



Yle News wins the first Editors Lab in Finland



How can we build better communities on our websites?

The Global Editors Network and Yle, with support from Google News Lab, held

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Transl

The team from Yle News won the contest and is now invited to compete at the [Editors Lab Final](#) in Vienna on 15-17 June 2016.

14 April 2016

For immediate release

HELSINKI —

On 13–14 April 2016, The [Global Editors Network](#) and [Yle](#), with the support of [Google News Lab](#) gathered some of the finest media innovators across Finland for a two-day hackathon, in which teams competed to develop innovative news prototypes to build and enhance communities on our news websites.

Seven three-person teams — each with a journalist, a developer and a designer — converged at Yle's headquarters in Helsinki for the event, part of GEN's worldwide [Editors](#)

[Lab hackathon series](#). A full list of teams and more information is available at the [Yle Editors Lab webpage](#).

The winning project was "The Beef" created by the team from Yle News, which included Teemo Tebest, Ville Juutlinainen and Juha Rissanen.

The team from Yle News will compete against other Editors Lab winners from season four during the [Editors Lab Final](#) — the "World Cup of Newsroom Innovation". This will take place as part of the renowned [GEN Summit 2016](#) in Vienna on 15–17 June 2016.

Teemo Tebest, Ville Juutlinainen and Juha Rissanen will be joined by teams from Argentina, Italy, Australia, Slovakia, Austria and China. The remaining Editors Labs this season will also produce winners from events in Bucharest and Jakarta who will compete for the final prize in Vienna.

The jury, consisting of Alex Nieminen, Anne Leppäjärvi, Elina Grundström and Evangeline de Bourgoing, awarded special mentions to teams from Affecto for their project "Logos" and MTV News for "Talking Points". The Audience Favourite Award went to MTV News "Talking Points".

The Beef

en ostokassien kulutus on taittumassa Suomessa. Nyt suomalainen käyt
issei... määrin 55 kappaletta vuodessa, siis keskimäärin pussin viikos
isti... enttia kaupan kassalta ostetuista kasseista on edelleen tuttu
issei...



kolmas asiakas ostaa meiltä muovikassin ja menekki per asiakas on ollut
nään päin. Uskon että kestokassien tulolla valikoimaan on ollut siihen suu
i. Viime vuonna tuotiin monta eri kuosia ja niitten myynti kasvaa eniten
tarjoamistamme ostokassivaihtoehdoista, sanoo suunnittelujohtaja Mika
nen SOK:lta.

The Beef

Team: Yle News

The Beef is an innovative tool which aims to make it easier for a reader to interact with a news story. The tool allows readers to highlight what they find to be the most powerful section of a news story, or in other words, the beef of the story. The reader will be able to highlight their chosen segment of the story at the click of a button. The Beef is an easy interface for interacting with a story and creating value alongside other readers, whilst encouraging interaction from people who wouldn't normally participate therefore increasing reader engagement. [\[Read more...\]](#)

Special Mentions

There were also two special mentions:

- [Logos](#), designed by the team from Affecto, aims to improve the quality of the comments in online forums.
- [Talking Points](#), by the team from MTV News, which seeks to bring constructive and productive discussions to forums.

All projects from the Yle Editors Lab can be found [here](#).



Participating Teams

SuperMashApp Leo Sandström, Kaalle Määttä, Wesa Aapro

Symbio Finland Oy Mia Rynänen, Margit Tennosaar, Jarno Välkki

MTV News Ville Eklund, Kristian Jokela, Janne Laihonen

Affecto Tanel Kriik, Ville Yli-Knuutila, Heidi Kähkönen (freelancer)

Yle Uutiset / Plus-deski Ville Juutilainen, Juha Rissanen, Teemo Tebest

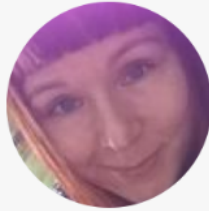
Svenska Yle Matthias Erkkilä, Rasmus Werling, Mårten Seiplex

Me Naiset, Sanoma Lifestyle Marjut Laukia, Jyrki Hokkanen, Janne Yliruusi

The Jury



Alex Nieminen
N2 Helsinki Oy



Anne Leppäjärvi
Haaga-Helia
University of Applied
Sciences



**Elina
Grundström**
Council for Mass
Media in Finland



**Evangeline de
Bourgoing**
GEN

To learn more about the Global Editors Network series, contact Evangeline de Bourgoing at edebourgoing@globaleditorsnetwork.org.

The **Global Editors Network**, based in Paris, is a cross-platform community empowering newsrooms through programmes designed to inspire, connect and share.

For over a decade, **Yle** News has been Finland's source of comprehensive English language news. Today, the Yle News television bulletin reaches audiences in Finland and beyond through Yle Areena, and also features on Finland's official Ministry of Foreign Affairs web portal.

Google News Lab's mission is to organise the world's information and make it universally accessible and useful. Their aim is to support the creation and distribution of all relevant information contributing to quality journalism worldwide.



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