



## Participating organisation Information

## 1. Organisation

PIC 940898255 / **OID** E10176763

Full legal name (National Language) Learnmera Oy  
Full legal name (Latin characters) Learnmera Oy  
Acronym -  
National ID (if applicable) FI2435988-6  
Department (if applicable) -  
Address Sinimäentie 10 B 02630 Espoo  
Country Finland  
Region FI1B1 - Helsinki-Uusimaa  
CEDEX -  
City Helsinki  
Websites

[Learnmera Oy](#)  
[Language Voices](#)  
[The Language Menu](#)  
[Svenska i Finland](#)  
[Moving Languages](#)  
[City Quiz & Walk](#)

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veronica.gelfgren@gmail.com  
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## 2. Profile

Type of organisation School/institute/educational centre – Adult education  
Is your organisation a public body? No  
Is your organisation a non-profit? No

## 3. Background and Experience

*Please briefly present the organisation (e.g., its type, scope of work, areas of activity and if applicable, approximate number of paid/unpaid staff, learners)*

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 33,000 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 developed by Learnmera, [Vårdsvenska](#) – Swedish for health care personnel and [The Language Menu](#) – 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 The Language Menu has a member base of around 33,000 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.

View the [Learnmera company presentation](#) in Canva or view our company video on [YouTube](#).

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. She 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 over 40 domestic and EU language related projects, served as content developer, developed the content for 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 the TOI project MirrorMirror 2013-2015. She speaks Swedish, English, and Finnish.

Eric Gelfgren – Board member /content creator

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 11 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 The Language Menu. She also creates the dissemination sites, web portals and web apps for various other projects. 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. 16+ 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 organizations in Helsinki. Worked with management, material creation and research for several EU projects dealing with languages and immigration with Learnmera Oy and LFI. She has been organizing [Cafe Lingua](#) language events since 2004, promoted on social media (11 700+ members). She speaks Finnish, English, German, and French.

Sofia Nunes Mexia – Admin / Project Researcher / Content Creator / Translator

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 at Learnmera these days. She speaks English, Portuguese, and Spanish.

Naomi Palmer – Project Manager / Project Researcher / Content Creator

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 Oy as Project Manager completing projects, administration, research, and content creating. Previous work includes creating websites and social media content, content creation and product management. She speaks English.

Susanne Ehn – Project Manager / HR / Content Creator

Has an education in HR and has been working within the HR field since 1991. She has worked with in both the 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. Now working for Learnmera Oy as Project and HR Manager completing projects, administration, research, and content creation. She speaks English and Swedish.

Julia Heubuch – Project Manager/Graphic Designer / Content Creator /Admin

Project Manager at Learnmera Oy. She studied Graphic Design in Germany for 3 years, where she gained background knowledge in UX Design, creating both print and online media content. Julia works on SEO, social media, website design/updates as well as a Project Manager conducting research and creating learning material/content for projects as well as completing projects. She speaks English and German.

Eveliina Kauhanen - Project Administrator

Eveliina is a project administrator 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 start-ups, 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 program	Year	Project Identification or Contract Number	Applicant/ Beneficiary Na
Time2Act@SD	Erasmus +KA2	2022	2022-1-PT01-KA220-HED-000087984	INSTITUTO POLITÉCNICO DE SANTARÉM, Portugal
Recycling	Erasmus +KA2	2022	2022-1-TR01-KA210-ADU-000084308	SARAYKÖY HALK EĞİTİMİ MERKEZİ, Turkey
Designing the Future	Erasmus +KA2	2022	2021-2-PL01-KA220-SCH-000049796	CIAPE - CENTRO ITALIANO PER L'APPRENDIMENTO PERMANENTE
RE-THINK / RE-ACT	Erasmus +KA2	2022	2021-1-ES01-KA220-SCH-000032542	FUNDACIÓN DIOCESANA DE ENSEÑANZA SANTOS MÁRTIRES DE CÓRDOBA
Job Skills for Mothers	Erasmus +KA2	2022	2021-2-E101-KA210-ADU-000049774	Rise Club, Greece
Learning in difficult times	Erasmus +KA2	2022	2021-2-TR01-KA210-ADU-000050028	SAKARYA UNIVERSITESI, Turkey
Multi-I	Erasmus +KA2	2022	2021-1-NL01-KA220-ADU-000026000	Stichting Vrouw en Welzijn
Digital Health Literacy	Erasmus +KA2	2021	2021-1-NL01-KA210-ADU-000034096	Internationale Arbeids Vereniging
Learn e-safety and be safe in the digital world	Erasmus +KA2	2021	2021-1-ES01-KA210-SCH-000032341	Ceip El Peral
Empowering Disadvantaged Women via Distance Education for a Sustainable Development Project	Erasmus +KA2	2021	2021-1-NO01-KA220-ADU-000033467	Prios Vest AS
DIMPE	Erasmus +KA2	2021	2021-1-ES01-KA220-HED-000022963	Universidad de Huelva

Digit & Learn	Erasmus +KA2	2021	2021-1-LT01- KA220-SCH- 000027737	Pakruojis "Zemyna" basic school
Transforming primary school students' English as a Foreign Language Learning (EFL) with augmented reality (AR)	Erasmus +KA2	2020	2020-1-UK01- KA226-SCH- 094466	Eurospeak Language Schools Ltd
Use your time creatively	Erasmus +KA2	2020	2020-1-PL01- KA227-ADU- 095421	Antares Foundation
STEM Labyrinth as a Method for increasing the level of knowledge through problem solving	Erasmus+ KA2	2020	2020-1-PT01- KA201-078645	Associação Terras Lusas- Movimentos Europeus
AWARDS- Autonomy and well ageing Reinforcement for the adult People with Down Syndrome	Erasmus+ KA2	2020	2020-1-TR01- KA204-094615	Uluslararası Down Sendromu Federasyonu
Integrating Digital Learning	Erasmus+ KA2	2020	2020-1-CZ01- KA201-078315	Gymnazium T.G. Masaryka, Litvinov, Studentska 640, Prispevkova organizace
EnForSe	Erasmus+ KA2	2020	KA2: 2020-1-IT02- KA204-079745	Europe For All

#### 4. Legal Representative

##### Contact person 1

Title	Mrs
Gender	Female
First Name	Veronica
Family Name	Gelfgren
Department	-
Position	Director
Email	<a href="mailto:veronica@learnmera.com">veronica@learnmera.com</a> / veronica.gelfgren@gmail.com
Telephone 1	+358451695454

#### 5. Contact Person

##### Contact person 2

Title	Miss
Gender	Female

First Name	Naomi
Family Name	Palmer
Department	-
Position	Project Manager
Email	naomi@learnmera.com
Telephone	+447921357599

### Contact person 3

Title	Mrs
Gender	Female
First Name	Susanne
Family Name	Ehn
Department	-
Position	Project and HR Manager
Email	susanne@learnmera.com
Telephone 1	+46 7022 10095

### 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](#) 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](#), [Luckan](#) (and [Bidningsalliansen](#) who are specifically interested in dissemination of Swedish in Finland projects. Schools to be mentioned are [Arcada](#) a multi-professional university of applied sciences and [Practicum](#) an upper secondary vocational institution as well as [Laurea](#), another University of Applied Sciences and [Aalto University](#). These schools can periodically assist Learnmera with some events and dissemination of projects.

[Helsinki Times](#) is an English speaking newspaper in Finland, they will write an editorial about projects they find relevant and interesting.

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](#).