



PRESS RELEASE

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## THE “OPPI-TUNITY” EDUCATION PROFESSIONALS CAN’T MISS

The very first Oppi Festival takes place in Helsinki 11 and 12 April 2014. Oppi is a unique, non-profit celebration of learning and education produced by **Suklaa** and **The Finnish Institute in London**. The festival will bring together the brightest minds and the most radical ideas in the world of educational for two days at Finlandia hall.

“We hope Oppi will be the ‘must attend’ learning event of the year” explained **Darina Garland**, from Suklaa, “we want to create something cool and informal, but super rich and meaningful in terms of content. We organised the London Festival of Education in 2012 and the atmosphere we created there went down brilliantly with the crowd. We want to do the same in Helsinki – make a playground for meetings, so amazing things can happen”.

The core of Oppi consists of new ways of learning, the freshest educational innovations and use of technology as a tool for educational means. This is something that the key partner **Sanoma Learning** are keen to support. **Jyri Ahti**, director M&A, partnerships and public affairs at Sanoma, said: “Oppi is, for Sanoma, a unique platform to share our vision on personalised learning and to showcase our learning solutions.”

Oppi offers a refreshing two days of cutting-edge content and inspirational ideas. The impressive lineup includes **Pasi Sahlberg**, the internationally known specialist on Finnish education, and **Sarah Brown**, chair of the Global Business Coalition for Education and co-founder of A World at School. Contributions from **Sanoma**, **The Innovation Unit**, **The Mozilla Foundation**, **NESTA**, **Microsoft Partners in Learning**, **Times Educational Supplement**, and experts from around the world make this a phenomenal opportunity for anyone working in education. Additionally, the festival organisers are curating a programme of workshops, hacks, debates, music, entertainment and fringe events.

The first Oppi Festival takes place in Finland, where education excellence, design expertise, entrepreneurialism and quality of life intersect. Pasi Sahlberg, school improvement activist and Professor of Education at Harvard, said: “Oppi is a fantastic opportunity for Finland. As a nation we’re known for

educational equity and excellence, but to have a party to celebrate that is quite an un-Finnish thing to do. I have insisted that education systems need to learn from each other to design the future of education for themselves. I'm excited that Oppi will genuinely change the conversation about education by bringing global teachers, businesses, policy makers and start-ups together to play, learn and collaborate. I love that idea.

"Oppi is planned to be a recurring event, which would serve as a discussion arena for learning from international experts as well as for sharing Finnish knowledge on education. **Susanna Petterson**, director of the Finnish Institute in London says: "Finland needs to look for new education initiatives and fresh ideas, while maintaining its reputation as a progressive country with a high-performing education system where no child is left behind. This is why we're committed on making Oppi festival such an inspirational event".

Website: [www.oppifestival.com](http://www.oppifestival.com) Twitter: [@OppiFestival](https://twitter.com/OppiFestival), #oppi Facebook: [www.facebook.com/oppifestival](http://www.facebook.com/oppifestival)

For more information, please contact:

Claudia Barwell

Director of Learning, [SuklaaClaudia@suklaa.org](mailto:SuklaaClaudia@suklaa.org) // +44 7711 392007 Antti Halonen

Head of Programme, the Finnish Institute London [antti.halonen@finnish-institute.org.uk](mailto:antti.halonen@finnish-institute.org.uk) // +44 207 404 3309

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## OPPI ORGANISERS

Suklaa is a creative education consultancy with a track record of generating original ideas and turning them into fantastic events for education professionals. Suklaa is based in London and has Finnish and British directors. <http://suklaa.org/>

The Finnish Institute in London creates unexpected partnerships and finds novel solutions to challenges facing society. In 2012 it was the main organiser of the inaugural Open Knowledge Festival, the world's largest open knowledge event. <http://www.finnish-institute.org.uk/>

