**Main Press information**

**9th November 2020**

**The English Classroom’s global launch****- A start-up that can change the future for millions of children around the world –**

**The Swedish based business, The English Classroom, provides a digital platform to English teachers around the world. These tools enable teachers to offer a sustainable, English education to students everywhere. There are already over 1,300 English teachers as part of The English Classroom’s community, with over 307 teachers from 13 different countries signed up to the platform and 25 Ambassadors testing and offering feedback. The product is now complete and ready for a digital, global launch on Saturday 14th November 2020.**

Only 20% of the world’s population speaks English as a second language, claims the British Council. This creates inequality of opportunity in today’s globalised world.

The English Classroom aims to address this problem by delivering a quality education to students whatever their circumstance. “Our mission is to cross the language barrier to create opportunities for economic development, increase social interaction and equality, and not least to improve communication, tolerance and acceptance through education”, says Jennifer Gardner, founder of The English Classroom and qualified teacher from the UK. “We also have a sustainable perspective, offering 100% digital materials, which reduce the need for expensive textbooks or printable materials. More than this, all lessons teach English through the theme of sustainability.”

The English Classroom is developed specifically for teachers without fluent English skills or further education through the theme of the UN Sustainable Development Goals. “For us it is important to support the role of the local teacher rather than perpetuating the fast turnover of western ‘gap year’ teachers, of which there is a severe shortage”, says Jennifer Gardner. She goes on to say, “Another reason to support local teachers is to offer positive role models to students whom they can identify with”.

During autumn 2019, Jennifer Gardner conducted market research and advertised for pilot study participants. The response was overwhelming. Hundreds of teachers from over 60 different countries applied to test the platform, however, the recent pandemic has put teaching on hold in many places. Instead they are running a reduced number of participants who are using the resources to teach in classrooms and online – already proving the product to be adaptable in a changing world.

Although some schools remain closed, Jennifer feels they have enough evidence to show the platform improves teaching and learning both in-person and online. Therefore, they are ready to launch the product despite still being in the middle of a global pandemic. “*Planning lessons takes a lot of time. This platform offers complete lessons. I can just read the lessons and adapt according to my students' cultural perspective. It works like magic. And saves me hours of hard work and research.” Tj Hussain, English teacher in Pakistan.*

The digital launch day invites English teachers around the world to take part in a one-hour online training session with teaching experts, a live demonstration, and interviews with inspirational professionals from the teaching and sustainability community. All webinars and events are free of charge and aim to connect and share quality teaching practices from all corners of the globe.

“By working to give more people access to the English language and at the same time spread knowledge about the global goals, Jennifer contributes to sustainable development, both directly and long-term. I love Jennifer’s ingenious ambitions – they are humble and at the same time high enough to include the ambitions and needs of others, for their sake as well as ours.” - Helena Tinnert, Chairman of the board Kalmar/Öland, UN Association of Sweden.

All information regarding the launch can be found on the The English Classroom’s website [www.the-english-classroom.com](http://www.the-english-classroom.com) or via their social media channels.

- / -

**FACTS**Presentation film Jennifer Gardner and The English Classroom**:** [link](https://youtu.be/-dl0AqNfXM4)

Jennifer Gardner profile

* Founder of The English Classroom
* Master in Law, Society and Gender Equality – Umeå Universitet
* Fully Qualified Teaching Status, U.K   
  Postgraduate Certificate of Education (secondary History/ MA Education) – University of Warwick
* “Outstanding teaching” Qualified Teaching Status by Department of Education, UK
* Bachelor of Arts in Modern and Medieval History – University of Birmingham
* Master course in Teaching English as foreign language – TEFL

Pilot study  
307 teachers from the following countries are currently testing the product: Afghanistan, Azerbaijan, Brazil, Bulgaria, Canada , Colombia, France, Greece , Nigeria , Indonesia, India, Italy, Lithuania, Mexico, Malaysia, Macedonia, Moldova, Morocco, Nigeria, Oman, Pakistan, Poland, Portugal, Philippines, Qatar, Romania , Saudi Arabia, South Africa, Spain, Ukraine, Uruguay, USA, Vietnam.

The English Classroom team:  
Jennifer Gardner, founder of The English Classroom.  
Kenneth Lundin, business developer at the incubator programme at Kalmar Science Park.   
EdTec Studios in Torsås, Sweden – E-learning and sound production   
Six interns from various European Universities from the following countries: Brazil, Portugal, Pakistan, Bangladesh, Turkey, Vietnam and Greece.

**For more information or to request an interview**:  
Founder Jennifer Gardner via phone +46(0)70-099 64 87 between 08.00–17.00 CET or email to [jennifer@the-english-classroom.com](mailto:jennifer@the-english-classroom.com) for a reply within 4 hours.

**Website**: [www.the-english-classroom.com](http://www.the-english-classroom.com)

**Facebook**: <https://www.facebook.com/TheEnglishClassroomAB>

**Instagram**: <https://www.instagram.com/the_english_classroom/>

**Twitter**: <https://mobile.twitter.com/TheEngclassroom>

**LinkedIn**: <https://www.linkedin.com/company/10928999/admin/>