



Learnmera

Learn & love languages

Learnmera Oy

Preliminary Information Form 2025

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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	F1B1 - Helsinki-Uusimaa
CEDEX	-
City	Helsinki
Websites	Learnmera Oy Language Voices The Language Menu Svenska i Finland Moving Languages City Quiz & Walk
Email	projects@learnmera.com veronica@learnmera.com / veronica.gelfgren@gmail.com
Telephone / WhatsApp	+358451695454

2. Profile

Type of Organisation	School/institute/educational center – Adult education
Is your organisation a public body?	No
Is your organisation a non-profit?	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, founded in 2011 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 Finnish and Swedish for foreigners.

LM has considerable in-house experience in educational resource, website creation and mobile application content building.

Their website The Language Menu - tools for teachers has a member base of around 35,000 teachers worldwide. It is this technical and creative expertise that LM can bring to a project.

LM 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 project [Vårdsvenska](#) – Swedish for health care personnel and project [Swedish in Finland](#). Teaching material made by LM can be found (free of charge) in different languages on Scribd.com, TeachersPayTeachers, SlideShare and many other platforms on the internet.

The organisation has contracted staff as well as freelance teachers and volunteers.

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?

As Learnmera Oy is a private adult education provider in the greater Helsinki area providing business language lessons their area of expertise is language and integration as well as ICT and they have partnered in projects in many different areas.

They also provide social media management for restaurants, bars, real estate, app creators, tour operators, and aesthetic service providers.

Youth

LM aspires to involve youth in its operations, both to help youth gain useful experience but also to capitalize on the younger generation's aptitude with social media to strengthen TA's capabilities in that area. While varying over time, between 20-30% of TA's employees have been youth under the age of 25.

Integration of foreigners in Finland

The nature of the work means that they teach many migrants and therefore help them with their needs outside the classroom and integration into the community.

LM identified a clear need for immigrants coming to Finland without Finnish language knowledge, to get support with navigating the process of becoming a bona fide resident in Finland. This led to a number of LM activities and courses to serve as a point of contact with other newcomers as well as a center for exchange of knowledge and experiences.

School

LM staff have over the years sought cooperations with various educational facilities and as result partnered with both VET educators as well as several Universities, both in Finland and internationally. LM has considerable experience in educational resource creation, STEM education, e-courses as well as tools for teachers and teacher training, especially for language teaching and online tools for material creation as well as courses on using AI tools.

Entrepreneurship

Entrepreneurship has been at the cornerstone of LM since the beginning. Not only is the founder herself a serial entrepreneur but also a person that sees and seizes opportunities as they arise. Helping others establish business is an area that LM staff have experience of and been involved in various projects on related topics. LM has also encouraged staff, having joined as junior associates, to venture on establishing their own business as professional development and continue to collaborate in such capacity.

Local engagement

LM continuously seek opportunities to interact with the local communities where LM has activity and create games and materials for [Cafe Lingua in Helsinki](#).

Inclusion & Diversity

Related to LM's involvement with education, integration and local engagement LM's staff have also been involved in efforts and projects aimed at increasing inclusion and diversity, including financial literacy and gender equality.

IT & Graphic Design

Our staff has worked for many years with IT, created websites, web portals, web tools, benchmarking tools, tools for teachers, phone apps in both Android and iOS as well as VR and AR games. We have a dedicated social media team as well that is available for dissemination, graphic design, designs for brochures, flyers, e-books etc

Project experience

LM has extensive experience leading dissemination/valorisation and working with social media for EU project dissemination. The LM staff has worked on over 50 EU and domestic projects. They have worked on projects involving entrepreneurship, financial literacy, digital literacy, integration, language learning for immigrants, STEM education, recycling, digitalisation, job skills, soft skills, ICT, digital marketing, empowering women, gender inclusion, mental health, parental leave, disadvantaged adults, health care, AR and VR etc

LM has been involved in different types of EU projects, TOI, Justice, SCH, ADU, HEI and NordPlus projects since 2008, both as partner and coordinator.

To learn more about the company and its experience, view the [Learnmera company presentation](#) and the [Learnmera Project Presentation](#) or watch our company video on [YouTube](#).

Our staff:

Veronica Gelfgren – Director / Owner / Language 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 worked mainly in Helsinki, but also in other Stockholm when needed. 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 50 domestic and EU projects, served as content developer, developed the content for the Vårdsvenska health care portal in Swedish as well as proprietary development of The Language Menu, the most extensive multi-lingual web portal for teacher 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 manager

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, as a coordinator for mobile app development and as System Admin. She is responsible for the development and maintenance of the web portal The Language

Menu. She also creates the dissemination sites, web portals/apps for various other projects.

She was responsible for maintaining the Javascript based search plugin for ecommerce stores, integration of payment gateways and managing the payment process at Klevu Oy.

Programming languages/frameworks or technologies she has worked on: Java, Phoenix, HTML, CSS, JavaScript, JQuery, Wordpress, WIX, MySql, Hibernate and Google Analytics, Photoshop, Illustrator and Inkscape, Stripe, PayPal.

She speaks English, Hindi and Gujarati.

Nuno Monteiro – IT /Digital Marketing Manager / Project Researcher / Content Creator / Translator

Nuno is a business management graduate with over 30 years of experience in the hospitality industry. Managed hotels in Portugal and Ireland, always striving for excellence and customer satisfaction. Always nurtured a passion for IT, graphic & web design and content creation, which he has developed through self-learning and practice. Has acquired IT skills such as relational databases design, UI/UX creation/design, HTML, CSS, WordPress, Photoshop, Video Editor DaVinci, Canva and Office Suite. He enjoys creating engaging and attractive websites and content for various clients and projects. He is always eager to learn new skills and explore new challenges. He speaks English, French, Portuguese, Italian and Spanish.

Marja-Liisa Helenius – Translation coordinator / Project Researcher / Content Creator

Has a Master's Degree in English Philology from University of Helsinki, incl. subject teacher studies in English and French. 18+ 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 (12 200+ members). She speaks Finnish, English, German, and French.

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 Oy completing administration, research and organising meetings and training events 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
DIGICOMP	Erasmus +KA2	2024	2024-1-ES01-KA220-ADU-00025099	Agrupación de Profesionales para el Des arrollo Internacional APDI, Spain
DIGMAR	Erasmus +KA2	2024	2024-1-DE02-KA210ADU-000253719	EUROPEAN BUSINESS ASSOCIATION, Germany
Green pathway to tomorrow	Erasmus +KA2	2023	2023-2-DE03-KA210-SCH-000170139	Klosterschulen Unserer Lieben Frau Mädchengymnasium, Germany

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	2021	2021-2-PL01- KA220-SCH- 000049796	CIAPE - CENTRO ITALIANO PER L'APPRENDIMENTO PERMANENTE
RE-THINK / RE-ACT	Erasmus +KA2	2021	2021-1-ES01- KA220-SCH- 000032542	FUNDACIÓN DIOCESANA DE ENSEÑANZA SANTOS MÁRTIRES DE CÓRDOBA
Job Skills for Mothers	Erasmus +KA2	2021	2021-2-E101- KA210-ADU- 000049774	Rise Club, Greece
Learning in difficult times	Erasmus +KA2	2021	2021-2-TR01- KA210-ADU- 000050028	SAKARYA UNIVERSITESI, Turkey
Multi-I	Erasmus +KA2	2021	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

4. Legal Representative

Main Contact person

Title	Mrs
Gender	Female
First Name	Veronica
Family Name	Gelfgren
Department	-
Position	Director
Email	veronica@learnmera.com / veronica.gelfgren@gmail.com
Telephone / WhatsApp	+358451695454

5. Contact Persons

Contact person 2

Title	Mr
Gender	Male
First Name	Eric
Family Name	Gelfgren
Department	-
Position	Financial Manager / Board Member
Email	eric@gelfgren.com
Telephone /WhatsApp	+46 70 749 9993

6. 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 [Prakticum](#) 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](#).