



“We needed to find a partner that could provide us with the technology and the expertise to deliver that on a global basis, and that for us was Virtual College.”

Andrew Ward, Commercial Director,  
Make UK

## Make UK

Delivering Global Training Solutions for Manufacturing Success



### Challenge

To deliver a highly engaging global training solution for the Fujitsu Project.

### Solution

Through a strong partnership with Make UK, Virtual College created a serious game available in 6 different languages.

### The Partnership

Virtual College and Make UK are striving to support the manufacturing industry through online education.

## Background

**Make UK have developed a partnership with Virtual College, the award-winning learning technologies provider, to deliver technology enhanced training solutions to their members, expanding the range of training they provide with high quality online solutions.**

Make UK, who are formerly known as EEF, provides representation and training, including health and safety for UK manufacturing businesses. Offering a range of services from HR and legal advice to training and development, they are developing the manufacturing industry by empowering individuals and inspiring the next generation.

Virtual College aim to inspire their learners by creating digital learning experiences that develop the skills they need to thrive in their careers, enhancing and enriching the organisations they work in. Motivated by a similar vision to inspire and empower, Virtual College and Make UK are striving to develop the manufacturing industry through online education.

## Objectives of the Partnership

Both Make UK and Virtual College made the decision to go into partnership after identifying a common aim of providing high quality training that makes a difference to the organisations they work with. Following a long working relationship that began in 2014, the partnership began in April 2016 and continues to grow.

With over 150 years of experience supporting the manufacturing sector, Make UK have a deep understanding of the training needs organisations face and how to help them. Together with Make UK's industry expertise, Virtual College have been able to deliver on the promise of producing training that has an impact.

## Fujitsu Project

One of Make UK's members, Fujitsu, one of the top five information and communication technology providers worldwide, required a solution to obtain the new global occupational health and safety standard ISO 45001. Seeing it as an opportunity to further protect their staff's health and safety and assure business-wide consistency, they looked to Make UK for a solution.

Being learning design and strategy experts, Virtual College provided the technology and expertise to deliver a project on a global scale, creating the potential to reach all Fujitsu's employees and ensure the standard was adopted by all.

The learning needs analysis identified three objectives which led to developing online modular training, starting with the EMEA region in 6 different languages. Virtual College created relatable scenarios and game challenges to support increased engagement. Storytelling was used to create an emotional connection between the learner and the content. This included Fujitsu stories, told through three compelling chapters, which detailed health and safety challenges Fujitsu had overcome.

Make UK took a range of off-the-shelf e-learning content to their members. The training complements Make UK's extensive face-to-face training. Together, they make training more flexible, affordable and accessible.

## The Future of Make UK and Virtual College

The goal for the partnership is to provide organisations and learners with choice. The choice to learn how best suits them, be that face to face, online or through blended methods. This choice makes it easier for organisations to engage their staff in training that will develop the skills required. By supporting the development of employees, Virtual College are helping organisations in the sector to be stronger and more resilient in a constantly changing world.

### The results

**10,000**  
people  
completed in  
**1 week**

**45%**  
reduction in  
**lost working days**

**45,000**  
hours of health and  
safety training in the  
**last 14 months**

## About Virtual College

Virtual College create inspiring learning so that people, organisations and communities succeed and flourish. They do this by putting the learner first and sparking their enthusiasm for learning. They believe the most effective way to deliver great results is to make learning meaningful and engaging.

## Virtual College

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