

PRESS RELEASE

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Martela Learning a winner at the 2012 eEemeli Awards

Martela Oyj was awarded with Honourable Recognition in the finals of the 2012 eEemeli Awards organised by The Association of Finnish eLearning Centre for its internal social learning platform, Martela Learning. The eEemeli Awards is an annual competition aimed to support and promote domestic eLearning, its stakeholders, products and services to improve the quality of technology-based learning operations and activities. Martela Learning was shortlisted as one of the five finalists where it gained Honourable Recognition for its excellent approach to support corporate community-based learning. Martela Learning was based on the Soclet platform created by Bitville Oy, a Finland-based training consultancy.

The theme for this year's eEemeli Awards was "Community Applications". The competition was seeking solutions that supported community-based work methods, new learning innovations and solutions, changes in working culture, and collaborative learning in virtual spaces.

Martela Learning is a company-wide social learning platform targeting internal competence development through discussion and interaction between employees in a virtual and collaborative learning space. The platform is built on the philosophy of social media from where it takes several elements which are then customised and applied to specifically support learning. Martela Learning is home to a wide variety of rich eLearning content made up of courses and modules. Employees can access Martela Learning from all across the world and the social aspect of the platform facilitates discussion and interaction between learners. The original idea came from Martela's need to teach their international employees about its new brand and corporate values. From there the platform has blossomed into a living learning space as new courses and material have been added. Merja Hyttinen, HRD Specialist at Martela says that "Martela Learning is offering an excellent platform for eLearning delivery and development. It's a revolutionary tool to gain experience of virtual learning, networking, sharing information and thoughts across the company with no limitation of location or time. Martela Learning, with a flavor of social interaction, is something that inspires our people!"

Martela Learning was developed with Bitville, a training consultancy based in Finland. Bitville specialises in engaging and effective learning solutions driven by technology that focus on the needs of the learner. The company started developing its social learning platform, Soclet, in 2009 and after gaining interest from Martela the two companies worked closely together and Martela Learning was launched in 2011. The two companies will continue working together to further develop Martela Learning to support collaborative learning across Martela's international organisation.

Martela is a leading brand that designs and supplies interior solutions for working environments and public spaces. It is the largest company in its sector in Finland and one of the three largest in the Nordic countries. Martela is a family company based in Helsinki, Finland and was founded in 1945.

Bitville is a leading training consultancy specialising in effective and engaging learning solutions built around the needs of the learner. The company has developed a wide solution offering and works very closely with its customers to develop highly tailored solutions to best address the needs of each unique learner case. Bitville was founded in 1996 and is based in Espoo, Finland.

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Martela Oyj is a design company specialising in ergonomic, innovate furniture and complete solutions for implementing changes. Our products and services improve the functionality and atmosphere in a variety of spaces, including offices, educational environments, hotels, hospitals and welfare centers. Martela is a family company, founded 67 years ago and a Finnish market leader that works in a responsible way in all of its business areas. With 637 employees throughout Scandinavia, Poland and Russia, Martela is listed on the NASDAQ OMX Nordic stock exchange and had a turnover of 130.7 million euros in 2011. www.martela.com

Bitville is a leading training consultancy based in Finland. We are proud to offer a wide variety of learning solutions, and our specialisation lies in the area of Sales and ICT & Mobile Communications training. Founded in 1996, we bring solid experience to address the training and competence development needs of your organisation. www.bitville.fi