping people in need. And Greta of course.

“ESPECIALLY YOUNG PEOPLE ARE REVOLTING AGAINST MASS PRODUCTION.”

-But it is not only her, Princess Victoria and Kim Kardashian too. There are influential people on social media who shop second hand and the younger generation thereby gets exposed to it, Susanne tells me.

Asking her what people shop for most, her answer is clothing, furniture, shoes, kitchen utensils, electronics and lots of books. It seems everything is popular to buy second hand. But what the thrift store Myrorna might be most known for after all, is the clothing.

Myrorna is Sweden's biggest second hand store chain run by the Salvation Army. The profit they make goes to the Salvation Army's social projects such as homeless shelters, helping EU-migrants and preventing human trafficking.

-Second hand has become a trend and we are very happy for that. If we can save a bit of mother nature it is always something. We get to help both mother nature and people in need, which is a privilege, says Susanne Andersson.

SARA-GÜL KANGÖZ



Susanne Andersson tells of the time when thrift shopping was considered shameful.



WHAT DO NEW CLOTHES COST THE PLANET?

JEANS

600 g cotton =
6200 liters of water*
1,4 kg chemicals
13 kg Co2e**

DRESS

500 g polyester =
150 liters of water
1,4 kg chemicals
17 kg Co2e

T-SHIRT

250 g cotton = 2600 liters of water
0,8 kg chemicals
4,5 kg Co2e

*The same as 41 bathtubs filled with water.

**Co2e is short for Carbon Dioxide equivalent, which is a unit to measure a products amount of greenhouse gases.

24 HR DEAL, GO GO GO

Inbox (10). Day in, day out the email inbox is filled with endless amounts of discounts, offers and time limited campaigns that you absolutely can't miss. Messages like "ONLY TODAY 30% OFF", "we miss you, come back and get 25% off any item" and "24HR DEAL, GO GO GO" are literally overflowing the mail inbox. And honestly, who doesn't love a great discount?.

As a student and a consumer, I find it hard to resist new purchases when there is "a good deal", and it can almost provoke stressful feelings that you should be smart and utilize the offer. If you are going to buy a new jacket or new shoes, you might as well do it at a discounted price, right? But the question is if all purchases are equally motivated and something that you really, really need. Probably not, when today's society is characterized by consumerism and unsustainable consumption.

Except the daily filled email inbox of discounts, most social medias are also full of messages that seeks to achieve consumption. Especially Instagram, a platform where you can click and swipe through instastories forever, most of them including personal discounts and paid collaborations. The marketing is mainly made in collaboration with brands and stores that produce fast fashion, which means inexpensive clothes and continuously trendy news. The business Lowel, Europe's second largest actor within credit management describes the problem based on their latest investigation:

So, what kind of responsibility does influencers have and what kind of responsibility do we,



"TO USE SOCIAL MEDIA AS A SOURCE OF INSPIRATION IS TODAY OBVIOUS FOR MANY PEOPLE. A BEHAVIOUR THAT CONTRIBUTES TO THE INTENSE TREND, "INFLUENCER MARKETING", WHERE PEOPLE WITH A BIG INFLUENCE ON SOCIAL MEDIA INSPIRE TO CONSUMPTION. THE PAYMENT INDICATOR SHOWS THAT 80 PERCENT OF THE PEOPLE THAT FOLLOWS INFLUENCERS ON SOCIAL MEDIA, SAYS THAT THEY ARE EXPERIENCING SOME KIND OF PRESSURE TO CONSUME" (LOWELL. SE, 2019).

the consumers, have? I can stop subscribing to newsletters with campaigns from different brands and un-follow profiles that triggers the act of consumption, but that is an active choice to make based on the knowledge about the dilemma. It's about awareness. To become a more aware shopper in relation to today's unsustainable consumption and climate crisis, you can start with the new trend: capsule wardrobe. The capsule wardrobe is a concept created to make it easier to do conscious purchases. The concept aims to build a killer basic wardrobe, where everything is possible to combine together. Basic garments that are less trendy and have higher quality, it's contrary to overconsumption of fast fashion.

To begin a capsule wardrobe, you need to clear out and organize your wardrobe, understand which garments you actually use and what kind of pieces you are missing. The knowledge about what you have in your wardrobe and what you need to complement with, is according to the concept going to result in less spontaneous shopping and more conscious priorities. A simple tip is to create a list of purchases that you are allowed to do in your notes, and never ever buy anything other than the things you know for sure that you need.

The insight about the overestimated consumerism life that we are living, might contribute to a more critical thinking towards new purchases. Perhaps we could stop shopping spontaneously because it's cheap and start making more careful choices. When the email inbox is screaming for attention and the notification bell signals a new offer at your favorite stores, think again if the purchase is motivated or if you are only affected by triggers about consumption from today's trendy fast fashion.

SANNA JONSSON



IN A SUSTAINABLE WORLD, WE NEED SUSTAINABLE IDEALS

We live in a world full of beauty ideals that we humans have built up, and in this world, people feel that they cannot achieve the normative ideals that are presented in social media. Especially young girls are affected and feel unsatisfied with themselves. No previous generation has been exposed so clearly to the ideal of beauty as it is right now. The more commercial images we see, the more pressured we become. We know people are feeling bad about themselves, but are we doing enough to help them?

To gain clarity on why the ideal that exists in today's society is far from perfect and even health-threatening, it is best to take a look at some numbers. Figures about what happens when trying to achieve the "perfect" body and why we need to reduce the pressure on ourselves to get a healthier ideal.

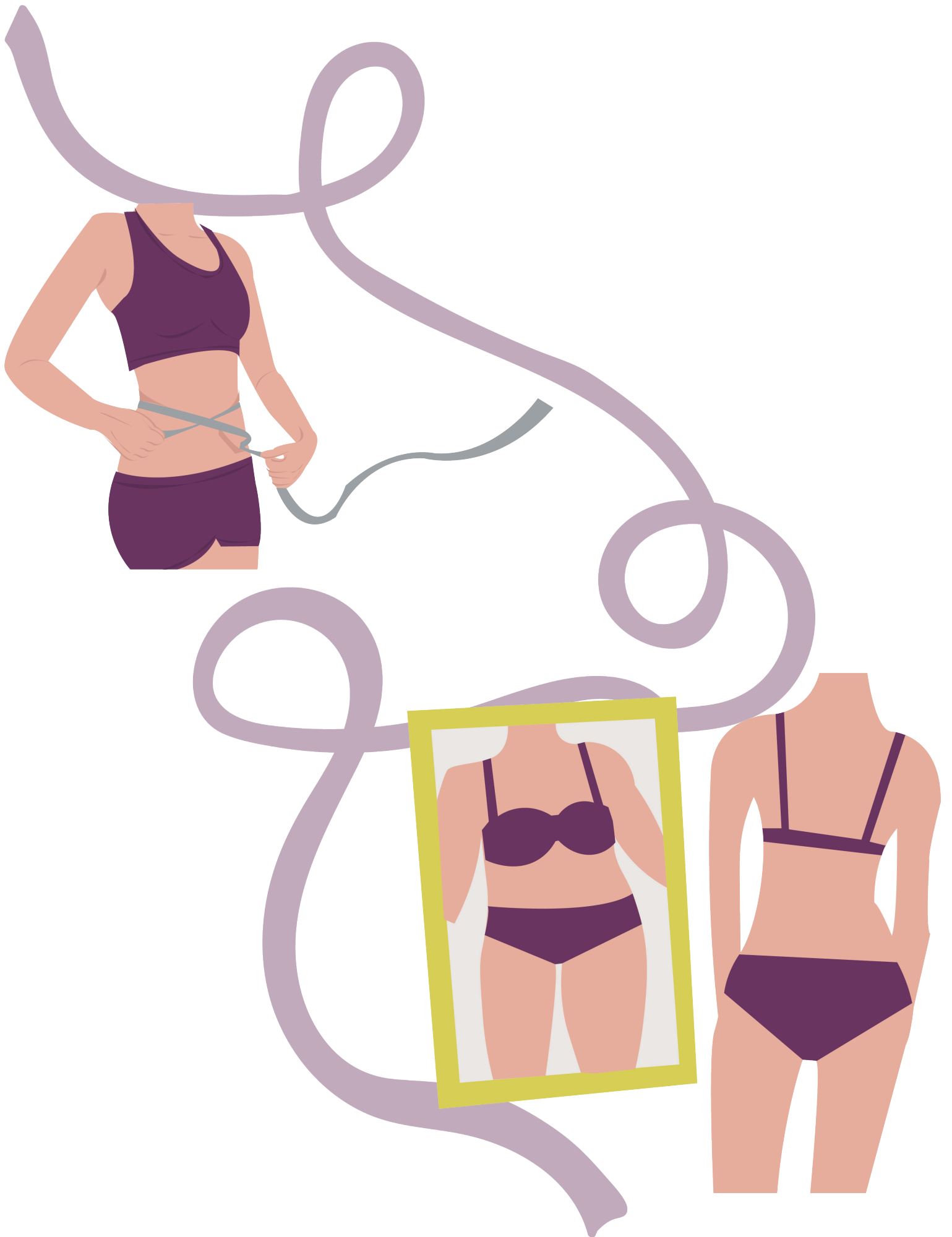
An exact number of how many people that are suffering from an eating disorder in Sweden are difficult to obtain as many people suffering from an eating disorder do not seek help. However, KÄTS (knowledge center for eating disorders) conducted a study and concluded that in 2015, about 100,000 Swedes did have a diagnosed eating disorder

An eating disorder can be anything from the fact that a person stops eating almost completely and starts exercising to become lean or that you eat as usual but later go and eat up the food. The different types of eating disorders often have in common that the person in question is dissatisfied with their appearance and takes drastic measures to emulate society's ideals.

This is something that we must help to get rid of so that people of all ages can actually feel that they are perfect just as they are and that they do not need to change in order to be loved.

Personally, I feel that we are on the road to improvement. Many people react when, for example, influencers post pictures of themselves when they show off their "perfect" body. I think that it is good that people react, it shows that they have actually had enough of the pressure everyone is feeling about their bodies. However, there is still a long way to go before we have a sustainable ideal. And once we have that, I think we might have a sustainable world to live in. At least that's what I hope.

SIMON NYMAN



5 THINGS TO DO IN JÖNKÖPING DURING THE SPRING



Jönköping is located along the southern shore of Vättern. Here you can enjoy the city pulse, beach life, and nature experiences. The city center consists of cozy alleys and canals that open onto three lakes. In the old farming community Huskvarna, east of Jönköping, there is a wealth of cultural treasures to discover. There is a lot to say about Jönköping and its surrounding area - but now it's time for you to explore it!



1 MOLLY SANDÉN

Sweden's most streamed female artist. Her albums have been praised by both fans and critics. After two sold-out gigs at the Circus in Stockholm, the country's pop queen now takes her personal and intimate performance "MOLLY SANDÉN - STARK & SVAG & ALLTING DÄREMELLAN" to concert halls around the country.

On March 12, 2020, Molly Sandén arrives at Jönköping Concert Hall!

2

HV71 HOME GAMES

Experience an SHL match in Kinnarps Arena. Join all the fans and show your support for HV71. Or experience an SDHL match with HV71 women's team.

SHL is the Swedish Hockey League, and SDHL is the league for ladies.



3

SEMST

In the spring of 2020, the three comedians Jonatan Unge, Branne Pavlovic and Ahmed Berhan will go on tour with their show "SEMST", a standup show about mental health.

4

BRAHEHUS

A lot of you have probably noticed the ruin as you passed the E4 a few kilometers north of Gränna where Brahehus is high up on the border of Grännaberget.

To reach Brahehus you can stop at Brahehus rest area and go to the ruin. Once there you have a fantastic view of Gränna and Visingsö and you can see over Västergötland. Brahehus is available all year, day or night.



5

SIT DOWN AND ENJOY BOTH FOOD AND COMPANY

Around six years ago, something happened in Jönköping. Suddenly, food entrepreneurs showed up everywhere, all around the town. Restaurants, cafés, and farm shops opened everywhere and the gastronomic interest seems to stay.

SIMON NYMAN

SUSTAINABLE GROWTH, FROM THE INSIDE

New year. New me. The beginning of a new year usually involves reflection around big questions like where am I heading, who am I and who do I want to become? How will this new year turn out and how will I get there? What am I dreaming about in life and am I on the right path to reach that? Sometimes I feel lost, thinking about what my biggest dreams actually are or who I really am. But the feeling of being lost, is also a force to grow and get a deeper understanding of myself and how I can live my life in a sustainable way.

For me, to live a sustainable life means to look inside. The first step to grow and flourish on a personal level, is to decide what kind of person you want to be. It may sound simple, but to think about questions connected to your wellbeing can teach you very much about yourself. Think about questions like: what makes me feel good? What challenges me? Which are my strengths and weaknesses? A question that changed a lot for me was: what am I doing to please others and what am I doing for myself? Experiencing crossroads like graduation, job hunting, a breakup or moving to a new city, may cause feelings of being lost and misplaced. But it is easier to feel lost in life if you know what decisions you are making for yourself and what decisions you are making to please others.

To grow and flourish, mindset is everything. According to the law of attraction your positive or negative thoughts will attract positive or negative outcomes. Speaking of the cheesy, and not scientific law of attraction, I feel that cliché quotes have gotten a far too bad reputation. Sure, I am not referring to the classic cheesy quotes like carpe diem, but spiritual words about mindset and self-love deserves more attention. Relatable words can give you something to hold on to. Something to aim for. Words that pinpoint your feelings and dreams, can make it easier to grab the illusion of where you are going. Both about crossroads in life and about mindset. Where to start? Go to Pinterest and start looking for your words to hold on to and let them guide and inspire your personal growth.

**“WHO
YOU’RE
BECOMING
CAN’T BE
FORCED;
IT HAS TO
GROW”
- LALAH
DELIA**

**“THIS IS THE RECIPE OF LIFE
SAID MY MOTHER
AS SHE HELD ME IN HER ARMS AS I WEPT
THINK OF THOSE FLOWERS YOU PLANT
IN THE GARDEN EACH YEAR
THEY WILL TEACH YOU
THAT PEOPLE TOO
MUST WILT
FALL
ROOT
RISE
IN ORDER TO BLOOM”
- RUPI KAUR**

Mind. Body. Soul. Develop your mind by rethinking your dreams, learn something new and challenge yourself mentally. Develop your body by get moving, try a new workout and challenge yourself physically. Develop your soul by practicing gratitude, live more in the present and challenge yourself to disconnect. To develop yourself in a sustainable way is not always about moving forward. It can also be about taking a step back, to reflect and take care of yourself from the inside. Depending on attitude, these words can either be the peak of cheesiness and nonsense or something worthy reflection. And, “the two things in life you are in total control over are your attitude and your effort” (Pinterest).

Dare to look inside yourself, instead of looking for answers on the outside. Look inside, and in words, to create possibilities for your own personal growth and health. Are you taking care of your mind, your body and your soul? Mindset is

everything to grow and flourish, no matter where you get it from. This year I want to challenge myself to live more sustainable by continuing to do more things for me, through all the dimensions of mind, body and soul. I want to embrace the feeling of being lost to make reflections of who I am and what I am dreaming about. But also to stop putting pressure on accomplishments of the perfect life from the outside. Instead, we should start putting effort into attitude, mindset and self-love for personal growth from within. Now ask yourself, how do you want to live your life more sustainable on a personal level this year?

SANNA JONSSON

SOME GREEN ADVICE FROM EDIT!

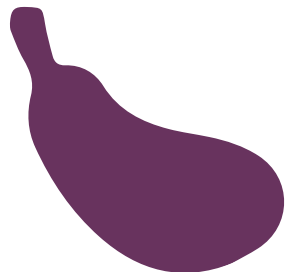
Today we live in a world where we over-consume, travel and eat more than our planet can handle! Over sixty thousand researchers today agree that climate impact is real and we are heading towards a world where we are on the verge of a domino effect of the climate impact. Where we can not restore the world to its normal state, but we still have some time left!

EAT SMARTER!

The food we eat affects the planet we live on. For our wonderful world to continue to be such a wonderful place we need to eat much more greens and less meat! But also choose fairtrade and environmental labeled products!

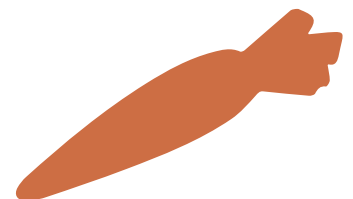
1. EAT MORE VEGETABLES

Lentils, beans, peas, root vegetables, and dark green leafy vegetables contain plenty of nutrients and protein. It is both climate-smart and useful to base your meals on vegetables and whole grains.



2. EAT LESS MEAT, OR EAT BETTER MEAT

In Sweden, we need to decrease our consumption of meat. It's perhaps the most important thing we can do to reduce the impact of climate change.



3. CHOOSE FAIRTRADE-MARKTED AND ENVIORMENTAL LABELED PRODUCTS

Do you trust the company that produces the food you eat? Choose certified or eco-labeled food in the store. Then you could contribute to responsibly produced food, it's good for both the climate, biodiversity and you! Choose Swedish, and food that's produced locally.



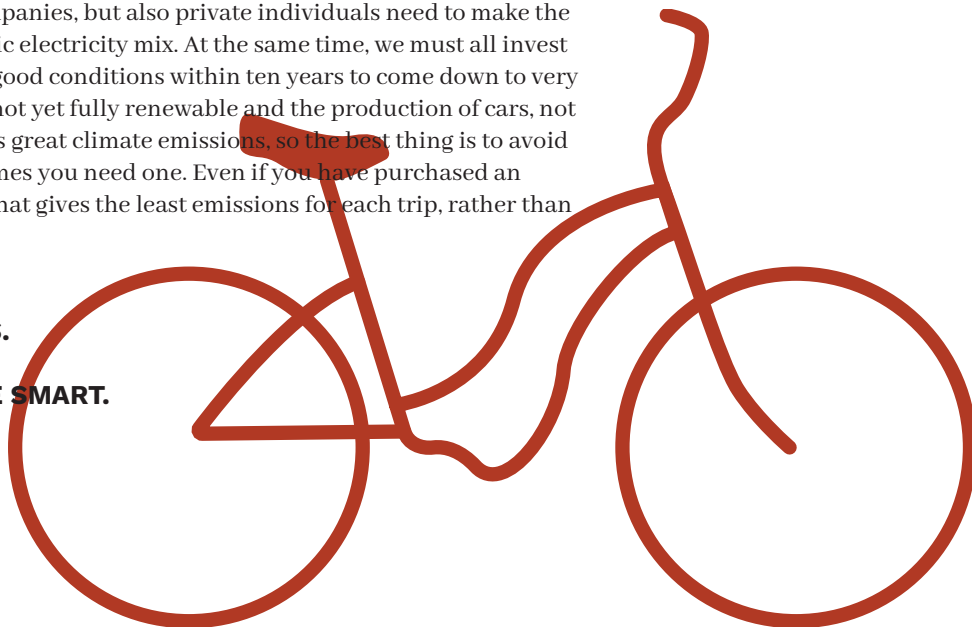
4. STOP THROWING FOOD AWAY

Today, about a third of all food produced is discarded. Much of the food is thrown away because it is not eaten in time. We buy too much, forget it at the far end of the refrigerator and throw it away. About 19 kilos of edible food per person, and year, is thrown in the garbage, and 26 kilos of food and drinks are poured into the drain. It costs for both the environment and the wallet. A household is estimated to be able to save at least SEK 3,000 - 6,000 per year on reducing its waste.

USE SMART TRANSPORT SYSTEMS!

Electricity produced in the Nordic region has significantly less climate impact than gasoline and diesel, but is not yet completely climate neutral. Politicians, companies, but also private individuals need to make the right decision towards a 100 percent renewable Nordic electricity mix. At the same time, we must all invest in different types of electric vehicles. Then there are good conditions within ten years to come down to very low emissions from passenger cars. But electricity is not yet fully renewable and the production of cars, not least electric cars, is very resource-intensive and gives great climate emissions, so the best thing is to avoid buying a car and instead rent, share or carpool the times you need one. Even if you have purchased an electric car, it is important to choose the alternative that gives the least emissions for each trip, rather than trusting that the electric car is completely fossil-free.

1. **CHOOSE THE TRAIN INSTEAD OF FLIGHTS.**
2. **TAKE THE BUS RATHER THAN THE CAR.**
3. **CYCLING IS BOTH HEALTHY AND CLIMATE SMART.**



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TURN OFF

With simple means, you can reduce your ecological footprint from the home. We can all help save energy and stop climate change!

MOSTAFA JAWADI

THE LIGHTS

1. LED-LAMPS!

Change every bulb at home to efficient LED-lamps.

2. SAVE ELECTRICITY!

Turn off the lights when you're not at home, or when you don't need it.

3. SAVE THE HEAT!

Turn off the heat or lower the heat and put on more clothes.

4. ECO-WASH!

Both the dishwasher and washing machine.

5. TURN OFF THE WATER TAP!

6. CHANGE FOSSIL HEATED HEAT TO RENEWABLE ENERGY SOURCES!

DO YOU WANT TO CREATE THE NEXT ISSUE OF EDIT?

are you a passionate writer? do you have a good eye for design?
can you bring home the best deals? do you know how to spread
the word? are you a skilled photographer?

keep a look out for our announcements coming this spring!

