



eLearning Made in Finland – Suitable for the German Market?

Workshop of eL.Ba2011 (Business Track)

Time: 26.05.2011, 14:00 – 17:30 (with a break between 15:30 – 16:00)

Description of the Workshop

The eL.Ba conference offers not only the exchange of experiences and reflections about recent developments in using digital media for learning and knowledge management but also to provide the opportunity to explore new business possibilities and foreign markets. In 2010 eL.Ba assembled speakers from all around the Baltic Sea to present the eLearning markets in their countries. In 2011 we present in cooperation with the Association of Finnish eLearning Centre and Future Learning Finland eLearning products and services made in Finland.

The workshop shall give the opportunity to get familiar with latest developments in the area of eLearning in Finland, to discuss if they are suitable e.g. for the German market and to explore possibilities for future business cooperation. The aim of the workshop is also to strengthen the links between eLearning providers and users and to build professional networks in the Baltic Sea Region.

Target Group:

The user forum eL.Ba Business is generally addressing decision makers in companies, internal and external HR developers and educational service providers. This specific workshop also addresses eLearning providers in Germany and elsewhere who are interested in the Finnish market or who sees an option for introducing Finnish products into their own markets.

Agenda:

Chair: Martin Hagemann (LiNK MV, Network Manager E-LEARNING@MV)

Session 1: 14:00 - 15:30

The role of the mobile channel in learning programs

Pekka Pirttiaho, Mobiletools International Ltd

About Mobiletools Ltd.

Mobiletools International Ltd is a privately held company from Jyväskylä, Finland. We were founded in early 2007, and have been doing business in mobile learning solutions since. Our aim is to mobilize learning. We believe that the learning experience needs to be extended to mobile devices in order to achieve better results in any learning process. Learning is only one aspect here. We identified a need in rapid and effective tools to deploy new strategies and ways of working at all. Mobiletools offers technical solutions in this field and gives consultants in change processes of companies. Solutions include easy mobile content authoring, easy mobile content delivery, easy mobile assessments and reporting.



Online Training Solutions on Occupational Health and Safety

Marko Vuorinen, 3T Results Ltd

About 3T Results Ltd

3T Results Ltd. (3T Ratkaisut Oy) is a company specialized on safety & health and productivity of work. We help our customers to save money, time and lives with good working conditions, optimal work procedures and efficient e-tools for training, communication and workflow management. Our web-based tools consist of:

- e-learning solutions (a multimedia course library with over 70 topics such as safety management and culture, legislation, accident prevention, ergonomics, first aid and rescue, well-being at work, stress management),
- a HSEQ Monitor web-service (for incident & accident reporting and investigation, risk assessment, safety & security observations, corrective actions planning and follow-up, statistics, graphs and data export) and
- a OHS Culture Questionnaire (to find out the level of safety & health culture of organization, to benchmark other companies and business departments or evaluate own culture change)

The use of organisation-specific digital content in task-based and collaborative language learning

Katri Oldendorff, Lingonet Ltd

Abstract

Increasingly, the goal of professional (language) training is to support the central aims of the organisation. Lingonet's goal as a producer of digital language learning content is to help tailor language training into a multi-dimensional teaching process to better meet the language needs of professionals. Based on authentic material, Lingonet puts together a broad collection of multi-level exercises and assignments to teach the target language and to allow in-depth study of it. To activate the student and enhance his/her interaction with the group task-based and collaborative activities are an essential part of each Lingonet production.

About Lingonet Ltd

Lingonet is specialised in developing, authoring, producing and marketing foreign language teaching material utilizing computers and the Internet. We are aiming to help learners and teachers at schools, polytechnics, adult education centres, universities and colleges, and in different kinds of organisations and companies. The company cooperates closely with national and international publishers, various governmental organisations (nationally and internationally) and has participated in several language learning projects funded by the EU or other governmental institutions.

Lingonet was founded in 1996 with the aim of developing multimedia content and multimedia-based learning paradigms for language learning. We found that many existing digital materials excluded language teachers from the equation and concentrated solely on a self-study approach. We therefore introduced collaborative, task-based learning to many of our productions.

Session 2: 16:00 - 17:30

New multiformat teaching and learning materials for K9 education

Heikki Karjalainen, WSOYpro Ltd

Abstract

There has been a questions about having printed OR digital materials at school. We believe we need BOTH materials for teachers and students – the user decides which to use in the flexible situations of learning. All teachers should have modern digital tools for teaching large heterogeneous groups of students.

WSOYpro has developed new types of digital learning and teaching materials for teachers having an interactive white board and students having tablets or smart phones. Still, all materials can be effectively used also with traditional desk top computer. Digital and printed materials comprise a wide-ranging product families for primary and secondary education.

New e-learning services help teachers to manage their lessons and build differentiating tests.

About WSOYpro Ltd

WSOYpro is the number one educational publisher in the Finnish market. We publish materials for K-12 (all the subjects covered by the Finnish national curricula), vocational, university level and adult education, as well as consumer edutainment. A wide range of e-content is offered with almost all of the methods through an extensive website.

WSOYpro offers one of the largest Virtual Learning Environments for K-12 learning to schools and students. This service is called OPIT, and it was launched in 2002. At the moment there are over 170.000 active users.

WSOYpro Ltd currently employs 220 people in Helsinki and is a part of the Sanoma Group. Sanoma is a strong European media group with activities in over 20 countries. Historical background: in 1878 Mr. Werner Söderström founded the publishing company Werner Söderstöm Osakeyhtiö (WSOY).

Naturegate - Identification and learning environment of natural species

Eija Lehmuskallio, NatureGate Ltd

Abstract

The objective of the project is to create an identification and learning environment of natural species for all citizens which also helps scientists to map the distribution of species and this way (changes in distribution) see e.g. the effects of the climate change. The NatureGate Company's web service gives a new possibility to take part in an enjoyable way to produce and interactively use information about nature and environment. With the internationally patented method users will be able to identify fast and easily natural species, including plants, butterflies, fishes, birds. In the long run the service's aim is to make possible to identify any natural species around the world. The identification method like this has not been patented anywhere else in the world, confirms the National Board of Patents and Registration of Finland.

Users can send information and also photographs of species to the NatureGate(R) service, and when containing GPS (or from other satellite geo/position mapping software) data the photos will give scientists and researchers information about the distribution changes of individual species. Users can get information of nearest Natura 2000 sights and the species found there with areal landscape photos and identification help. (Today,



almost half of the new mobile phones and many new camera models include “geo-tagging” features, so technology to send GPS-data to services is already easily available.) In this way, sustainable development education is easy, activating pupils’ and citizens’ knowledge and care about nature.

About NatureGate Ltd

NatureGate is a member of the IUCN/CEC, the International Union for Conservation of Nature, which is the world’s largest and oldest global environmental network. The founders of the NatureGate, Eija and Jouko Lehmuskallio are Fellows of the Linnéan Society of London.

The NatureGate received the Quality Innovation Award of 2009 given by the Excellence Finland and presented by the President of Finland, Tarja Halonen.

Oncampus.fi – Turning to a Market Place of Online Learning

Teija Lehto, MA, Coordinator, Finnish Online University of Applied Sciences, Finland

Abstract

Finnish Online University of Applied Sciences (Finnish Online UAS) is a network of all the universities of applied sciences in Finland. The most concrete manifestation of the services of the network is the oncampus.fi portal. It provides one-point access to the courses that the members of the network are offering to the students. It also provides tools and functions for administering the virtual mobility of students. It includes tools for enrolling, handling the electronic enrollments of students, invoicing information and grading. High quality online education, virtual mobility of students and exchange of courses has been actively and successfully used for ten years now.

So far the oncampus.fi portal has served the students of the Finnish UASs only, but now the network is getting international, which is a great opportunity for international partners. In the near future the oncampus.fi portal will be transformed into a channel for international online learning, targeted at wider audiences. Anyone interested in high-quality online education will be able to enroll for courses offered in the portal. International companies, organizations or educational institutions could also become a member of the oncampus.fi community, and get a chance to market their courses to new audiences.