



LAUREA UNIVERSITY OF APPLIED SCIENCES

Horizons

PARTNERSHIP MAGAZINE 2007

Laurea students participate in
the Eurovision Song Contest

CaringTV – The future of elderly care

Entrepreneurship Through LbD



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LAUREA UNIVERSITY OF APPLIED SCIENCES

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Dear friends,

Laurea is a Finnish University of Applied Sciences in the Helsinki region. Our special interest is directed to regional development and new learning models. We have been nationally nominated as a Centre of Excellence in Education and twice as a Centre of Excellence in Regional Impact.

In international activities we are interested in the exchange of students and teachers and the connections concerning research and development, entrepreneurship and commercialization of innovations. We have both Bachelor and Master level degrees also in English.

As the president of Laurea I have the pleasure to welcome interested partners all over the world to contact Laurea.

Yours truly

Pentti Rauhala
PhD, President of Laurea

Active project

Elderly care – an obligation that could be turned into a great opportunity

It is a fact that our population is aging quickly. Aging is one of the major challenges facing our society. Taking care of the elderly has been considered a burden, but on the other hand, it may offer new kinds of business possibilities, and through this, advance our economy. As we know, Japan is the most rapidly aging society in the world and Finland is in the second place. It is estimated that approximately a quarter of the total population of Japan will be over 65 by the year 2015, and the same phenomenon will take place in Finland – the proportion of the elderly will double within the next 30 years. Something needs to be done to improve the elderly care system and Active project attempts to develop new service models in the field of elderly care.

In the elderly care sector, the words “cost” and “productivity” are going to be very current in the future. Public financing for elderly care services is declining and that will extend the gap between the demand and supply of welfare services. In Finland, the public sector carries the principal burden in financing the elderly care services but there are also private elderly care service providers. In Japan, the long-term care insurance system, *Kaigo-Hogen*, is a lot more market-oriented when compared with the Finnish system and it covers all persons over 65 years as well as people with chronic illnesses. The *Kaigo-Hogen* system receives financing through insurance payments and, as well as in Finland, the role of public financing is vast.

The most important difference between the Japanese elderly care system and the Finnish system is their customer orientation. In Japan, an elderly person is given the right to buy services from the supplier he or she chooses. In Finland, an aged person gets services from the municipality and if not satisfied, the only choice is to be without services or buy them from the private side, which is much more expensive. The present situation of elderly care system in both countries creates the foundation for the research and development (R&D) project, *Active*.

The Co-operation Between Finland and Japan

The main objective of the *Active* project is to develop widely new elderly care services by combining Finnish and Japanese know-how and previous experiences from the field. The central parties in the *Active* project are Laurea University of Applied Sciences (Laurea), the Helsinki School of Economics, Tohoku Fukushi University, City of Espoo, City of Vantaa and Tohoku Fukushi Corporation. There are also other significant partners involved with the project – the City of Sendai and Sendai-Finland Wellbeing Centre

Creating New Models

It is important to try to combine researches and know-how from different branches of science to develop better and cheaper elderly care services. In the creation of new models, different types of services are categorized according to their necessity – basic health care services are, of course, most important. The less essential services, such as leisure services, are also paid attention to because they could improve an elderly person’s quality of life.

The main supposition of this project, from the cost perspective, is that it makes no difference whether a customer is served

according to an individual custom-made care plan or provided with mass-produced services without any individual characteristics. It is essential to listen to customers’ wishes to make it easier to figure out the most effective ways to improve the elderly care system. The basic idea is that each customer can buy the additional services they feel they need through a call-center. In this way, it is easier to find interesting services. There is also a possibility for volunteers and student trainees to be involved with this project, by assisting elderly persons.

Participation in the Project

One of the main advantages of the *Active* project is that there is intense teamwork between different actors, such as researchers, municipalities and companies. Students also give their own contribution to the project through a learning method called Learning by Developing (LbD). The *Active* project offers a chance for the co-operation partners to be a part of the research and development network between Finland and Japan. It also opens new marketing possibilities in the field of elderly care in both countries.

The *Active* project arranges Finland-Sendai seminars every second year in Finland and Sendai-Finland seminars every second



Sari Sarlio-Siintola, the Development Manager and Ainokaisa Kuisma, the Assistant of Communications of Well Life Center

year in Japan – there are also scientific conferences linked with the seminars. In addition to all this, a Finnish-Japanese guidance group gathers together twice a year to develop new ideas concerning possible improvements in the elderly care system in both countries. It is also possible to get access to the reports and other publications on the Active net site (autumn 2007).

There is a huge market potential in the field of elderly care services and that makes the Active project interesting for different kinds of companies and actors.

Active from a Student's Point of View

“The power of Active is the networking. The best from different fields and cultures get together and that is when new ideas and solutions are born” says Active projects’ researcher *Ainokaisa Kuisma*.

Ainokaisa Kuisma has nearly finished her international business marketing degree in Laurea Leppävaara. The only thing left for her to do now is to finish her Thesis: Japanese social welfare system from a business administration perspective. The idea for her Thesis came from *Hannu Pirnes*, Principal Lecturer, Ph.D. Ainokaisa says that the subject sounded interesting and that she was familiar with the topic through a

course that she had taken. Hannu Pirnes sent her to Japan, to get acquainted with the Active projects case-company there and to collect background material for her Thesis.

The Active project is a co-operation between Japan and Finland to improve the services for elderly people. In both countries, the proportion of aging population is rapidly growing, which makes it essential to find out how society can take care of these people. Actives two case-companies are in Espoo, Finland and in Sendai, Japan.

A Long Way from Home

Kuisma and her friend Tiina Vilppo, who is also involved in the Active project, were the trail-blazers to go and visit Japan on behalf of the Active project. She says that it was demanding but also challenging to be there as a student and to meet important persons and to make a good impression on them, so that they would become interested in the project.

Kuisma travelled twice to Sendai during her student exchange period at Ritsumeikan Asia Pacific University in Beppu, Japan. The first time, she visited Japanese elderly homes and shelter homes. The second time she visited Sendai to become acquainted with the case company. The City

of Sendai is the largest city in Northeast Region in Japan with a population of 1 million. It is located about 300 kilometres north from Tokyo. Sendai is called an “Academic City”, because the city has many universities in comparison to its population.

A Positive Experience

The experience to be in Japan for four and a half months gave her more than she expected. Ainokaisa Kuisma says “I am able to do better business with the Japanese, because now I am more familiar with the culture and the way how business is conducted in Asia.”

There has been only a few studies about how Active has affected the lives of elderly people. Kuisma believes that when more research is carried out, it will be easier to measure the impact of this project on both societies.

“I believe this is really a good thing. I think that networking can add value when it is exploited properly” Kuisma remarks. ■

Text
Heidi Heikkinen
Hanna Leijala
Photo
Minna Tuomainen

Tuusulanjärvi and Lago di Garda: Mutual Expectations

On the surface, Tuusulanjärvi (Tuusula Lake) region in Finland has precious few things in common with the sunny Lago di Garda area in Italy. Most people would dismiss the idea of similarities between these two distant geographical locations and emphasize their differences instead. However, two women have discovered that these areas experience similar circumstances and might share a future together.

In the autumn of 2006 Senior Lecturer *Elina Wainio* from Laurea was in Italy was reacquainting herself with the realities of tourism business. She was staying in the town of Desenzano, which is the centre of agricultural area on the west shore of Lago di Garda. Her landlady was one Signora Nicoletta Manestrini. As the two women became better acquainted, it was revealed that Signora Manestrini was also the Chair of Strada dei Vini, a local organisation of businesses, mainly wine and olive oil producers.

Despite its firm agricultural roots, the ambitions of Strada dei Vini go beyond day-to-day farming concerns. One of their goals is to further agritourism and make province of Brescia, especially the agricultural part, better known. The purpose of agritourism is to improve the incomes and potential economic viability of small farms and rural communities. In practical terms agritourism translates to visiting a working farm or any agricultural, horticultural or agribusiness operation for the purpose of enjoyment, education, or perhaps active involvement in the activities of the farm or operation.

A large body of tourists is available: Brescia is located midway on the line that intersects Milan, Verona and Venice, all major tourist attractions. In addition, the eastern shore of Lago di Garda draws hordes of tourists every year. The problem: how to attract these tourists to the countryside Brescia?

A similar situation exists around Tuusulanjärvi area: Helsinki, 30 minutes away, is visited by large numbers of tourists but very

few visitors pay a visit to Tuusulanjärvi. Tuusula Lake Tourism Association performs basically the same function as Strada dei Vini for local tourism enterprises; it conceives and coordinates development projects, promotes cooperation among its members and with other tourism organisations and generally advances the cause of tourism in the area.

Elina Wainio and Nicoletta Manestrini become very quickly aware of the similarities of problems facing their respective regions, and realized that cooperation might provide the necessary solutions for both parties. However, this cooperation is to be of a very unusual variety.

The interface

“Usually projects have one central idea or approach which is then tried for real. If it works, good, if not, too bad. Whatever the outcome, the project has a certain time-frame after which it is concluded” says Elina Wainio. “What we want to create is not a project with a schedule but a kind of an ongoing interface process where different people with different ideas would have a chance to congregate, mix and see what takes place beyond their own horizons. As we know, there are very few truly original innovations. Most modern innovations are methods or techniques that have been taken from their original context and then applied to some new setting or problem. We want to create an environment where this kind of process can take place.”

The first step was to examine, whether there are indeed mutual needs shared by Brescia and Tuusulanjärvi area. Signo-

ra Manestrini made a benchmarking trip to Finland and discussed the matter with Tourism Secretary of Tuusula Lake Tourism Association and Tourism Coordinator of KUUMAKunnat (Partnership network of six Central Uusimaa municipalities). They concluded that such needs and synergies do exist.

The plan is to involve different players in this field: local authorities, educational institutions and private entrepreneurs. The purpose is to set up an environment where productive interaction is facilitated and new ideas are hatched and planned together by students, authorities and businesses from different environments.

The goal is to put together a long-term project financed by EU. This is where Laurea comes in says Elina Wainio: “Laurea possesses the know-how on how to manage international projects on this scale. Furthermore, Laurea is very interested in these kinds of projects. It is a chance to apply Learning by Developing concept on an international project setting and opens interesting avenues for our students”.

Prospects

The core of the project, as already stated, is to promote the typical products and tourism of both areas. The role of students is special: “We hope that they help us to realize and untap possibilities that have remained undeveloped”, Elina Wainio says. Simultaneously the project would yield work placements, jobs and exchange positions to interested students. In Italy the project has already stirred up interest. The highest tourism official in

the province of Brescia is interested in the project and funding may be available if the project takes off. Other disciplines besides tourism are welcomed. "We are actually looking for partners to conduct research, such as universities," Elina Wainio explains. "We want to combine other forms of know-how, such as IT, into the project. The goal is to create a working framework for development of new ideas, to generate innovation." ■

For more information of the participants, please check the websites below:

www.stradadeivini.it

www.kuuma.fi

www.tuusulanrantatie.info

Text

Jarmo Mikkonen

Photo

Elina Wainio



Cambridge Innovation Networks and Entrepreneurial Learning

The Cambridge High-Technology Cluster

Friday the 30th of March, Ms. Yin M. Myint, a member of the Judge Business School (Cambridge), gave a presentation about her latest research at Laurea University of Applied Sciences in Lohja. She visited other Laurea units as well.

Ms. Myint started with a short presentation about Cambridge, mentioning the number of population, the GDP growth and other relevant facts about the greater Cambridge area. Then she pointed out the exponential growth of high-tech firms in Cambridge which grew from almost zero in 1960 to more than 1400 companies in the year 2000.

Followed by a short presentation which showed the different focus in the cultures of the two universities between Oxford and Cambridge based on the pattern of Nobel prize winning between the two universities, she then moved on to her research. Her research emphasized the importance of the human element of cluster development. It explores Cambridge's social capital in more depth and the role played in the cluster by its serial entrepreneurs. She identified that there is a high level of relational social capital in Cambridge arising from the association of individuals who have worked together in other companies over time.

Her research showed that:

“The majority of high technology companies that have shaped the success of the Cambridge cluster are connected to a handful of serial entrepreneurs, business angels and venture capitalists as their involvement in developing new ventures has been repeatedly evidenced in her research.”

Ms. Myint said “it is the people linkages especially when looked at in a time dimension of building trust and relationship that is so critical to the way the community works in practice. A combination of experienced and novice entrepreneurs is very fertile in Cambridge. There is now a second generation of serial entrepreneurs who have benefited from learning the first wave of successful entrepreneurs which is essential indeed for the continuing success of the Cambridge cluster.”

Then Ms. Myint mentioned a few examples of several programmes which the Centre for Entrepreneurial Learning, Judge Business School uses to encourage and nurture entrepreneurial spirit among students and business community.

CfEL Programmes

The Centre for Entrepreneurial Learning (CfEL), based at Judge Business School, was launched on 1st September 2003 with a mission to ‘Spread the Spirit of Enterprise’ by providing educational activities to inspire and build skills in the practice of entrepreneurship.

CfEL's programmes range from elective modules in undergraduate and postgraduate programmes, Enterprise Tuesday - an evening programme for staff and students of the University of Cambridge, and open programmes for novice entrepreneurs such as the Ignite and Enterprisers.





A view from the Cambridge town centre

One of CfEL's core values is to involve new and seasoned entrepreneurs in the delivery of all programmes, as they have the credibility to teach entrepreneurship through sharing their own experiences and inspiring future entrepreneurs. To date well over 200 people have shared their experiences, expertise, energy and enthusiasm for entrepreneurship.

Similar Programmes at Laurea

Ms. Myint believes that similar programmes could also be implemented in Laurea and she emphasizes that it is important to encourage and support young entrepreneurs and to encourage a more enterprising culture at the university. She also added that "social capital has been a vital catalyst for the Cambridge cluster but still it has taken the region over three decades to achieve a well-established innovation centre with this critical mass of people." Her study illustrates the richness of local innovation communities and how important it is, for those involved in enterprise support and development, to un-

derstand the local landscape. She has encouraged further localized research as these personal networks of entrepreneurs provide tacit knowledge and pathways to deeper understanding of innovation and entrepreneurship. ■

Text

Bert Maes

Photos

Juha Huvilinna

Bert Maes

For more information about Cambridge and Cambridge University please visit these links:

Cambridge Judge Business School -

www.jbs.cam.ac.uk/

Centre for Entrepreneurial Learning -

www.cfel.jbs.cam.ac.uk/

Cambridge University -

www.cam.ac.uk/

Cambridge in Color -

www.cambridgeincolour.com/

Eurovision Song Contest – one of a kind festival

The first live televised song contest ever, Eurovision Song Contest, is held in Finland for the very first time. Laurea's students have gained a once in a lifetime experience by working with the biggest musical event in Europe

When the Eurovision Song Contest circus arrives in Helsinki, Tourism degree programme students from Laurea Järvenpää participate in organizing the Eurovision Song Contest. "These future professionals have unique opportunity to receive an unusual entry into their CV's and gain a lot of experience from this event", says Päivi Oualen, Senior Lecturer of Laurea Järvenpää.

A PR Event

A victory in the contest has always been desired and it has traditionally brought along the responsibility to host the next year's competition. Hosting the competition, however, has always been expensive. When Estonia hosted the contest in 2002, the cost was equal to the annual budget of Estonian Television.

After a slight initial hesitation the Finns have embraced the task. According to Päivi Oualen, the contest offers an excellent platform for advancing Finnish image as a high quality tourist destination. "The positive publicity may equal or exceed that of 1952 Olympic games".

The event is a true win-win proposition to all participants. The hosts gain publicity, the visitors experience the extravaganza and the spectacle, entrepreneurs of Helsinki enjoy an increase of clients, sponsors flash their names to hundreds of millions of homes.

The cost of hosting may be high but costs are accepted as the price for the huge international exposure. This year, 2600 accredited journalists will crowd Helsinki and the city will be the background of their stories.

Estimates of watchers who tune their TV's to Eurovision Song Contest vary but 200-300 million is a popular figure. Presidency of the European Union may be more high-toned but will definitely attract less attention.

A Learning opportunity

Participating professionals from technicians to caterers have an opportunity to learn what exactly does it take to organize a truly international event. As for students of Laurea, Päivi Oualen is convinced that their customer service, problem solving and communication skills will improve in this project.

The students of Laurea will receive international guests and provide information to them, host helpdesks at the hotels and at the airport. Besides language skills, the most important skill for the volunteers is the ability to overview a project, and that they are not afraid to work hard with the practical details.

Eurovision Song Contest Volunteer coordinator Reita Hämäläinen is pleased that Laurea's students participate in the event. "Laurea's students constitute the largest group of student volunteers. They do truly a significant job and I am very satisfied that they wanted to volunteer and come to see what happens behind the scenes."

A wide variety of visitors

"Eurovision Song Contest attracts many such tourists to Finland who would not otherwise visit the country", Päivi Oualen reflects. The event and the hype are not confined to just the arena of the song contest.

Helsinki is full of diverse events designed for different tourist segments, ranging from die-hard fans to the gay community.

The song contest also brings large numbers of Finns from other parts of Finland to enjoy this possibly once in a lifetime opportunity to see the contest and the associated events in Finland. Also the inhabitants of Helsinki skip the opportunity to rake the leaves in their summer cottages and make the most of this carnival of kitsch and camp.

This melting pot of visitors, seasoned with the performers, their entourages, journalists and camera crews, give the Finns a rare taste of hype on an international scale.

A Positive Spectacle

Behind all the glitter and freaky aspects is a song contest, although a very atypical one. The attempts to create drama with extravagant dresses or costume changes, choreographies bordering frenetic are all part of it. One of the most endearing qualities of the contest are lyrics, often designed to be extremely simple and catchy, and as a result, sounding wonderfully dumb. Winning song titles such as "Ding Ding-a-Dong" and "Diggi Loo Diggi Ley" really say it all.

Despite these shortcomings, there is still something left of the original ideal of harmony and co-operation between nations, symbolized by Charpentier's prelude to Te Deum, the signature tune of the contest. Competition is good-natured and usually without malice, which perhaps explains a surprisingly large number of genuine fans.

The event has grown and the number of participants has increased. Eurovision Song

Contest is the best known and the most popular of its kind. Päivi Oualen is proud that Laurea is part of this multinational show. “I am sure that especially for exchange students this is a once in a lifetime experience. They have a chance to really see how interesting studying in Laurea can be, and hopefully, they will later tell about it at their own schools”, she wishes.

A Student’s Perspective

Susanna Kinnunen is studying tourism in Laurea Järvenpää. She will graduate in the autumn 2007.

Kinnunen and a few other Laurea Järvenpää students are working in the Helsinki-Vantaa airport as the first contact for the competitors. The work is carried out in pairs and in two shifts. They have prepared beforehand a Helsinki information booklet for the Eurovision contestants.

“From my perspective knowledge of languages is the most important tool in this job. We are trying to speak the competitors’ native languages as much as possible. But of course English is the main language in this project”, Susanna Kinnunen underlines.

Practical training in the context of Eurovision song contest is a part of Cultural Tourism studies. After the song contest Susanna Kinnunen and the other students will write a report about the impact of the song contest event on Helsinki and Finland.

Working for Eurovision song contest organizers has been independent and interesting. Susanna Kinnunen says “It has been great to be part of this immense organization. I want to be where the action is, I love to be in the storm centre, so to speak. I can imagine myself working in this sort of business in the future, combining tourism and organizing. I believe this will effect positively on my employment in the future.” ■

Text
Jarmo Mikkonen
Anu Vesterinen
Sami Iivonen
Olli Nurmi

- 1956 First Contest held in Lugano, Switzerland.
- 1957 Birthe Wilke and Gustav Winckler exchanged the longest kiss in the history of the Contest.
- 1961 First time for Finland.
- 1962 The only Contest to be held on a Sunday.
- 1963 First of the eight times Finland was last in the Contest.
- 1964 Trespasser protested against Francisco Franco and António de Oliveira Salazar.
- 1965 Later dominant Ireland deputed.
- 1966 First black singer in Eurovision.
- 1968 First colour broadcast.
- 1969 First tie for winner: France, Netherlands, Spain and the United Kingdom.
- 1969 Contestant Salomé caused controversy by dancing in violation of rules.
- 1970 Finland boycotted the Contest because of the last year’s voting structure.
- 1971 Each country had two jury members, one under 25 and one over 25.
- 1973 The audience was advised to remain seated while applauding the performances; otherwise they risked being shot by security forces because of the heightened security measures after the Munich Olympic terrorist incident.
- 1974 ABBA wins with Waterloo.
- 1974 The Portuguese entry E depois do adeus was used as the signal for the tanks of the left-wing military coup that overthrew the fascist government to move in.
- 1975 Greece withdrew from this Contest in response to the 1974 Turkish invasion of Cyprus and in protest of Turkey’s participation.
- 1976 The entry from Greece was greeted with controversy as it was about the Turkish occupation of northern Cyprus.
- 1977 Because of a strike of BBC cameramen and technicians, the contest had to be postponed.
- 1978 When it became apparent during the later stages of the voting sequence that Israel was going to win the Contest, Jordanian television cut the broadcast and showed pictures of flowers. Afterwards, the Jordanian news media refused to acknowledge the fact that Israel had won and announced that the winner was Belgium (which had actually come 2nd).
- 1980 Morocco entered the Eurovision family for the first (and so far only) time. They came 18th out of 19 participants.
- 1985 The Infamous “Wardrobe Malfunction” of presenter Lill Lindfors.
- 1986 Sandra Kim, age 13, the youngest Eurovision winner.
- 1987 Celine Dion, representing Switzerland won with the song Ne Partez Pas Sans Moi.
- 1991 The Contest is regarded as one of the more controversial in history, with the hosts frequently confusing the voting system in their announcements.
- 1993 A pre-qualifying round was introduced because of the high amount of participants.
- 1994 The interval act was the first ever performance of the Irish dancing spectacular Riverdance.
- 1995 The United Kingdom contributed a modern rap number.
- 1997 United Kingdom’s entry Love Shine A Light scored an unprecedented 227 points.
- 1998 Dana International from Israel won this year’s Eurovision, with the song Diva, following much pre-contest hype and publicity due to the fact that she is a male-to-female transsexual.
- 2000 There was a new introduction of a CD compilation containing all the songs of the participating nations, which would be available everywhere in Europe.
- 2002 Estonia was the first country from the Eastern bloc to organize the Eurovision Song Contest.
- 2003 The Russian entry t.A.T.u. caused some controversy by threatening to perform a lesbian kiss on stage.
- 2004 The first contest to be broadcast in high definition format.
- 2005 50th anniversary show Congratulations; Waterloo voted the all-time greatest Eurovision winner.
- 2006 First ever victory for Finland with Lordi and song Hard Rock Hallelujah.

The Jokers Who Became New Kings

After 40 odd years of humiliation, Finland finally hit the jackpot. Have things changed in the music industry after Lordi's victory? We interviewed Kimmo Valtanen, Managing Director of SonyBMG Finland, the label of last year's winner and this year's Finnish entry, to find out.



Until the victory of 2006, Eurovision Song Contest was of little importance to Finnish music professionals. The contest had not generated any international breakthroughs or significant album sales for many years. *Kimmo Valtanen* admits that the contest did not interest him very much personally or professionally before Lordi.

"The contest had become a celebration of camp culture, its own unique brand of kitsch with a dedicated following of fans to whom the contest was a kind of a huge insider thing, a carnival", *Kimmo Valtanen* reflects. "Lordi changed that by bringing in some real extravaganza, controversy and new ideas as to what kind of performances could participate."

A new concept

In Finland the greatest change brought by Lordi's victory was the abandonment of

the "safe" format. "The Finns thought that Eurovision songs are a kind of an international standard with a certain sound. You had to have a song that was designed as a Eurovision entry Songs that would please everyone, ultimate consensus songs, would make a good Eurovision song contest entry and win the contest" *Kimmo Valtanen* explains. "This concept is not quite how things work in a market economy. There you have something that a certain target group thinks is great and works great for them. It can expand and go beyond its usual boundaries and reach wider popularity. Lordi achieved this and was also, in my opinion, more genuine than the previous made-to-order performances."

Eurovision was also a new chance for Lordi. Their monster rock concept was well received but after their first album the novelty was wearing off and the trend was downwards. "What was needed was fresh drama, perhaps in a new context where

the shock and exuberance value of the group could be utilized," *Kimmo Valtanen* describes. "Eurovision turned out to be the perfect platform. I recall discussing the matter with producer *Timo Suomi* from Finnish Broadcasting Company in this very room when the idea of Lordi and Eurovision first came up and *Timo* became excited. He somehow foresaw that it would create a huge drama, the reactions of the public would be exciting to see and that ultimately the people would like to write the ending to the story themselves, by influencing the outcome of the contest."

A Deliberate Gamble

Sony BMG invested a lot of time and money in promoting Lordi. "It was a huge financial investment for us, especially the videos," *Kimmo Valtanen* recalls. "Also enormous amount of thinking went into it. Many people worked for the vision to come true. I personally had my career on the line."

Another important factor was the commitment of the band. Originally half of the band was dead against the idea but Mr Lordi himself did not see a problem. "He was of the opinion that Lordi is the best monster band in the world and the venue does not change that. Kind of like the value of the painting does not depend on whether it hangs in the Louvre or in the outhouse," Kimmo Valtanen compares. Choice of the song was also debated. "The band felt that "Bringing Back the Balls to Rock" was a good choice but when I heard "Hard Rock Hallelujah" I had the vision it could work as a rock anthem, that it could be edited and shortened to the required length. Nevertheless the band shared the same vision we had and believed in it."

Impact of Victory

Lordi's victory certainly changed the way music industry and artists in Finland see participating in Eurovision song contest. "Before Lordi it was a career suicide. Eurovision was a national embarrassment: You had 12 candidates in Finland, one of whom wins and the rest lose. The winner participates and loses, too, so in the end, every-

body loses. Nothing positive came out of it. That's why we did not want to send our artists to Eurovision. It was a lose - lose proposition. Now it is different, it is a positive phenomenon".

Lordi was also a commercial success. "As far as I can recall, the Greek winner of 2004 sold 100 000 copies in Europe, mostly in Greece, which is not very impressive" Kimmo Valtanen illustrates. "Lordi has sold over 300 000 albums, 150 000 singles and 150 000 downloads, a considerably better result."

Visions for the Future

As to the future of the contest, Kimmo Valtanen has his vision: "Sending the weirdest group of freaks and hoping for the best ... it adds to the carnival side, nothing wrong with that. However, I'd like to see a competition that would bring together the best artists and groups, a sort of battle of the bands. I'd like to see more passion, drama and emphasis on the music, a contest that would attract the best. Finland could send the Rasmus or HIM, Britain the Manic Street Preachers and Sweden the Cardi-

gans. It would not be strictly a song contest but a competition between different artists and brands."

Kimmo Valtanen wishes to see the contest again in Finland next year. "However, for the sake of contest itself the best thing would be that some big country like France or Britain would win." Whether Hanna Parkarinen, this year's Finnish entry, wins or not, Kimmo Valtanen believes it can have a truly positive influence on her career. "It could permanently engrave her image and artist brand in the minds of people as a truly great and enduring star. I see her as a great female artist of the future whose music, personality and image would fascinate people. This can have a huge brand effect." ■

Text
Jarmo Mikkonen
Photos
Anu Vesterinen
Photo of Lordi courtesy of
SonyBMG Finland



Managing Director Kimmo Valtanen and Lordi's Wall of Honor at SonyBMG

University Research Funding: No Patent Solutions

Patents are the path to prosperity, licenses to lucrative deals, goes the conventional wisdom. Following this logic, the number of US university patents grew six-fold in the years 1975-1999. Professor David C. Mowery from UC Berkeley challenged the wisdom of this policy in the presentation he gave when visiting Laurea Kerava, Leppävaara and Lohja in March.

US universities have long traditions of collaboration with industry in research through a number of collaboration channels: Projects were financed and grants given, graduates hired and trained, faculty members consulted etc. Patents and licenses for university inventions were another way to transfer technology. However, their number remained on the same level for decades, as did their role.

The winds of change started to blow in the 1970's. Cuts in federal expenditure on education created a motive to seek additional income. The Bayh-Dole Act of 1980 provided the means. The act gave universities the ownership of intellectual property rights of inventions that resulted from federal government funded research. If the universities chose to, they had a right to pursue ownership of a discovery within a certain timeframe and to apply for a patent and commercialize the invention. The proceeds were to be used for educational intentions. Besides financial interest, there was a belief that patenting was the way of the future for university-industry collaboration. This is still reflected by the fact that the number of patents received by a university is informally but widely used as a measure of technology transfer performance.

This was a major shift from traditional university research, which, according to *Professor Mowery*, resembles open-source innovation, such as development of Linux. Results are widely spread, evaluated by peers and the rewards reputational rather than financial.

To patent or not to patent

Patenting is not such a simple solution as a layman might imagine. "First of all, it is very difficult to predict which patents will be valuable", Professor Mowery says. Patents may concern technology whose commercial application is years away; Novel inventions may render patents obsolete, product life cycles are shorter and shorter. Sometimes other considerations can take priority over intellectual property rights. For example, if an innovation has military or defense applications, rights are likely to be ignored. "National security overrides all other considerations", Professor Mowery affirms. Mikhail Kalashnikov, the designer of AK-47, and late Sir Frank Whittle, who patented a turbojet engine in 1930, would probably agree.

The second stumbling block is the process of "learning to patent". Entrant universities to the field of patenting in the 1980's initially secured "lower-quality" patents compared with experienced institutions. They were able to close the gap by the early 1990's, which in Professor Mowery's opinion demonstrates the complex nature of patenting.

Even if a university receives a patent, know-how transfer through licensing may prove difficult. In order to reap the rewards, IPR holders may need financial backing to set up new firms. Universities and poor inventors both face this basic problem.

The university pro-patent policies have also created frictions with industry in certain fields, most notably in IT. Companies sim-

ply feel that university patents are not the way to go. In December 2005, an agreement was negotiated between a number of US firms in the IT industry and leading US research universities covering more liberal licensing terms for collaborative research projects.

Gains from patenting

The drive for university patenting was supported by two basic ideas. First one was the belief that it was essential to university-industry technology transfer, the second the financial returns to universities. According to Professor Mowery, both assumptions are flawed and he thinks universities should learn from industries.

While universities have emphasized patenting since 1980, industries have recognized that different industries and different technologies require diverse approaches on IP management. Patenting is important in e.g. biomedical fields whereas IT leans more toward open source model, exemplified by the December 2005 agreement between seven US universities and Cisco, HP, IBM and Intel.

The revenues universities receive from licensing reflect this: Biomedical patents provide lion's share of royalties. In addition, the revenue shares reveal the difficulty of predicting value of patents: a small percentage of patents accounts for 90% percent of revenue.

The actual financial significance of patents is less than one might expect. Professor Mowery's figures from University of Cal-



David C. Mowery

Mr. Mowery was born on 2 August 1952 in the US.

Current position:

Milton W. Terrill Professor of Business Walter A. Haas School of Business, UC Berkeley

Director, Ph.D. Program, Haas School of Business, UC Berkeley.

Deputy Director, Institute for Management, Innovation, and Organization.

Research Associate, National Bureau of Economic Research.

Education:

B.A., Economics, Stanford University, 1974. M.A., Economics, Stanford University, 1976. Ph.D., Economics, Stanford University, 1981.

Academic Honors and Fellowships:

B.A. with Honors and Distinction; Phi Beta Kappa, 1974.
Postdoctoral Research Fellow, Harvard Graduate School of Business, 1981-82.
Visiting Scholar, Center for Economic Policy Research, Stanford University, 1984-86.
Newcomen Prize, Business History Review, 1984
Fritz Redlich Prize, Economic History Association, 1987.
Raymond Vernon Prize, Journal of Policy Analysis and Management, 1992.
Council on Foreign Relations International Affairs Fellow, 1987-88.
Earl F. Cheit Outstanding Teaching Award, Haas School of Business, 1996.
Earl F. Cheit Outstanding Teaching Award, Haas School of Business, 2001.

ifornia illustrate this point. In 1999-2003, yearly UC systemwide research budget was US\$ 3 billion, while 2003 UC systemwide research budget sponsored by industry was US\$ 235 million. In 1999-2003 the net licensing revenues in UC per year was only meager 16 million US\$.

Conclusions

In the light of the numbers, Professor Mowery deems that patenting is of dubious value in most fields. As he pointed out, patent and license management requires expertise which is not easily gained, patents are not suitable to all technologies and pro-patent policy has created frictions with industry. The paltry returns on patents are not sufficient to offset the problems they may generate.

Instead of patents, Professor Mowery promotes the open source model of innovation to forge stronger links with industry. It is difficult to reproduce within most firms and thus will not create friction. It is also

an attraction for industry-supported research within universities. Above all, open source model is the most compatible model for training students, *raison d'être* of universities and their most important economic contribution.

Some European and Japanese universities have been shifting toward a patent-centered model. Professor Mowery feels they should reconsider: "European and Asian universities should learn from, rather than imitate, US universities' post-1980 experience". ■

Text
Jarmo Mikkonen
Photo
Bert Maes

Entrepreneurship Through LbD

The focal point of Learning by Developing concept is to learn by solving authentic job-related problems. Jontte Iivonen gives his personal account on how LbD aided him in realizing both his professional and academic ambitions.

In 2000 *Jontte Iivonen* started his studies at Laurea University of Applied Sciences. At the same time he also worked at Tehojakelu, a company specializing in food logistics. He worked in the IT department looking for new software for deliveries, transportation, picking, warehousing and storage, organization of deliveries and order logistics. When they could not find a suitable one, they decided

sis is in the temperature controlled goods department.

Problems with school

At the time Jontte's studies were not going so well. He worked long days and really did not have the time and energy for school. Then he learned from Vesa Taatila, Laurea's principal lecturer, about Laurea's

Combining school and work

Jontte could accomplish most of the school assignments in association with his own company, such as financing plans, marketing plans and TEKES (Finnish Funding Agency for Technology and Innovation) applications. This meant that he did not have to do things twice. His company benefited from school assignments and vice versa. These assignments were all really helpful in his business. "Jontte is a typical example of the type of students that differentiate universities of applied sciences from traditional research universities", Taatila claims. "He is very praxis-oriented, has a good business head, and is more interested in solving real-life business situations than building new scientific theories", he continues.

Without the help of LbD Jontte would not have graduated. He could combine his work and school because studying at Laurea. "LbD is the way of the future as I see it" Jontte says. "Everybody's got a business idea but only one in thousand puts it into practice." Even if the idea is good, lack of resources, know-how and tools discourage people from taking the decisive step. "I see education encouraging people to take that step. With LbD your studies can give you the confidence and encouragement to start your own business," Jontte exclaims. "I think this is a very important matter." On the basis of his own experience he recommends LbD to budding entrepreneurs who are committed to realising their vision of their own enterprise. ■

For further information, see www.nordnet.fi



to develop the software themselves. The software turned out to be a very efficient tool. "As we worked with it, we were again and again struck by the fact that it was not just a good piece of software, it was an excellent one," Jontte recalls.

The four developers of software grasped that the software could in fact spawn a life of its own. In 2005 they spun off their company Nordnet Solutions Oy by a management buy-out from the Tehojakelu group. Nordnet Solutions Oy provides software and integrates systems in transportation and logistics markets. Their main empha-

LbD-experiment. LbD stands for Learning by Developing. Roughly translated it means that the students learn by executing practical business tasks. According to Taatila, LbD-based theme "Innovation-based Service Entrepreneurship" enabled students to develop their own businesses or other SMEs, gain practical business development skills and earn credits simultaneously. Learning is based on practical business challenges, building a theoretical framework on them, solving the problems and learning through this process. Participation in the experiment gave Jontte the chance to graduate.

Text
Olli Nurmi
Jarmo Mikkonen
Photo
Anu Vesterinen

Mário and João

Interview with Portuguese internship students

Internationality is very important for Laurea. At present, Laurea is part of a network of approximately 150 institutions around the world. Laurea offers many opportunities for its students to follow an international education and to foreign students to apply for student exchange and internship in the Helsinki metropolitan area.

Mário Santos and João Marques came to Laurea through ERASMUS Programme for a three month student exchange from Portugal. They both studied three and a half years of nursing in Lissabon at The Calouste Gulbenkian Nursing Institute, and are going to graduate this summer. They both complete their studies at Lohja Hospital.

Mário wanted to study nursing after seeing his grandmother treated in a hospital, and also because of the many possibilities this field offers. João originally wanted to study to become a veterinarian, but failed at the exams. After studying nursing for a year he decided to continue, but he says he is going to study also something else after graduating.

Why Finland?

In the Calouste Gulbenkian Nursing Institute, teachers encourage students to apply for student exchange and internship. Through the ERASMUS Programme, Mário and João could have chosen Belgium, Czech Republic, Poland, Spain, Sweden but in the end chose Finland.

“We wanted to go as far as possible to see something totally different from Portugal” João says. The reputation of Finnish public healthcare as one of the best in the world was also one of the decisive points, as they wanted to bring some of this culture back to Portugal. There was also very positive feedback from other students who had previously been studying at Laurea.

Mário and João believe that the main differences between Finland and Portugal are the way people behave. “Most Finns are



really shy, and are not really talkative. When we were enjoying Lohja’s nightlife we saw one nurse there. She had drunk two beers and was horrified that she had been seen under influence. She was afraid of losing face, but instead she became really talkative for the first time, and we talked about really interesting topics”. While working, the language barrier is also a big obstacle. “Most of the nurses speak English, but the communication with the patients is sometimes problematic”, says Mário.

Internship arrangements

Arrangements with the hospital, obtaining an apartment and all the paperwork was handled by schools. In Portugal, Mário and João studied a short 20 hour course of Finnish language and culture. “We had practically no idea what we were getting into. When we arrived at Helsinki-Vantaa airport, we were kind of scared of how should we greet people in Finland? Should we raise our hand and say hey, or what?

However, at the airport, there was already a teacher and student tutors waiting for us, shouting: “Welcome to Finland!””.

Tutor students helped with everyday life and introduced many activities, such as sports and student parties, besides work. João said that “the experience was richer because of them. We had someone here, who introduced the local sights and places, nightlife and other things to us.” Mário adds that “they made everything in their power to make us comfortable here”. While in Finland, Mário and João also visited Helsinki, Suomenlinna, Turku and Lapland.

“You should go somewhere if you have time for it. You get to see a different culture, you are far from your home, and that is a good experience everybody should have” Mário gives as his last comments. ■

Text and Photo
Sami Iivonen

Roadmap Project

How can you in your region benefit from economic growth in Asia? The Roadmap project, started in the beginning of April 2007, aims to widen contacts between the Helsinki Region and Asian actors. Laurea University of Applied Sciences is the Lead Partner of the project that offers a great opportunity for everyone to contribute to the actual creation of the Roadmap.

How can you in your region benefit from economic growth in Asia? As everybody knows, there is a huge economic expansion going on in Asia. Business is growing and becoming more and more international every day. How could we here in Finland benefit from this development and what actions should be taken? These are some of the questions addressed by the project called *Roadmap for Contacts with Asia*.

The project tries to locate and engage local actors that have already established contacts with Asia. Together with them, the project identifies opportunities, which should be investigated further and weaknesses that need to be approached. For example, what services do Chinese students or researchers need when coming to study or work in the Helsinki Region? Do we need more material in Chinese or Indian languages so we can present our local services to them? Or, do our officials need training in how to receive Asian delegations and show them around? There are many cultural differences. Which ones do we need to pay attention to?

The project started in the beginning of April 2007 and will last until the end of November 2007, Laurea University of Applied Sciences as the Lead Partner. The project has received funding from Uusimaa Regional Council.

“The Reverse China Effect”

Recently, there has been much talk about the so called “China Effect”, i.e. about companies moving to Asia to enlarge their mar-

kets. This is often seen only as a threat to employment in Europe. At the same time, it is essential to become very well integrated with the global economy. This way the local resources will become a part of the global economy and grow with it. If successful, this process could be called The Reverse China Effect.

This project is one of the many projects Laurea has already carried out with foreign countries. Tuija Hirvikoski, Vice President at Laurea, mentions that one of the consequences of globalization is that contacts should be extended to every point of the compass. Jan-Henrik Johansson, Senior Adviser at Uusimaa Regional Council, emphasizes that there is a need to enhance the services of the public sector and to develop new co-operation models for example for municipalities. This project offers an excellent initiative to think about new operational models and to plan actions for the future, Johansson continues.

Expected Outcomes

The main purpose of the project is, of course, to widen contacts to a new direction on the map. The project aims to network actors in the Helsinki Region who have a need to provide services to Asians – such actors are for example municipalities and schools. Other actors are local SME’s with Asian workers or Asian business contacts. The project tries to analyse what services are available to Asian here and what services needs to be developed to make the cooperation easier. The key outcomes of the project are therefore a regional contact network and set of rec-

ommendations to be implemented later in coming projects.

Join the Roadmap Project!

The Roadmap Project invites students and companies interested in international cooperation to contribute to the project. The project has an interactive Internet site and it wants to give everyone the possibility to follow the project and to participate in the discussion about the “Reverse China Effect” and how to achieve it. According to Minna Mattila, Principal Lecturer at Laurea, the Roadmap Project will also arrange three public seminars this year. The purpose of these seminars is to create and transfer knowledge on this so-called “Reverse China Effect” and to understand better the phenomenon in general. Both Finnish and foreign experts will be invited to participate in these seminars.

The Roadmap project will publish a development agenda including project results and recommendations on Internet as a public “wiki”, i.e. using the same approach as in the very popular Wikipedia. To follow the progress of this project and to participate in the actual creation of the Roadmap, be sure to check out its Wiki-site from time to time:

www.wikivision.fi/roadmap/ ■

Text
Hanna Leijala

Negotiation skills and networking

Do you feel that someone is constantly taking advantage of you? Do you constantly have to fight your corner or ally with others? Or do you struggle to get what you want from people whose help you need? If so, boosting your negotiation skills is what you need.

Stora Enso organized negotiation skills event for students in Kotka 19.4.2007. Horizons' reporter participated in the event, learned important skills and networked with other active students.

When the day started communication specialist *Jutta Laino* told us about the basics of negotiation. She advised how to prepare for a negotiation, how to control the situation and adopt the role, use different strategies and tactics. Effective negotiation helps to resolve situations where what you want conflicts with your opponent's wants. The aim of a win-win negotiation is to find a solution that is acceptable to both parties, and leaves both parties feeling that they have won, in some way.

In addition, a good negotiator is well prepared, supports his views with arguments, listens and appreciates also the opinions of his opponents.

The short practises which supported theoretical part well were demanding, but the real challenge was still ahead. At the end of the day the students had a stimulating negotiation exercise. The task was to plan a fictional forest product company's next year's budget and inputs. Students were divided into four groups and every group was given a role, which they would play in the exercise. The groups were production, sales& marketing, research& development, human resources and staff.

Emotions heated up and tempers flared during the exercise but overall, the atmosphere was constructive and all opinions



Tomi Henriksson from the University of Jyväskylä is planning the negotiation strategy.

were well appreciated. It was interesting to notice that the students, including myself, really adopted their roles and kept their goals.

I played the head of sales & marketing. The hardest part for me was to keep my own target when budding engineers threw buckets of numbers and technical information at me.

In addition to the skills I learned, also meeting and networking with other students was worthwhile. There were twenty students from twelve different schools. Most of the students were undergraduates

in universities of technology. Students also became familiar with the host company and the key people in the company. Stora Enso's Students-service offers great opportunities for ambitious students. ■

Text
Anu Vesterinen
Photo
Mikko Yli-Erkkilä

LaureaLabs: An internship opportunity for exchange students

LaureaLabs is the applied research and innovation centre of Laurea University of Applied Sciences Leppävaara and one of Laurea's learning environments where Learning by Developing (LbD) is integrated. The LbD learning model is a pedagogical innovation that the Finnish National Evaluation Council based their decision on when Laurea was appointed as a Centre of Excellence in Education for 2005-2006. LbD stands for development-based learning where students have the possibility to acquire the latest expertise in their field by carrying out development projects.

Horizons had an interview about working in Finland with five international exchange students who are working as an intern in one of the development labs of LaureaLabs.

Currently there are 3 projects carried out related to working life by the five interns. The first project concerns the development of a marketing plan to attract tourists from the Benelux to the Kuuma region. The second one is a market research within the project of CaringTV while the third project includes the development of a total quality management system for BarLaurea, the student restaurant in Laurea Leppävaara. LaureaLabs' working environment consists out of a mix of Finnish and international interns and students. While interns have their own working space in the different development labs of LaureaLabs, other students get guidance regarding their projects. For an average period of 4.5 months, projects are carried out by the interns.

Most international interns are working independently and have their own responsibility for their projects. They however get the necessary guidance by coordinator *Rob Moonen* and teachers working in the same discipline. The independency of the work teaches the interns to think for themselves about the structure of their project and leaves space for innovative solutions.

Mutual benefits

Both the companies and the interns involved benefit from this International Ex-

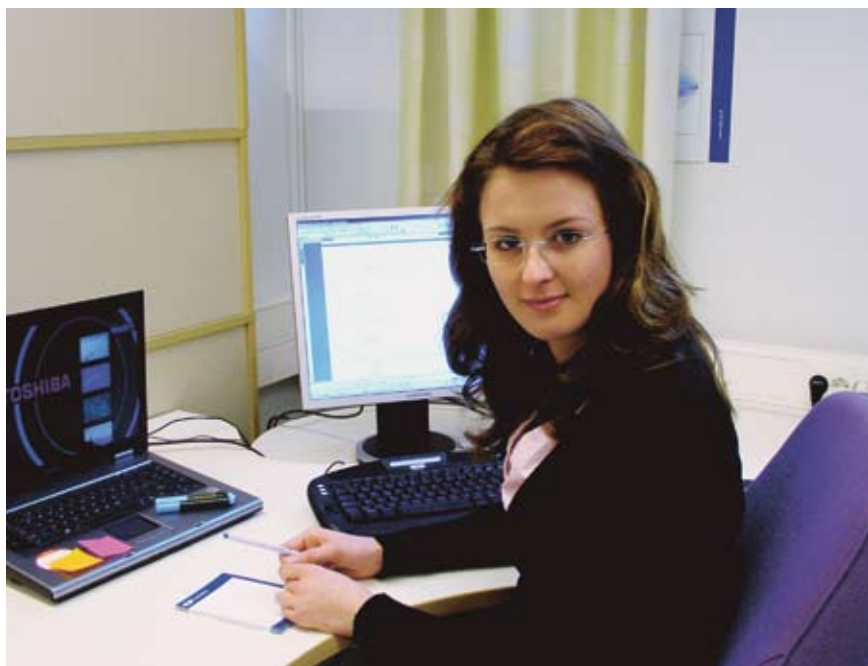
pertise Services (IES) concept where international interns generate research data and offer practical and innovative solutions to the working life. While for example small and medium-sized enterprises (SME) can get international expertise and make use of resources offered by LaureaLabs, students are able to complete their practical work placement in an international environment.

Another advantage for the enterprises is that they don't need to organize a work place for the intern, which saves money and offers more flexibility. The students, on the other hand, get a possibility to work for companies and influence the decision-

making process with their results. "The work that we are doing has a big impact for the company." says one intern from the Netherlands.

Expanding the Network

It is very important to expand the network of companies, foreign higher education institutions and municipalities in the field of applied research and development to be able to develop the International Expertise Services concept further. Rob Moonen involves working life to create international projects and communicates with foreign higher education institutions to find the right students suitable to the offered in-



Katarina Schlobach from the University of Applied Sciences Wismar.



*Katarina Schlobach, University of Applied Sciences Wismar (Germany), Bob Franquinet, Zuyd University (The Netherlands), Project Manager of REDLabs
Robert Moonen, Luc Herberichs, Zuyd University (The Netherlands) and Denise Reymann, University of Applied Sciences Muenster (Germany)*

ternship places. Naturally Rob is also looking to offer similar internship possibilities for Finnish students in other countries.

Procedure

When students want to come to Finland and are interested to work as a trainee they should directly contact Rob Moonen and their own international office. Especially for internships in the fields of Security, Hospitality Management and Business Information Technology he will be the right contact person. The intern candidate is encouraged to ask questions and provide details about what he or she would like to do. A telephone interview and intensive E-mail contact are done to find out the students' motivation to become part of the LaureaLabs' environment.

Positive Experience

All 5 interviewed international interns agreed on the fact that they are having a very positive work-practice experience where they are able to develop themselves personally and professionally. They also mentioned to feel very comfortable

to work in an international environment." To be in an environment like this, is a real experience. We are able to be much closer to the Finnish people and experience the Finnish culture more intensively than if we would study as an exchange student."

They also felt that this job experience would help them in their further careers and believed that doing this work practice here in Finland is much more challenging than staying in their home country. In this time of globalization and internationalization they strongly agreed that they are having an advantage over other students who did not went abroad for their studies. "In this time of internationalization it is important to stay abroad for at least a couple of months."

The interns also appreciated the organization of Laureamko, the student union of Laurea University of Applied Sciences, very much. Laureamko organizes for every student and trainee, an own tutor who takes care of for example the pick up from the airport, an introduction to Finland and Laurea, and arranging practical matters that eases the process of adjusting to the Finnish life. Another important

task of Laureamko is the organization of different kinds of events for international students like for example trips to Lapland, St.Petersburg, Stockholm and Tallinn. All in all enough reasons to have a very pleasant time and intensive learning experience in Finland. ■

Useful Links and e-mail addresses

www.laurea.fi

www.laureamko.fi

rob.moonen@laurea.fi

Text
Bert Maes
Photos
Eija Tepponen

Innovative education in virtual campus

A group of Laurea lecturers took part in a four day e-Learning training in Leuven, Belgium, at the end of March. On the agenda there were technicalities, hands-on videoconferencing but also interesting pedagogical examples of good practice concerning new technologies and services of Web 2.0. As a member of EuroPACE Laurea acts in a community of key developers of eLearning in Europe and fosters internationalisation of education.

Virtual mobility means that information and communication technologies (ICT) are used to obtain the same benefits as one would have with physical mobility without travelling abroad. It is possible to use videoconferencing, chat, blogs, wiki and different document sharing tools. Virtual mobility allows more students and staff to build an international network and have contacts with experts from different countries.

The lecturers were shown how to organise a videoconference in practise. Quite a lot of technical support is required and each session requires careful planning in advance. We also had a chance to take part in a videoconference which was broadcasted to

six different locations in Europe. The lecture on "Experience Design" (Nathan Shedroff, USA) was seen live in Belgium, Italy, Germany, Hungary, Poland, Slovakia and Finland. For more information on the online seminars in Leuven: www.venus-seminars.net.

Web 2.0 in Education

Web 2.0 is much more than just a set of new technologies and services: it changes the way people interact with each other. In a more socially connected Web everyone is able to add and edit the global information space. One of the most prominent parts is the community of the users, dynamic services and contents that have been built together.

The role of the teacher is shifting towards being more of a tutor than a lecturer and this is a big change for students. Today there are many different tools which support peer support (e.g. blogs and wikis) and through this new technology also students will learn to support each other without the teacher being present all the time. This is the case e.g. in many LbD-projects where students and teachers need to discuss different topics and problems together with the company or partner. Information must be shared and these new technologies allow a new kind of knowledge building together. ■

Text and Photo
Irma Mänty



Laurea lecturers at Leuven

Job placements

Horizons had an interview with Vesa Parkkonen, head of the Degree Programme in Business Management at Laurea University of Applied Sciences in Hyvinkää about how foreign students perceive their job placements.

EuroPACE

Laurea joined the EuroPACE network in 2007. EuroPACE is a transeuropean network of universities. Its mission is to foster collaboration in eLearning, coordinate R&D projects and develop internationalization of higher education. EuroPACE Team is located in Catholic University of Leuven, Belgium. www.europace.org

The Laurea group participating in the eLearning training in Leuven:
Chydenius Tarja, Leppävaara
Forssén Eva, Leppävaara
Hyökki Satu, Kerava
Koivusalo Kaija, Leppävaara
Merjanaho Santtu, Otaniemi
Mänty Irma, Administration
Ranta Tiina, Leppävaara
Saarnio Tuula, Otaniemi
Suoniemi-Särkijärvi Leena, Hyvinkää
Välilä Paula, Kerava

Blog of the training:
<http://laureaelearning.blogspot.com>

As part of bachelor studies at Laurea University of Applied Sciences, it is compulsory for students to complete two job placements. The objective is to support the student's professional development from a performer to an expert and developer. The first job placement should be completed after the third period of the first year of studies. The second job placement period relates to the student's specialization studies. The student will become acquainted with the operations of the company and their needs for development. The second placement should be carried out after the completion of the specialization studies. The average time period for a job placement is three months. Students with previous work experience in business administration can apply for exemption from the first job placement.

Difficult to find a job placement

For foreign students (and Finnish students as well) it is not always easy to find meaningful job placements in Finland. In 2005, 21.000 students graduated from Finnish Universities of Applied Sciences which means that 21.000 students also were looking for a job placement in that year. Therefore most of the foreign students do the job placement abroad. But there are also students who decide to do their job placement in Finland.

Vesa Parkkonen, head of the Degree Programme in Business Management at Laurea, Hyvinkää, believes that most foreign students who carry out their job placements in Finland enjoy the period because it gives them the opportunity to experience Finnish business life and culture and it also frees them from the theoretical studies for a while.

Where?

Most foreign students find job placements in international companies or export companies. This is mainly because these companies have use for employees who speak the language of the countries where they do business.

Should a foreign student have problems finding a job placement on his own, Laurea will use its contacts in the business world to find a suitable position or gives the student the opportunity to participate in one of the many projects in which Laurea is involved. So far, no students have been prevented from graduating because of not fulfilling the job placements.

Company Policy

There are companies with the policy that they do not pay for trainee positions. The reason for this is because they are aware that students have to complete two job placements and they use the students as cheap labor. Fortunately, the number of these companies is small. Most students get paid for their job placements. This is beneficial for both parties because the student feels that his or her work in the company is valued and the company knows that the student is motivated. When a student finds a job placement without pay it is possible to apply for a grant which covers at least a part of the costs which incur during the job placement. ■

Text
Bert Maes

CaringTV – Future of Elderly Care?

CaringTV is a two-way interactive TV channel offering research based support and guidance services and participative programmes for elderly people launched by City of Espoo in cooperation with Laurea and TDC Song. The ambitious goal of the project is to improve the quality of life in a cost-efficient manner.

The idea of CaringTV was born through the interaction of City of Espoo, Laurea and TDC Song. The company was selected as the telecommunications network provider for City of Espoo. “TDC Song has consciously chosen a strategy that differs from that of a traditional service provider says”, says *Pasi Nissinen* who represents both Laurea and TDC Song. “We wanted to do more than just deliver a cable connection to a point and make sure it works as long as the customer desires. Laurea and TDC Song put their heads together with section of Social and Health Care Services how technology could be utilised in the care of the elderly and pretty soon we could envisage what was needed.”

City of Espoo is interested in developing the care of the elderly and had launched EEVA project in 2004. EEVA consists of many individual projects that look into the preventive services of the elderly. “City of Espoo wanted to explore the possibilities technology could offer to the preventive care of the elderly”, explains *Johanna Leskelä* who works on CaringTV project on behalf of City of Espoo and Laurea. “There are many possibilities and open avenues. City of Espoo wants to participate in technological development in this field and see how technology could help the elderly to reside at their homes as long as possible.”

The development work started in 2004 and the groundwork took two years. One of the starting points was that technology in general, and high technology in particular, is viewed with trepidation and met with resistance by the elderly. “Cutting-edge technology takes time to become established. First users are high-tech devo-

tees and early adopters, the general public follows example after a gap of a few years as in Geoffrey Moore’s chasm models”, *Pasi Nissinen* says. Therefore a decision was made to narrow this gap by bringing technology to the elderly in the form of something they know well and use every day, television. People do not see it or associate it with new technology but just as a new channel on TV with some extra buttons.

The development work was carried out in cooperation with the customers and end-users. “The elderly themselves have actually developed this product to themselves”, *Pasi Nissinen* states. “We have methodically interviewed them and asked what they wish to have on TV and how it should be operated.” Thus the idea of a touch-screen was brought forward.

CaringTV is a joint innovation where TDC Song provides the technological platform and is responsible for technological development together with *Videra Ltd*. Laurea is responsible for the research and development of the CaringTV concept. The research based content of CaringTV is produced by Laurea’s Well Life Center and its students. The pilot of CaringTV has been running for a year now for 25 families in Tapiola, Espoo. “The families consists of caregivers and their spouses who are over 75 years old,” illustrates *Johanna Leskelä*. “One of them is generally in worse shape and needs support, sometimes both of them need some support. Since early 2007 also the visitors of Tapiola Service Center have been able to follow the programs.” Currently the pilot is free to the participants. The actual costs depend on the number of customers, network costs and other variables. As with any new technol-

ogy, costs are expected come down as the number of customers increases.

The Content

The content of CaringTV is decided by the users and their needs. The content consists of, for example, physical fitness improvement programs, news flashes about safety at home, medication and nutrition, including programs on how to cook. “These are very useful for elderly men who have become family caregivers to their wives. In the interviews they said that for the past 25 years their wife has cooked while they have taken care of the house and repairs of the car, the usual division of labour,” *Pasi Nissinen* recalls. “Now they cannot eat the good food their wife used to cook because she has become demented and they want to learn how to cook it themselves.” To respond to this need, Laurea students from Hotel and Restaurant Management have produced programs on cooking as a part of their thesis work and these have been broadcast on CaringTV.

Two-way interactive physical exercise programs have been offered where the instructors have the possibility to correct the technique of the participants and give encouragement. Different kinds of relaxation programs and services of a geriatrist have been included. Furthermore, *Fysiosporttis Oy*, a company in the field of physiotherapy, has given virtual consulting on physiotherapy. The content is what the customers have wished for, nothing else “All the wishes cannot be fulfilled,” *Pasi Nissinen* says. “When the customers wished for a popular singer to sing Christmas carols for them, well, that was not possible. However, they did get Christmas carols delivered

by Bachelor of Social Sciences students as a part of their music studies.”

TDC Song expects CaringTV concept to spread, as the share of the elderly of the population in Finland rises. The main purpose of CaringTV is not to offer entertainment but to enable the elderly to live as long as possible at home. Studies show that both the life expectancy and functionality of the elderly fall sharply when they are forced to move from their homes. CaringTV offers a way to aid the elderly in the functions that they have difficulties with. “If you have a slight dementia and problems to remember which pills to take, a care worker on CaringTV could tell you how many reds or white ones to take and you can take them together,” Pasi Nissinen says.

Health Care Challenges

The elderly themselves are keen to stay in their familiar surroundings. The cities and municipalities in Finland also hope to see the elderly live longer at home as well. “The number of the elderly is rising steeply, hence the need to build more care facilities and to hire more care personnel” Pasi Nissinen says. “There is already a lack of nurses, their wages are expected to rise. Additionally, the municipalities face the burden of investing money into care facilities. Simultaneously, there is no additional cash-flow into their coffers. For some municipalities, balancing the equation will present huge problems.”

Director of Elderly Services of Espoo, *Jaakko Valvanne*, concurs. “One of the main challenges of the near future is securing personnel for health care. The number of over 75 year-olds increases by 4-5 % annually and their number determines the costs. When you add the index-adjustments to costs, we are talking about 6-7% annually. The search for new functional solutions in health care and care of the elderly is a necessity.”

Pasi Nissinen sees that CaringTV could offer cost savings while improving the service, for example as an alternative to control visits in rural areas. “It might be more reasonable for a person from elderly care to meet customers via CaringTV than to



CaringTV studio at Otaniemi

drive around the countryside. Typically, they check the medications, ask about the life of the elderly and then rush to the next customer. Travelling takes hours of time and if CaringTV enables them to handle several customers virtually instead of one actual visit, so much the better. The saved time could be used to get to know the elderly person better”, Pasi Nissinen explains. However, he emphasizes that the idea is not to eliminate face-to-face contact. “Loneliness is one of the major problems of the elderly and personal contacts sometimes critical. CaringTV is not some Orwellian remote control device, it is a way of communication that the elderly may use if they choose to.”

According to Pasi Nissinen, another way to use CaringTV would be to enable the elderly to return home after treatment in hospital. There is a project called “Kotiin” (Back Home) in Vantaa which is a part of EU’s InnoElli Senior programme. The target group consists of 60 home care customers with high risk to become ill. They spend some time home and then return to institutional care. The project studies, whether it is possible to discharge the patients earlier or delay their departure to institutional care

by monitoring their status via CaringTV. The aim is to gain reliable information on the cost effects, i.e. can municipalities reduce costs of this patient segment.

The Future

Besides developing the service concept, the role of Laurea includes also the research on the effects of CaringTV. In other words, Laurea’s research will show what kind of welfare services could be placed to a virtual environment, and is the concept functional or not, how the clients feel about it and the services provided, and the actual impact of CaringTV on the well-being of the elderly. The results this far are indications. As Johanna Leskelä emphasizes, CaringTV is still a pilot program, the number of users is small and the concept is still being developed. On the other hand, CaringTV is running in Lappeenranta, Turku, Laitila, in addition to Espoo and Vantaa. New clients will increase the number of users fast. “Negotiations with interested municipalities are being carried out,” says Pasi Nissinen. “However, we want to emphasize the research function and customer-friendliness of the concept, in other words that the content is developed in cooperation with the customers.

Although Pasi Nissinen says that commercial viability of the concept for the service provider is in the future, he believes in the possibilities it opens. Also the Director of Elderly Services Jaakko Valvanne feels that there is cause for cautious optimism. “We have developed in cooperation with our partners a concept that seems at its best improve the quality of life of the elderly, the elderly caregivers and their charges. We think that the concept is worth experimenting with other target groups. However, only further study and application of the concept will tell, is there an impact on the costs of elderly care. One of the main questions from the perspective of Elderly Services is whether we can use CaringTV and its associated functions to support demented persons and their families, and thus delay their admittance into institutional care. If this proves to be possible, we can start talking about savings in health care services.”

CaringTV at REHACARE fair

CaringTV was introduced in International REHACARE fair organized in Dusseldorf, Germany, between 18th and 21st October 2006. Together with two lecturers, Pasi Nissinen and Tobias Pötzsch, five students from Laurea University of Applied Sciences and one student from the University of Tampere travelled to Dusseldorf to set up a fair stand for CaringTV. The group organized and took care of all the arrangements at the stand during the fair.

Leena Salo and Tiina Kujamäki, students at Laurea Leppävaara, were participants of the CaringTV introduction in REHACARE fair. They were both involved with the fair from the very beginning, in the form of planning and making brochures, posters, invitations etc. for the fair. They were also responsible for after-marketing by send-

ing thank you letters. Leena and Tiina arrived in Dusseldorf one day before the fair started to ensure that everything was as it should be. REHACARE fair ended on Saturday the 21st October and Leena and Tiina were among the last ones to leave home on Sunday the 22nd, after striking down the fair stand.

The participation to this event was a part of their optional studies in Laurea and that is the reason why this great opportunity was offered to them. “It was interesting and exciting to be a part of the CaringTV project and to be among the first ones to launch a new product in a foreign country”, says Leena. “It was also challenging to figure out the most effective ways to gain the visitors’ attention by creating an attractive fair stand”, she continues.

The main assignment for Leena and Tiina was to take care of the marketing communication – in other words they informed both the students in Laurea and the visitors at REHACARE about the CaringTV project. “It was exciting to take part to a huge international fair and to be in contact with partners like City of Espoo, TDC Song, Medixine and Videra”, Tiina points out. Kujamäki also says that it felt good to notice how many visitors were interested in the CaringTV.

Everything worked out without a hitch and the co-operation was efficient even though almost all of the students were novices with fairs. Leena and Tiina both emphasize that this was an excellent opportunity for the students to enhance language skills, to participate in international activities and to see how things are organized and carried out at a fair abroad. “In comparison to a Finnish fair, it is totally different to involve yourself to a massive fair like REHACARE – it really takes time and effort to make it all happen”, explains Leena. However, it was definitely worth it, they assert. ■



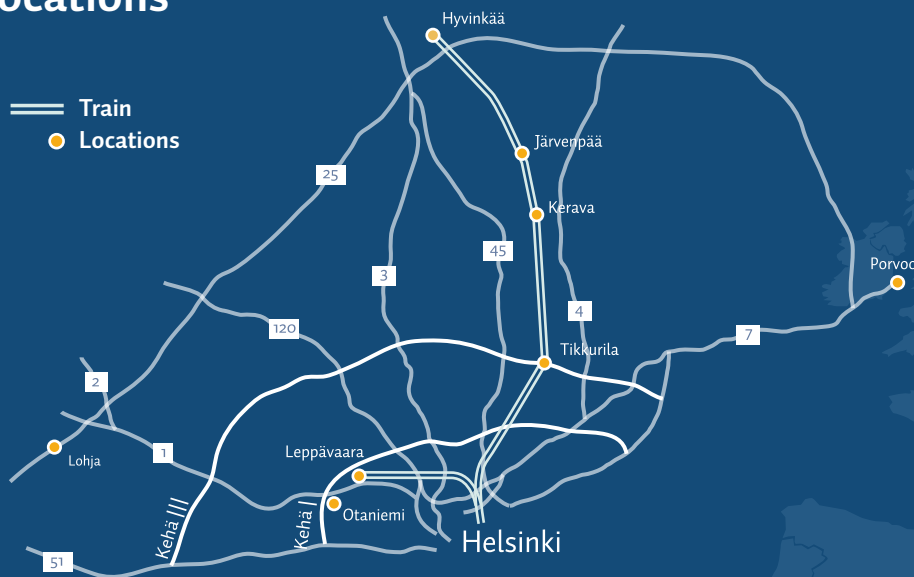
Text
Jarmo Mikkonen
Hanna Leijala
Photos
Toni Enström
Tiina Kujamäki

Laurea – Prime Mover

Awards	Finnish Higher Education Evaluation Council's awards: <ul style="list-style-type: none"> • centre of excellence in regional impact 2006-2007 • centre of quality in education 2005-2006 • centre of excellence in regional impact 2003-2004
Students	8000, of which international students 450
Staff	400
Locations of units	Hyvinkää, Järvenpää, Kerava, Leppävaara and Otaniemi (Espoo), Lohja, Porvoo and Tikkurila (Vantaa)
Areas of competence	Welfare, Knowledge Intensive Business Services, Social Responsibility
Operating model	Learning by Developing, development-based learning, stands for learning that takes place through research in working life development projects
Reform 2006-2007	Competence based core curriculum to all educational programmes, focusing on the versatile competence needed in future working life
Educational programmes	4 in English, 18 in Finnish
Bachelor's Degrees	In English: Bachelor of Business Administration, Bachelor of Health Care, Bachelor of Social Services In Finnish: Bachelor of Natural Resources, Bachelor Business Administration, Bachelor of Health Care, Bachelor of Social Services, Bachelor of Media, Bachelor of Hospitality Management
Master's Degrees	In English: Master of Health Care In Finnish: Master of Hospitality Management, Master of Social Services, Master of Health Care, Master of Business Administration
Specialisation studies	Supplementary and further education, scope 30 ECTS-credits, in English and in Finnish
Other Services	Open University of Applied Sciences, no admission requirements VirtuaaliAMK, Virtual University of Applied Sciences Additional and supplementary education for professionals
Research and Development development activities	Projects in cooperation with companies and organisations, all together twenty development environments at Laurea units
History	Operation started in Vantaa 1992, Laurea University of Applied Sciences 2000



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