

# Learnmera CV 2017

## Contents

Participating organisation Information.....	2
1. Organisation.....	2
2. Profile.....	2
3. Background and Experience.....	2
What are the activities and experience of your organisation in the areas relevant for this project? What are the skills and/or expertise of key persons involved in this project?.....	3
Have you participated in a European Union granted project in the 3 years preceding this application?.....	5
Please indicate: .....	5
4. Legal Representative.....	8
5. Contact Person.....	8
Contact person 1.....	8
Contact person 2.....	9
Associated Partners .....	9

## Participating organisation Information

### 1. Organisation

<b>PIC</b>	940898255
<b>Full legal name (National Language)</b>	Learnmera Oy
<b>Full legal name (Latin characters)</b>	Learnmera Oy
<b>Acronym</b>	-
<b>National ID (if applicable)</b>	FI2435988-6
<b>Department (if applicable)</b>	-
<b>Address</b>	Nihtisillankuja 3 B 02630 Espoo
<b>Country</b>	Finland
<b>Region</b>	FI1B1 - Helsinki-Uusimaa
<b>P.O. Box</b>	PL 359
<b>Post Code</b>	00101
<b>CEDEX</b>	-
<b>City</b>	Helsinki
<b>Website</b>	www.learnmera.com, www.thelanguagemenu.com, www.varidsvenska.fi
<b>Email</b>	veronica@learnmera.com
<b>Telephone 1</b>	+358451695454
<b>Telephone 2</b>	-
<b>Fax</b>	-

### 2. Profile

<b>Type of Organisation</b>	School/institute/educational center – Adult education
<b>Is your organisation a public body?</b>	no
<b>Is your organisation a non-profit?</b>	no

### 3. Background and Experience

Please briefly present your organisation (e.g. its type, size, scope of work, areas of specific expertise, specific social context and, if relevant, the quality system used).

Learnmera Oy is a private adult education provider and translation agency, focused mainly on corporate clients in the greater Helsinki area providing private executive business language lessons. Courses are offered in the major Nordic and European languages, but also beginner's courses in English, Finnish, Swedish, French, German and Russian are offered. Learnmera Oy has considerable in-house experience in educational resource, website creation and mobile application content building. Their website (TLM) has a member base of over 29,000 teachers worldwide. It is this technical and creative expertise that Learnmera will bring to the project.

Learnmera has also been the coordinator for a national e-learning project contracted by The Swedish Cultural foundation in Finland.

Teaching material made by Learnmera can be found (free of charge) in different languages on Scribd.com, TeachersPayTeachers, SlideShare and many other platforms on the Internet. Other relevant project products are the TOI EU project Info4Migrants portal also developed by Learnmera, [www.vardsvenska.fi](http://www.vardsvenska.fi) – Swedish for health care personnel and [www.thelanguagemenu.com](http://www.thelanguagemenu.com) – Tools for teachers

What are the activities and experience of your organisation in the areas relevant for this project? What are the skills and/or expertise of key persons involved in this project?

Learnmera Oy is a private adult education provider, catering mainly for corporations in the greater Helsinki area providing business language lessons. Courses are in the major Nordic and European languages, as well as beginner's courses in English, Finnish, Swedish, French, German and Russian. The nature of the work means that they teach many migrants/expatriots and therefore help them with their needs outside the classroom (work, housing, cultural issues etc).

Learnmera Oy has considerable experience in educational resource and website creation and mobile app content building. Their website ([www.thelanguagemenu.com](http://www.thelanguagemenu.com)) has a member base of more than 27,000 teachers worldwide who use their tools and materials. In addition to language training, Learnmera also offers translations, proofreading, editing, voice-overs and subtitling for companies.

Phone applications for both Android and iPhone/iPad have been developed by Learnmera staff, and creation of websites and web portals is also a part of Learnmera's area of expertise.

Learnmera has extensive experience within social media, integrating 10+ social media for EU project dissemination. The Learnmera staff has worked on a dozen EU projects as well as domestic projects within Finland.

The company has been involved in several EU projects, TOI, Justice and Mobility projects, and personnel of Learnmera has worked on these projects, including NordPlus projects, since 2008, both as partner and coordinator with excellent reviews from the Finnish NA.

Learnmera presentation <https://prezi.com/hevuijd3ttu0/learnmera-oy-presentation/>

Veronica Gelfgren – Director

A language entrepreneur since 1999, Veronica has worked as an executive language teacher in Swedish, English and Finnish for corporate clients for 18 years. Veronica has taught languages in over 100 institutes, corporations as well as in the third sector. Has developed customized needs-based language training and specializes in language material creation of which thousands of pages have been published online at Scribd.com and other educational websites. She has coordinated and partnered in a dozen domestic and EU language related projects, served as content developer, developed the Vårdsvenska health care portal in Swedish and the Health Lingo phone app as well as proprietary development of The Language Menu, the most extensive multi-lingual (teacher tools) web portal for material creation on the Internet. She was also the external evaluator for TOI project MirrorMirror 2013-2015. Speaks Swedish, English and Finnish.

#### Marja-Liisa Helenius – Translation coordinator

Has a Master's Degree in English Philology from University of Helsinki, incl. subject teacher studies in English and French. 8+ years of experience with translations for different companies and universities, several years of English teaching experience in adult education, international project secretary and project worker for EU projects. Currently translator, project worker and translation coordinator at Learnmera Oy and Secretary of the Board at Learning for Integration ry, an NGO promoting language learning and integration of immigrants. She has been well-established connections with many international organisations in Helsinki. Worked with material creation and research for several EU projects dealing with languages and immigration with Learnmera and LFI. She has been organising Cafe Lingua language event since 2004, promoted on Facebook and social media (5,000+ people in FB group). Speaks Finnish, English, German and French.

#### Yulia Bazyukina – Project administrator and language specialist

Has extensive experience in language teaching, translations and interpreting (Russian and English), educational programs development, cultural-related studies, research and promotion. She has a Master's degree in Russian linguistics from Saint-Petersburg State University, Russia, and a Bachelor of Business Administration degree from Haaga-Helia University of Applied Sciences, Finland.

Created Russian language course content for the WordDive language learning cloud service and tested gamified language learning solutions. Responsible for Russian language learning section of Vårdsvenska project creating Russian content, language tests and packages, participated in language learning mobile app development. Layout for publications and materials within our projects. Speaks English and Russian.

#### Inês Messias – Multimedia specialist

Has a PhD in Educational Sciences with expertise in e-learning strategies, a Master's Degree in Multimedia Education and Communication. She is a lecturer at ISCTE-Instituto Universitário de Lisboa, where she is also a researcher at ISTAR, on the field of Educational technology, collaboration and communication and Information Systems. She is also a researcher at LE@D - The Laboratory of Distance Education and eLearning of Lisbon's Open University (Universidade Aberta), where she is researching hybrid emergent environments for distance education. Was a member of the Coimbra's University Special E-Learning Project. Her 12 year experience as a lecturer encompasses different courses where she taught using Blended and Distance methodologies to students of Management, Information Systems, Multimedia, Arts and Education on subjects such as Information systems, communication, introduction to computers, multimedia, project development, educational technology. Tutor for PLEs, virtual worlds and LMSs as formal and informal platforms for learning and teaching. Participated in the development of several projects related to technology for future teachers, multimedia for education, immersive tools for education, augmented reality etc. Written and presented articles on the topic of educational technology and a book about the use of virtual worlds as possible tools for learning. Speaks Portuguese, English and French.

#### Vaibhavi Oza – IT Manager

Vaibhavi has 10+ years of international experience in IT industry. She has vast experience in full IT/Software development life cycle, from setting up Agile processes, process Requirements management, change management to Testing & Release management for multi-site environment. She has been responsible for global coordination in release development, integration testing and UAT across Europe, India and China.

Have you participated in a European Union granted project in the 3 years preceding this application?

yes

Please indicate:

Project's Name	EU Programme	Year	Project Identification or Contract Number	Applicant/ Beneficiary Na
TAU - From teachers to andragogues: how to improve the quality of adult education	Nordplus Adult 2017	2017	NPAD-2017/10097	Sakiai Third Age University (LT)
ABRIENDO PUERTAS, DANDO OPORTUNIDADES  OPENING DOORS, GIVING OPPORTUNITIES  Improve quality adult education, reduce school drop-out and incorporate citizens at risk	Erasmus + KA2	2017	2017-1-ES01-KA204-038438	CENTRO EDUCACION PERMANENTE CEHEL
App4Skills  Application to develop Basic Skills of disadvantaged adults	Erasmus + KA2	2017	2017-1-ES01-KA204-038478	FUNDACION JUAN DE LOS TOYOS
Youth Online  Create awareness about Early School Leaving	Erasmus + KA2	2017	2017-1-TR01-KA201-046747	HASAN ALI YUCEL ANADOLU LISESI

Language Voices Language Voices in Europe	Erasmus + KA2	2017	2016-1-FI01-KA204-022679	Learnmera Oy
SFI – Swedish for immigrants in Finland Mobile Learning	Svenska Kulturfonden	2016	???	Learnmera Oy
DIALOGUE A Digital Tool For Integrating Into Lessons	Erasmus + KA2	2016	2016-1-TR01-KA201-034762	Gazi Anatolian High School (GAL)
Moving Languages Mobile Virtual Learning for Languages	Erasmus + KA2	2016	2016-1-FI01-KA204-022678	Learnmera Oy
CV Plus Corporate Volunteering as a Tool for Connecting Business and Education Worlds	Erasmus + KA2	2015	2015-1-ES01-KA202-015961	Confederación Empresarial de Bizkaia
MobileTech Technological Empowerment for VET trainers. An Open Educational Resource (OER) to train VET trainers in the design and use of m-learning methodologies.	Erasmus + KA2	2015	2015-1-ES01-KA202-015903	San Jose-Maristak
SupEFL Supplemental Self-Help in English as a Foreign Language for Learners with	Erasmus + KA2	2014	2014-1-DE02-KA200-001093	English at Work GmbH

Specific Learning Differences / Difficulties				
Justice, RADAR Regulating AntiDiscrimination and AntiRacism	Erasmus + KA2	2014	JUST/2013/FRAC/AG/6271	Università degli studi di Perugia / University of Perugia
Info4Migrants Immigration, integration	LLP - LDV Leonardo Da Vinci TOI	2013	UK/13/LLP-LDV/TOI-615	Aspire-i
ECDI - Everybody can do it Gender equality	Grundtvig	2012	2012-1-ES1-GRU06-53391-6	IES JACARANDÁ
Learning through Teaching (LETE) Teaching methodology	Grundtvig	2012	2012-1-LV1-GRU06-03598-3	Education and Information Services of Riga City
Langlete in ESTFIT Culture and language learning	Grundtvig	2012	2012-1-EE1-GRU06-03623-2	Estonia, Kohila Koolituskeskus
TECH4ALL Adult education and technology Investigating teachers' practices in using technology for Adult Language Learning	Grundtvig	2012	2012-1-CY1-GRU06-023973	Learnmera Oy
Enjoy Language within Tourism Language learning for tourism	LLP - LDV Leonardo Da Vinci TOI	2011	LLP-Ldv/TOI/SE/11/1383	Folkuniversitetet Kristianstad
Segundas Lenguas y Nuevas Tecnologías	Grundtvig	2011	2011-1-ES1-GRU06-350752	CEPER CEHEL



Second language learning				
Nordic Network For WOI Immigration/ integration	Nordplus Adult	2010	???	FOLKUNIVERSITETET KURSVVERKSAMHETEN
Business_Mail Business communication	Leonardo partnerships	2010	LLP-LdV-PA-10-IT-290	Key & Key Communications
Vårdsvenska Tools for health care personnel who are interested in learning Swedish	Svenska Kulturfonden	2009	??	Learnmera Oy
Language On The Move Language learning	NordPlus Horizontal funded project	2008	??	Lithuania??

#### 4. Legal Representative

<b>Title</b>	Mrs
<b>Gender</b>	Female
<b>First Name</b>	Veronica
<b>Family Name</b>	Gelfgren
<b>Department</b>	-
<b>Position</b>	Director
<b>Email</b>	veronica@learnmera.com
<b>Telephone 1</b>	+358451695454

#### 5. Contact Person

Contact person 1

<b>Title</b>	Mrs
<b>Gender</b>	Female
<b>First Name</b>	Veronica
<b>Family Name</b>	Gelfgren
<b>Department</b>	-

<b>Position</b>	Director
<b>Email</b>	veronica@learnmera.com
<b>Telephone 1</b>	+358451695454

#### Contact person 2

<b>Title</b>	Ms
<b>Gender</b>	Female
<b>First Name</b>	Yulia
<b>Family Name</b>	Bazyukina
<b>Department</b>	-
<b>Position</b>	Project administrator
<b>Email</b>	julia@learnmera.com
<b>Telephone 1</b>	+358465576825

#### Associated Partners

Please identify and explain the involvement of associated partners, not formally participating in the project. Please explain how they will contribute to the implementation of specific project tasks/activities or support the dissemination and sustainability of the project (2-4 organisations per/country)

Learning for Integration ry (<http://www.lfi.fi/>) is able to assist with the dissemination and events in Finland. Other partners Learnmera has worked with previously that can be mentioned are Svenska Kulturfonden (<http://www.kulturfonden.fi/>), Luckan (<http://luckan.fi/>) and Bidningsalliansen (<http://www.bidningsalliansen.fi/sv/start/>) who are specifically interested in dissemination of Swedish in Finland projects. Schools to be mentioned are Arcada a multi-professional university of applied sciences (<https://www.arcada.fi/sv/>) and Practicum an upper secondary vocational institution (<http://www.practicum.fi/>) as well as Laurea, (<https://www.laurea.fi/en>) another University of Applied Sciences. These schools can periodically assist Learnmera with some events and dissemination of projects.

Learning for Integration ry also organises a weekly language cafe in Helsinki with 60-90 participants each week. We can disseminate information at the events and involve the attendees. They also have a large Facebook group Cafe Lingua in Helsinki <https://www.facebook.com/groups/147968218893/>