



This project has been funded with support from the European Commission.

This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Communication Matters

**Take two Europe
Dissemination Seminar**

**13th, October 2014 - ESHTE,
Estoril, Portugal**





Ian Hegg **Director of Schools**

After Graduating from Oxford with a degree in French and German, Ian taught Modern Foreign Languages in inner London schools for 10 years, joining LBHF in 2002. Since then he has taken on a number of roles; Aim Higher, EBP Manager, 14-19 lead, Head of School Standards for the Children's Services Department and now Director of Schools for the London Boroughs of Hammersmith & Fulham, Kensington and Chelsea and Westminster

He continues to be closely involved with EBP issues, related to the development of Employer Engagement and work related learning strategy in West London and is a keen supporter of Take Two and transnational partnerships. He enjoys playing tennis at tournament level, the cinema and travelling.



Diana Edgecombe **Programme Manager**

Diana has extensive experience of developing specific communications themed projects to support young people. This has seen her work in partnership to establish Mentoring and Peer tutoring Programmes on a national and international level.

She has participated in a number of European projects, leading the Mentoring in Secondary Schools project and working in partnership with the Leonardo Forum Theatre programme. She is well versed in developing successful education business links which has seen her work with a number of high profile businesses and foundations. These have included the BBC, Coca Cola GB, UKTV, Leo Burnett, and The Paul Hamlyn Foundation.

In the past, she has liaised and worked with a number of organisations including the City of Miami Police Department and IDRA in San Antonio, Texas to implement and develop Valued Youth and Do The Right Thing in the UK. In 2009 she was invited with Alec McGivan to present on education business links at the Dollywood Foundation, Tennessee. She has a BA (Hons) in English and History, a post graduate Diploma in Careers Guidance and a Masters Degree in Literature. She has conducted and written extensive research around CSR, Corporate Philanthropy and Volunteering and is hoping at some stage and when time allows, to complete her Doctoral thesis! Diana has a keen interest in the arts, particularly film, literature and music and has performed many times with the University of Greenwich Choir and in a variety of Jazz and Big Band workshops venues.

BIO DATA TTEU ' COMMUNICATION MATTERS' DISSEMINATION SEMINAR



Hayley McTear **Senior Team Leader**

Hayley McTear is a Team leader at Salford foundation. She holds PGDip in Youth and Community work from the University of Cumbria. She has worked in the charitable sector for 5 years and has coordinated several education projects, engaged with a variety of young people and has developed many successful education business links.



Svetlana Dimitrova **Associate Professor**

Svetlana Dimitrova-Gyuzeleva is an associate professor in Pedagogy at the Department of English Studies of New Bulgarian University. She holds an MPhil degree in English and Applied Linguistics from the University of Cambridge and a PhD degree in FLT Methodology. She has long and varied experience of teaching English as a foreign language, as well as of teacher and mentor training in both pre- and in-service contexts. She is the author of some ELT course books, several resource and reference books, a couple of teacher training manuals and many articles on foreign language teaching and methodology. In addition, she is an active contributor to many national and international educational projects and conferences.

BIO DATA TTEU ' COMMUNICATION MATTERS' DISSEMINATION SEMINAR



Mari Aholainen
Director of Cultural Affairs

Mari Aholainen, works as a Director of Cultural Affairs of Jyväskylä City and has been in this role since 2011. Before this she worked as a director of Recreational Services of Pieksämäki City and before that as a director of Arts Centre in Hämeenlinna. She has a Master of Arts, from the University of Jyväskylä with a focus on General literature (major), cultural management, art education, journalism and folklore. Her current employer: is the City of Jyväskylä where she is responsible for cultural services with a focus on cultural Services for children and the elderly. She is also responsible for Grants and creative industries. Events and international relationships. National networking. Direction, financial management, social inclusion, managing and development. Previously she worked with the City of Pieksämäki Director of Recreational Services and worked with Sports and youth services, library and cultural services. Grants. International relationships. Provincial networking. Directing, financial management and development. In the City of Hämeenlinna, she was the Director of Arts Centre and worked around Arts education, events, grants, cultural projects and EU funding. Managing and development. Mari has extensive experience in Events, management, cultural affairs, Communications and her Interests include: Cultural politics, elderly, literature, writing, Leadership and management.



Danny Matley
Operations Manager

Danny Matley is an Operations Manager at Salford Foundation. He manages many different youth projects across the Greater Manchester area mainly concentrating on those young people and families more at risk of social exclusion. Danny started his career as an outreach youth worker before helping to raise young peoples aspirations towards further and higher education. Over the last few years Danny has successfully managed government youth projects with an emphasis on the Salford area of Manchester. As well as the local area Danny shares best practise examples and has a consultancy role nationally.



Kirsi Bruck **Head of Development**

Kirsi Bruck is the Head of Development at Yleisradio, Finnish Broadcasting Company with experience in CSR management, stakeholder engagement, various projects and journalism. Her responsibilities involve developing, coordinating and implementing CSR policy at Yle, including environmental action plan. Annual reporting.

The projects she has worked with vary from sustainable productions to social engagement activities, such as media literacy project Yle Utisluokka - Yle News Class for schools.



Angela Dale **Expert EU Assessor**

Angela has worked as an expert assessor for European programmes since 2005, assessing a range of programmes, including those with a focus on Education, youth, capacity-building, citizenship and democracy. She has been involved in a wide variety of national and transnational European programmes, including ESF, ERDF, EQUAL, Leonardo, Comenius, Grundtvig etc.

Recently, she has been an assessor for the current Erasmus Plus programme, both in Brussels (on the capacity building programme) and the National Agency, Ecorys, on KA2 and KA3. As such, she is familiar with the criteria and priorities of European funding, and identifying high-quality applications. Angela has also worked as an advisor for a range of applicants for European funding, utilising the knowledge gained as an expert assessor to support organisations to write a high quality application, most likely to be funded.



Alec McGivan
CSR Expert

After graduating from the University of Oxford Alec became National Organiser of Britain's newest political party, The SDP, throughout the 1980s. He subsequently took his organisational skills into other areas becoming Events Director to the City of London and responsible for the City's year long 800th Anniversary celebrations in 1989.

Alec's next challenge was as Chief Executive of the Shakespeare Globe Trust working alongside the distinguished actor and film director Sam Wanamaker to raise the funds to rebuild Shakespeare's great theatre on the banks of the Thames.

After a period as a Communications and Fundraising Consultant to some of the country's leading charities Alec's commitment to and interest in sport took him to the Football Association where he was in charge of the domestic and international media relations for the European Championships, EURO 96. This was followed by four years working with Sir Bobby Charlton in a bid to secure the staging of the Football World Cup in England. Although ultimately losing out to Germany the quality of England's bid was widely recognised and involved Alec visiting over 50 countries promoting the cause.

Following six years with Football Alec became the Government's first ever Director of Sport and then went to the BBC. Here he led the broadcaster's highly successful campaign for Charter Renewal before becoming Head of BBC Outreach a post he held until 2013.

Alec has had a very active involvement with Take Two and Take Two Europe from the very beginning and remains fully committed to the programme's objectives. He is also a trustee of The Children's University a national charity committed to promoting the benefits and opportunities of out of school learning for children primarily from deprived areas.



Nors Jackson
External Evaluator

Nors Jackson has over 30 years experience of delivering, managing and evaluating services and activities which have included up skilling and educating adults and young people and supporting business to effectively engage with young people. Evaluation work includes EU funded projects in northern and southern Europe. Nors is currently the appointed evaluator for two UK based young people and employability projects.

Published work includes Occupational Segregation – Women in Non-Traditional training and Employment; Equal Opportunities Commission and The Achievement of Black and Minority Ethnic Learners in Suffolk (UK); Suffolk Learning Partnership.

Nors company policy is to recruit and employ young people interested in research and related activity which empower young people to go on to work in social policy and business sectors.