



Nellip

Network of European Language
Labelled Initiatives and Projects



EXAMPLES OF BEST PRACTICE IN PROJECTS THAT WERE AWARDED THE EUROPEAN LANGUAGE LABEL

BULGARIA



Education and Culture DG

Lifelong Learning Programme

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Best Practice in School Education, Bulgaria



Light Me Up! – Language Lessons for Abroad

'Light Me Up! — Language Lessons for Abroad' has set the objective to raise awareness of five less widely used and taught European languages through the theme of travelling abroad. The project focuses on Bulgarian, Czech, Dutch, Greek and Lithuanian. 'Light Me Up!' aims at promoting the importance of communication in foreign languages and at creating language learning motivation in the context of globalisation and open borders. The project objectives are being achieved through the development of language products which create basic skills in the target languages related to common situations people get into when travelling abroad. Several channels for dissemination have been established through which the project target groups have been reached with the developed language products. Most of those channels continue to exist also after the project end. Light Me Up! is disseminated through a network of travel agencies which distribute the language sets. Currently, the network consists of 25 travel agencies from all the partner countries. The developed language-learning methods and materials are easily adaptable and transferable basically into every existing European language.

The project provides language information in a non-traditional way through:

- Bilingual language sets providing information in the target languages related to the theme of travelling abroad;
- Language games and activities directed at the target groups, directly involving approximately 2 600 people in a process of non-formal language learning;
- Open language courses — 10-hour blitz lessons for groups of beneficiaries based on the developed language products.

The selection of "Light Me Up!" as a best practice is based on the solid foundation for sustainability of the results which the project has laid during its lifetime. Currently, the dissemination network consists of 25 travel agencies from all the partner countries — Bulgaria, the Czech Republic, Cyprus, the Netherlands and Lithuania. In support of the project sustainability potential is also the fact that four 'Light Me Up!' products have been adapted to Bulgarian/English and commercialized by the Language Office at the US Embassy in Sofia.

Twenty language campaigns were organised within tourism fairs in the partner countries. Considering the European impact of the project, as a result of the product a regular course of Bulgarian has been organised at the Volksuniversiteit Rotterdam, the Netherlands. The course was designed in two levels and still exists.

The project has been chosen to represent Bulgaria at the Label of the Label ceremony held in Cyprus on 26-28 September 2012.

Project coordinator

KU TU Ltd.

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Partnership

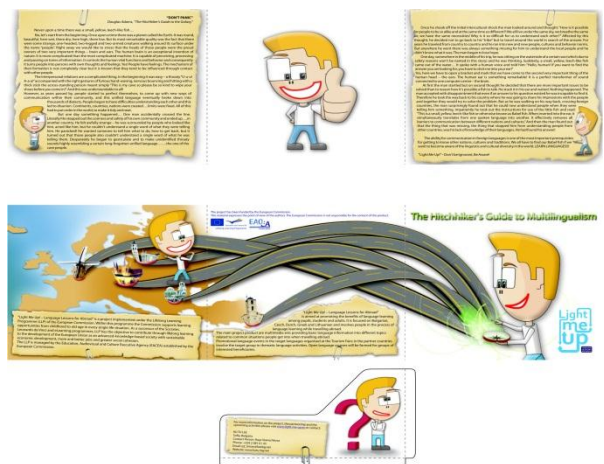
SEDUKON o.p.s., CZ
Université de Reims Champagne-Ardenne, FR
Synthesis Center for Research and Education Ltd., CY
Soros International House, LT
Pressure Line V.O.F., NL
Stichting Rotterdamse Volksuniversiteit, NL
Znanie Association, BG

Web site

<http://www.light-me-up.eu>

Project duration

2 years
2008-2010



http://nellip.pixel-online.org/DB_database_scheda.php?art_id=407&tla=&sec=&cou=&yea=&ppr=

Best Practice in Adult education, Bulgaria



SHOPLANG – The Shopping Language Game

The SHOPLANG project is aimed at promoting the benefits of language learning in general and the less widely used and taught European languages in particular. It is focused on Bulgarian, Dutch, Greek, Lithuanian, Maltese and Swedish. The project used the informal environment of the supermarkets in order to provoke interest in the 6 target languages and help people develop some partial language skills in understanding basic information in them. SHOPLANG targeted the general public, including people of all age, background and educational level.

In achieving this goal the 6 target languages were promoted within language campaigns based on specially developed language activities and games related to the theme of shopping and focused on the products and labels available in the basic supermarkets. As a follow-up of the language campaigns, the partners established resource centers where all interested people were able to find more information about the target languages and countries as well as useful links to language centers and self-study material providers for further learning the target languages.

Over 1,300 people were directly reached by the project idea within 30 language campaigns and 10 people signed up for courses in the target languages. SHOPLANG attracted the attention of numerous public and private organizations and as a result the project activities were supported by over 35 sponsors and social partners.

"SHOPLANG - The Shopping Language Game" received the European Language Label award in 2008 because it addressed greatly the published national and European priorities in the field and has shown innovation and high-quality results in the area of promotion of less widely used and taught European languages.

The selection of SHOPLANG as a best practice is based on the innovation in its idea to accommodate LWUTLs in supermarkets which at the time being was an unexplored environment for language promotion. Furthermore, SHOPLANG is in consistency with the current policies in the field of language learning because it is directed towards promoting new approaches to language teaching and learning, promotion of multilingualism as well as promotion of the development of teaching material for the learning of less widely spoken languages.

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Soros International House, LT
Earton Media AB, SE
Pressure Line V.O.F, NL
University of Reims, FR
Foundation for Women Entrepreneurs, MT
Malgrex S.A., GR

Web site

<http://www.shoplang.eu>

Project duration

2 years
2006-2008



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**Best Practice
in Vocational Education and training,
Bulgaria**



Signs in the City

The project popularises 5 European languages through visual presentation of 5 European cities – Dobrich, Nafplio, Alcalá de Henares, Gdansk and Birgu by using the signs and symbols of the cities as guides through the language, heritage and spirit of the city.

Signs in the City aims to enhance the interest towards learning new languages; to achieve better intercultural dialogue; to contribute to tourism development; to popularise cities in an innovative way at local district level.

The selected methodology of activities implementation combines methods for creation of basic linguistic, socio-linguistic and pragmatic competencies and communication skills through user-friendly and attractive language learning methods and materials with particular attention to the intercultural understanding.

The approach is to use visual rather than audio means of language promotion. The focus is on language awareness rather than language learning. The accent is given to the development of Communicative Competences at very basic level, which is needed for managing everyday situation while being in a foreign country. Users are not expected to 'learn' the language at all, they are expected to understand linguistic diversity and compare the city's language with their own especially where the alphabets and linguistic families are very different. The targeted audiences are adults and mainly tourists, business people, policy-makers.

The main outcomes the project has achieved include: Signs in the City phrase books - one for each target language; Interactive Signs in the City CD-Rom - one for each language and city; Documentary film "Signs in the City - 5 to learn".

After the end of the project and as a result of receiving the European Language Label award, Signs in the City participated in a Language show in London as well as in a Language conference and an event for granting the Sprachspiegel award for best language practices in German language. A continuation of the project, called Beyond Signs in the City, was launched and completed with great success.

The selection of Signs in the city as a best practice was based on the effectiveness of the idea to involve people from various sectors with languages through city signs. The project outcomes have shown sustainability and are

applicable with adults, professionals and the general public. The project corresponds to the current policies in the field of language learning because it's aimed at promotion of new approaches to language teaching and learning, promotion of multilingualism as well as promotion of the development of teaching material for the learning of less widely spoken languages.

Project coordinator

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Partnership

European Cultural Interactions
Universidad Politécnica de Madrid
English Unlimited Ltd.
University of Malta, European Unit

Web site

<http://www.first.signsinthecity.net/info.php?id=1>

Project duration

2 years
2006-2008



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Best Practice in Adult Education, Bulgaria



Listen and Touch

The project addressed needs of blind and visually impaired adults and young adults in learning foreign languages and, in particular, learning English as a foreign language. The project started with the development of methods of foreign language teaching to the blind based on the communicative approach enriched with a variety of techniques appropriate for the blind. It promotes the concept of learning a foreign language through multi-sensory approach. It presents various methods that can be successfully applied in the specific classroom.

The project developed a methodology for foreign language teaching to visually impaired, based on the communicative approach, enriched and supplemented with various techniques suitable for teaching to blind people. This methodology is described in the material "Methodology for foreign language teaching to the blind". It includes theoretical and practical information for teachers who teach to blind and visually impaired people. The methodology is produced in 4 language versions – English, German, Greek and Bulgarian.

The methodology includes the development of a two-level Braille version of the Streamline English course, adapted for blind students, and an English Braille Manual. Created was also an interactive English course for blind users which was produced on CDs.

The main outcomes of the project include:

- Methodology of foreign language teaching to the blind
- Two-level English course adapted for blind users
- CD version of the course for blind native speakers of German, Greek and Bulgarian
- English Braille Manual
- One of the main project outcomes were the pilot courses. After the project, the developed materials and methods were incorporated in the language learning programmes of the three organisations which carried out the pilot courses.

"Listen and Touch" was recognized among the 50 good practices in Europe motivating Language learning by a study carried out by the European Commission. In 2007 the European Commission selected "Listen and Touch" among the 70 language projects and awarded it Silver Prize for Lifelong Learning.

The selection of "Listen and Touch" as a best practice was based on the high-quality results of the project and the ensured sustainability. Furthermore, the project is considered to be consistent with the current European policies in the field of language learning because it is aimed at promotion of new approaches to language teaching and learning as well as promotion of language learning for specific purposes.

Project coordinator

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Partnership

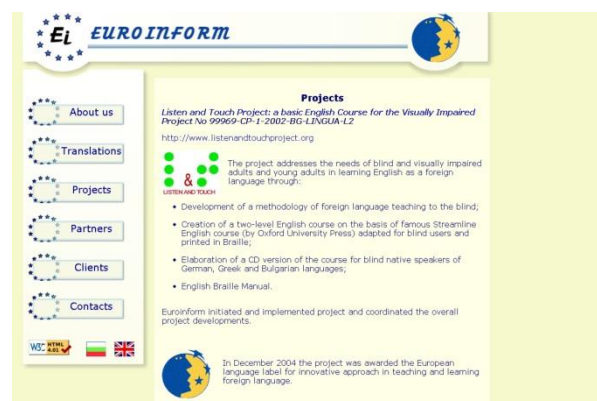
6 partners from
AT, BG, GR, UK

Web site

www.listenandtouch.org

Project duration

2 years
2002-2004



http://nellip.pixel-online.org/DB_database_scheda.php?art_id=410&tla=&sec=&cou=&yea=&ppr=