

OIN NEWS

Autumn 2011 / Vol 2 / OIN NEWSLETTER



PLEASE ENJOY THE NEW NEWSLETTER!
AND REMEMBER: ALL WE NEED IS ♥!
YOURS,
MELISSA



EDITOR'S CHOICE Ympyra: the circle of learning

by Cathy Nangini

A few years ago, after having pioneered the concept of the mobile magazine in the early days of phone apps, mobile media content expert Aape Pohjavirta sensed that his trajectory was going in the wrong direction. So instead, he turned it into a circle.

“Success was missing,” said Aape, a self-described “windsurfer from Espoo” who propelled mobile media content distribution to the fore, signing contracts with big names like Getty Images, ESPN and Times of India. The challenge was that mobile advertising is very fragmented, sliced up between the content provider, the operator and the distributor. In the end, it just isn’t enough.

And it just wasn’t inspiring. Then one day in August 2009, a friend of Aape’s suggested, “Why don’t you teach the women of Africa to read?”

Aape thought, surely somebody must be doing this already, so back in the office he googled and found only small groups doing research projects. “It wasn’t practical. It wasn’t scalable.”

Education and learning--core values of Finnish society--seemed to Aape a far better aim for innovative mobile technology than sports scores. So, rather than using mobile phones to distribute media content, Aape decided to use them to deliver educational resources to help people learn. And the idea of Ympyra, which means “circle” in Finnish, was rolled out.

Ympyra’s sphere of influence did not begin in Africa, but in Mexico, where they established a collaboration with Tecnológico de Monterrey. Together they conducted a six-week pilot program with 180 fifth graders in a Mexican school, which was recently completed. The student pool included autistic and ADHD (attention deficit hyperactivity disorder) children as well. Results showed that groups who used mobile phone-based learning techniques had statistically

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significant learning gains in three out of six mathematical learning themes compared with control groups that did not use mobile phones.

According to Aape, the biggest improvements happened to students who were typically low-scorers in school. Classrooms became more quiet, and teachers had more time to spend on those who needed more help. And most amazingly, changes in the social dynamics of the learning process were observed: students became more interactive, including the students with learning disabilities, who might, for example, be adept at getting the phones to work and help those who were less familiar with the technology.

Aape remembers the last day of the program, when an autistic student who had – according to

the school principal – not spoken a single word to anyone outside of his family, personally stood up to “thank the Finns” for their initiative.

An important aspect of Ympyra’s plans is the establishment of an open database of learning. “It is our obligation to open that pool of knowledge,” said Aape, so that analyses can be conducted to further understand the learning process across countries and abilities, to see the effect of different educational strategies and evaluate what works and what does not. Ympyra plans to expand from fifth grade students to include grades 4-6 in four other TEC campuses, with additional educational themes in mathematics.

Aapo remains optimistic. “We are going to change accessibility to learning.”

More information here: www.ympyra.org



WELCOME weeks!

The two-week event bringing together all old and new Helsinki Region residents

There is a growing number of internationals and internationally-minded people in the Greater Helsinki Area. The Welcome Weeks are here to bring the new and existing residents together. The purpose is to make new friends, get the knowhow - and have fun doing it.

During the Welcome Weeks expats of all nationalities and their families are given information on living in Finland and are offered a chance to build their social networks through various activities offered alongside the more informational events.

The event series is organised by Uusimaa Regional Council, the cities of Helsinki and Espoo, Helsinki Education and Research Area (HERA) and Opiskelijametropoli Student City -project in co-operation with Mundus Nicole Saari Ky, BBG.fi and Jolly Dragon.

HELSENKI REGION Welcome Weeks
19.9. - 2.10.2011

Helsinki Region welcomes you!
For the full program visit www.welcomeweeks.fi

Organizing partners: Organized by: Printed by:

HELSENKI REGION WELCOME WEEKS WARMLY WELCOMES YOU!

Program details at www.welcomeweeks.fi



SHARE STUFF WITH FELLOW OIN MEMBERS!

KASSI-SERVICE LAUNCH FOR OIN

at Design Factory,
Betonimiehenkuja 5 C

Date: Tuesday, September 20th and
Tuesday October 4th
at 8.30 - 10 am

[Please register here!](#)



Do you need to buy a kitchen table or a lamp? Would you have use for a power drill if someone could lend it to you? Would you like to save in commuting costs and be green by car pooling to work? Do you have a sofa you need to get rid of? Are you looking for an apartment? Do you need help with Finnish bureaucracy or someone to carry your removal boxes?

You have now access to all these opportunities for give and take in the OIN community, thanks to Kassi web service. Kassi enables OIN members to post what they need and what they can offer to each other. It helps you save time and money and the environment and you get to meet fellow OIN people on the side. How cool is that!

The Kassi community of OIN is now available in <http://oin.kassi.eu>, go check it out and let others know if you could help them or they could help you!

Also, please join us at one of the Kassi launch events in Design Factory, either Tuesday September 27th or Tuesday October 4th, at 8:30 am, during the OIN breakfast. There will be delicious breakfast available for 2€ and a chance to meet other OIN folks. To help us prepare, please let us know which event you're coming at: <http://tinyurl.com/oin-kassi> Please also bring your own laptop if you have one, so you can start using Kassi in the event. See you there!



ConnectED™ 2011

TIME

Thursday, September 22, 2011
from 4:00 PM to 8:00 PM

VENUE

Laurea Leppävaara, Vanha Maantie 9,
02650 Espoo

The events' speakers include Rasmus Nyberg, CEO of Creo Consulting, Paul Brennan, CEO of Jolly Dragon and Antti Seppinen the Finnish "Apprentice" 2010 Winner and Laurea Alumni Chairman.

A WARM WELCOME ALL NETWORKERS!

Event with refreshments is free of charge,
register here: [connected 2011!](#)

ConnectED™ on Facebook click here:
[Facebook event](#)

"More business decisions occur over lunch
and dinner than at any other time, yet no
MBA courses are given on the subject."
Peter Drucker

The event is made in collaboration with:
Laurea Entrepreneurship Society
Laurea's Alumni association
Laurea SID

**"STRANGERS ARE JUST FRIENDS
YOU HAVEN'T MET YET"**



PROGRAM:

16.00 - Networking Plaza - Welcome drinks and Stands

16.45 - Introduction of the organizers and partners:

- Sani Leino, Co-Founder, Boardmember - Laurea Entrepreneurship Society,

- Elina Tiainen, Executive Manager - Laurea's Alumni association.

- Ritva Jäättelä, Jussi Kaulio, Entrepreneurship Lecturers - Laurea SID,

17.00 - "The importance of different networks in business"

- Antti Seppinen, Sales Director, Sipoonranta Oy

17.20 - "To sell anything, first you have to sell yourself"

- Rasmus Nybergh, CEO, Creo Consulting Oy

18.00 - "How to get your network to build your business"

- Paul Brennan, CEO, Jolly Dragon

18.20 - ConnectED™ - Marshmallow Challenge - 2011

18.40 - Networking with Drinks and

The "How to" - networking tips from the Pros

- Paul Brennan, Jolly Dragon, and Olivier Bremer, Founder2be

20 00 - Event ends in Laurea, moving to Restaurant Base (Leppävaara, Sello) for an Afterparty Networking.

FAMILY FUN!

Parent-child networking

GIN GOES WALKABOUT IN NUUKSIO!

DATE

Friday, September 30, 2011

TIME

2.30 pm – 6 pm

VENUE

the Punarinnankierros Trail starts
from Haukanpesä Guide Hut

register by Friday, Sept 23 here:

[Walkabout in Nuuksio](#)

[For more information about Nuuksio
National Park, click here!](#)

Join Otaniemi International Network for an excursion to the Nuuksio National Park in Espoo!

A 2 km walking trail suitable also for children will lead to coffee, sausages and pancakes by a campfire.

In addition to enjoying the beautiful nature, you will have a chance to learn the proper Nordic walking techniques from trained experts.

The event is hosted by Otaniemi International Network and VTT Technical Research Centre of Finland.

The excursion is free of charge (transportation + refreshments)* and there are 35 seats available on a first come, first serve –basis.

For further details on the excursion, please contact
Melissa Arni-Hardén
tel. +358-50-5434788.



BREAKFAST AT DFFANY'S

Aalto University Design Factory

CHECK OUT THE NEW KAFIS!

Breakfast at Dffany's continues in the beautifully renovated kitchen of Design Factory

Every Tuesday morning 8.30 – 9.30 am at Design Factory Kafis a team working in or with DF will arrange the breakfast and tell more about their activities.

Coffee, tea, juice, porridge, oven fresh goodies for € 2

The breakfast is open to DF residents and 20 seats are reserved for visitors.

Pre-register at
[I'll be joining Breakfast at Dffany's!](#)

WELCOME!



WELCOME!

Do you want to share your ideas, events or other activities during one of the breakfasts to the (on average 40) people attending the breakfast? If you want to book a breakfast date for yourself, pls contact tiina.tuulos (at) aalto.fi and melissa.arni-harden (at) otaniemi.fi.

Sept 27th and Oct 4th Breakfast at Design Factory is featuring the KASSI –service.

VENUE

Kafis at Aalto Design Factory

Betonimiehenkuja 5

Otaniemi, Espoo

[Click here for more information!](#)

Have a hearty start to
your day!
Breakfast at
Dffany's!



A! Aalto University
Design Factory

OTANIEMI FORUM

The Fifth Otaniemi Forum 2011

PRELUDE TO WORLD DESIGN CAPITAL 2012

will be held on the 3rd of November, 2011
in the Aalto University Design Factory
15:30 – 20:00

As Helsinki metropolitan area is preparing for
the WDC-year, speakers of this year's event
will offer a perspective to the main
WDC themes:

OPEN CITY – FREE MOVEMENT OF
INFORMATION, IDEAS, THOUGHTS AND
PEOPLE

Tuula Antola, Director for Economic
Development, City of Espoo

GLOBAL RESPONSIBILITY – THE NEW
ROLE OF DESIGN
UNICEF-Aalto University project in Uganda,
speaker TBC

EMBEDDED DESIGN – ROOTS OF NEW
GROWTH.

Pekka Korhonen, Head of the People Flow at
KONE Corporation

As always, the event will be free for
participants and heavy on networking so be
sure to save the date!

Program details and registration will open
soon at www.otaniemiforum.com.

WELCOME!

Otaniemi Forum is a meeting place for business, technology and design enthusiasts. Every year we welcome speakers from various backgrounds with interesting stories, ideas and a message to the world.

Held in Otaniemi Technology Hub, one of the world's leading hot spots for innovation, the event is a result of collaboration of the Otaniemi area companies, research organizations and universities. Each year the event has a theme to set the stage, but in the end it is the discussions, ideas and networks created at the event that make Otaniemi Forum one of those must attend events.

**Other professional networking opportunities for
you in Otaniemi on the same day:**

TalentIT Career Fair

[Click here to get more information!](#)



OTANIEMI INTERNATIONAL NETWORK

Information and Connections On-line

Otaniemi International Network exists to increase the attractiveness of Espoo, Greater Helsinki Area and Finland in general as a high quality of life environment for working, studying and living. OIN members - both Finns and non-Finns!- share an interest for developing innovations that increase the quality of life among family, friends and colleagues.

OIN is built on respect and support for

- creativity
- connectivity
- collaboration
- concentration and
- “can do” spirit

OIN is also a value adding entry point to information and services that enhance social and professional networking of employees, entrepreneurs, researchers, students and their families in Espoo and the Greater Helsinki area.



OTANIEMI MARKETING

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GENERAL INFORMATION ON LIVING IN FINLAND:

www.infopankki.fi

www.suomi.fi

www.espoomagazine.fi/

FINNISH LANGUAGE COURSES:

www.selma-net.fi

INTERNATIONALS IN FINLAND:

www.finlandforum.org

www.expat-finland.com

www.iesaf.fi

www.finlandlive.info

www.internations.org

LEISURE TIME ACTIVITIES:

www.jollydragon.net

www.visitespoo.fi

www.visithelsinki.fi

www.outdoors.fi

Feel free to forward this newsletter to friends and colleagues!

Already over 1000 people have joined the mailing list by registering at:
[I would like to join OIN](#)

OTANIEMI[®]
INTERNATIONAL NETWORK



Leverage from
the EU
2007-2013



European Union
European Social Fund