

Learnmera CV 2022

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## Participating organisation Information

### 1. Organisation

**PIC** 940898255 / **OID** E10176763

<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>	Sinimäentie 10 B 02630 Espoo
<b>Country</b>	Finland
<b>Region</b>	FI1B1 - Helsinki-Uusimaa
<b>CEDEX</b>	-
<b>City</b>	Helsinki
<b>Websites</b>	<a href="http://learnmera.com/">http://learnmera.com/</a> , <a href="http://languagevoices.eu/">http://languagevoices.eu/</a> <a href="https://www.thelanguagemenu.com/">https://www.thelanguagemenu.com/</a> , <a href="http://www.vardsvenska.fi/">http://www.vardsvenska.fi/</a> , <a href="http://svenskaifinland.com">http://svenskaifinland.com</a> , <a href="http://movinglanguages.eu/">http://movinglanguages.eu/</a>
<b>Email</b>	veronica@learnmera.com
<b>Telephone 1</b>	+358451695454

### 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 company, 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 around 31,000 teachers worldwide. It is this technical and creative expertise that Learnmera can bring to a project.

Learnmera has also been the coordinator for a national e-learning project and a national m-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 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 and therefore help them with their needs outside the classroom (work, housing, cultural issues etc).

Learnmera Oy has considerable experience in educational resource, website and mobile app content creation. Their website ([www.thelanguagemenu.com](http://www.thelanguagemenu.com)) has a member base of around 31,000 teachers worldwide. In addition to language training, Learnmera offers translations, proofreading, editing, voice-overs and subtitling for corporations.

Learnmera develops websites, web portals and phone applications for both Android and iOS. Below is a link to the company presentation with info about the apps previously created.

Learnmera has extensive experience leading dissemination/valorisation and working with social media for EU project dissemination. The Learnmera staff has worked on over 40 EU and domestic projects. They have worked on several projects involving integration and language learning for immigrants.

The company has been involved in several EU projects, TOI, Justice and Mobility projects since 2008, both as partner and coordinator with excellent reviews from the Finnish NA.

[Click here](#) to view the Learnmera company presentation or view our company video on [YouTube here](#).

Veronica Gelfgren – Director / Owner / English & Swedish teacher, researcher & content creator

A language entrepreneur since 1999, Veronica has worked as an executive language teacher in Swedish, English and Finnish for corporate clients for 20 years. Veronica has taught languages in over 100 institutes, corporations as well as in the third sector. She has developed customized needs-based language training and specializes in creating study materials that can be found 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. She speaks Swedish, English, and Finnish.

Eric Gelfgren – Board member

Has an associate degree in Engineering and an MBA in Marketing and International Business with 35 years of experience in the financial services industry. He has held senior positions in Fixed Income, Equity, and Derivatives trading, as well as within Commercial Banking and Asset Management. The most recent 15 years have been focused on business development, particularly within sustainability

and responsible investments. Participated as Learnmera's key resource in the Erasmus+ project FEES – Financial Education for Educators (2018-2021) as well as in a number of other projects in various supporting roles. He speaks English and Swedish.

#### Akanksha Maurya – IT

Akanksha holds a Master's degree in Computer Applications and Information Technology from Gujarat University, India. She has more than 9 years of experience in different frontend and backend technologies. She currently works as a web developer and as a coordinator for mobile app development at Learnmera Oy and as a JavaScript Consultant at Klevu Oy. Akanksha is responsible for the development and maintenance of the web portal [www.thelanguagemenu.com](http://www.thelanguagemenu.com). She has also worked on dissemination/project info sites, including info4migrant, CV-Plus, thelanguagevoices and various other projects here at Learnmera Oy. She speaks English, Hindi, and Gujarati.

#### Marja-Liisa Helenius – Translation coordinator / researcher & content creator

Has a Master's Degree in English Philology from University of Helsinki, incl. subject teacher studies in English and French. 14+ years of experience with translations, several years of English teaching experience in adult education, international project secretary and project manager for EU projects. Currently translator, project worker and translation coordinator at Learnmera Oy and Project Manager and Secretary of the Board at Learning for Integration ry, an NGO promoting language learning and integration of immigrants. Marja-Liisa has well-established connections with many international organisations in Helsinki. Worked with management, 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 (11 000+ people in FB group). She speaks Finnish, English, German, and French.

#### Sofia Nunes Mexia – Admin / project researcher and content creator

Sofia has an education in business administration and management, and from an early age she started to work for herself. She managed a company with 24 optical stores in Portugal where she belonged to the company's management staff. Later she opened her own business where she stayed until the end of 2019. She is the main administrator and content creator. She speaks Portuguese, English, and Spanish.

#### Naomi Palmer – Project Manager

Has a BSc degree in Marketing and New Media. Naomi previously worked in the UK in marketing and product management, and more recently in Australia in administration roles. Now working for Learnmera completing administration, research and content creating. Previous work includes creating websites and social media content, content creation and product management. She speaks English.

#### Lesley Champion – Project Administrator

Having worked in various sectors some of which include, hotel and travel, golf and leisure, finance, real estate and private health care. Lesley's roles have involved acting as Personal Assistant to CEO's and Senior Management, as well as owning her own businesses. She speaks English.

#### Susanne Ehn – Project Administrator

Has an education in HR and has been working within the HR field since 1991. She has worked within both private and public sector in different positions. The last six years, before she moved to Portugal, she was working as a HR Manager for the Swedish part of a multinational company. She speaks English and Swedish.

#### Ellen Olsen - Project Administrator

Has an education in bookkeeping and accounting and has been working in finance and payroll since 2006 in the UK. Ellen has previously worked in Sweden within care of adults with handicap and their families, and in Norway as a social worker and organising initial set up of a new rehabilitation centre. She speaks English, Swedish, and Norwegian.

#### Eveliina Kauhanen - Project Administrator

Eveliina is a project worker at Learnmera Oy. She holds a Master's degree in Adult Education from University of Helsinki, incl. sociological studies in Paris Descartes University. Now working for Learnmera completing administration, research and organizing meetings and trainings in Finland. She has previously worked on projects such as Future Learning Finland (Business Finland) and she has worked for four different startups, incl. health care and EdTech sector. She speaks Finnish, English and French.

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

Yes

Project name	EU programme	Year	Project Identification or Contract Number	Applicant/ Beneficiary Na
Digital Health Literacy	Erasmus +KA2	2021	2021-1-NL01-KA210-ADU-000034096	Internationale Arbeidsvereniging
Learn e-safety and be safe in the digital world	Erasmus +KA2	2021	TBC (new project)	Ceip El Peral

<b>Empowering Disadvantaged Women via Distance Education for a Sustainable Development Project</b>	Erasmus +KA2	2021	2021-1-NO01-KA220-ADU-000033467	Prios Vest AS
<b>DIMPE</b>	Erasmus +KA2	2021	TBC (new project)	Universidad de Huelva
<b>Digit &amp; Learn</b>	Erasmus +KA2	2021	2021-1-LT01-KA220-SCH-000027737	Mine Vaganti
<b>Transforming primary school students' English as a Foreign Language Learning (EFL) with augmented reality (AR)</b>	Erasmus +KA2	2020	2020-1-UK01-KA226-SCH-094466	Eurospeak Language Schools Ltd
<b>Use your time creatively</b>	Erasmus +KA2	2020	2020-1-PL01-KA227-ADU-095421	Antares Foundation
<b>STEM Labyrinth as a Method for increasing the level of knowledge through problem solving</b>	Erasmus+ KA2	2020	2020-1-PT01-KA201-078645	Associação Terras Lusas-Movimentos Europeus
<b>AWARDS- Autonomy and well ageing Reinforcement for the adult People with Down Syndrome</b>	Erasmus+ KA2	2020	2020-1-TR01-KA204-094615	Uluslararası Down Sendromu Federasyonu
<b>Integrating Digital Learning</b>	Erasmus+ KA2	2020	2020-1-CZ01-KA201-078315	Gymnazium T.G. Masaryka, Litvinov, Studentska 640, Prispěvkova organizace
<b>EnForSe</b>	Erasmus+ KA2	2020	KA2: 2020-1-IT02-KA204-079745	Europe For All
<b>City Quiz &amp; Walk Mobile app for cities</b>	Erasmus+ KA2	2019	2019-1-FI01-KA204-060734	Learnmera Oy
<b>Mental Health + Webapp</b>	Erasmus+ KA2	2019	2019-1-UK01-KA202-062036	Aspire-igen Group Ltd
<b>ASSessing EFL Students</b>	Erasmus+ KA2	2019	2019-1-PT01-KA201-061275	Agrupamento de Escolas de Penalva do Castelo
<b>Language on the go Mobile app</b>	Erasmus+ KA2	2019	2019-1-NL01-KA204-060376	Stichting Vrouw en Welzijn
<b>Global Robots Exchanging Adventurous Themes</b>	Erasmus+ KA2	2019	2019-1-UK01-KA201-062030	Academy for International Science and Research
<b>Action for socio-economic integration of refugees and asylum seekers</b>	Erasmus+ KA2	2019	2019-1-IT02-KA204-063302	ANOLF Marche
<b>Mobile Virtual Learning for Indigenous languages Mobile app</b>	Erasmus+ KA2	2019	2019-1-UK01-KA204-061875	Heriot-Watt University

#### 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>	Miss
<b>Gender</b>	Female
<b>First Name</b>	Naomi
<b>Family Name</b>	Palmer
<b>Department</b>	-
<b>Position</b>	Project Manager
<b>Email</b>	naomi@learnmera.com
<b>Telephone 1</b>	+447921357599

#### 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 Bildningsalliansen (<http://www.bildningsalliansen.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/>