

SHOPLANG

**The Shopping Language
Game**

SHOPLANG

- SHOPLANG – The Shopping Language Game is an European project funded under the Socrates Lingua 1 programme.
- SHOPLANG was launched on October 1, 2006 and is due to end on September 30, 2008.
- SHOPLANG will promote 6 target languages:
 - Bulgarian
 - Lithuanian
 - Swedish
 - Dutch
 - Greek
 - Maltese

Partners

The Shoplang partnership comprises 8 institutions from 7 European countries:

- "KU TU" Ltd. – Bulgaria
- "Znanie" Association – Bulgaria
- Soros International House – Lithuania
- Earton Media AB – Sweden
- Pressure Line V.O.F – The Netherlands
- University of Reims – France
- Malgrex S.A. – Greece
- Foundation for Women Entrepreneurs - Malta

Why?

The main **objectives** of the SHOPLANG project are:

- To raise awareness of the advantages in learning foreign languages;
- To provoke interest in the six less widely used and taught target languages;
- To help people develop some partial language skills in understanding basic information in the target languages;
- To provide basic information about the culture, history, traditions, etc., of the partner countries.

How?

These objectives are to be achieved through:

- Information and promotion campaigns of the 6 target languages in basic supermarkets, launched in the partner countries and supported by publications in free distributed newspapers;
- Contacting language centers;
- Establishing resource centers with materials about the target languages in the language centers;
- Contacting language education organizations, both public and private;
- Creating a project website.

When?

The promotion campaigns will take place as follows:

- Bulgarian – May 2007;
- Greek – September 2007;
- Maltese – November 2007;
- Swedish – January 2008;
- Lithuanian – March 2008;
- Dutch – May 2008.

What?

The expected project outcomes and products are:

- Interest in the target languages;
- Printed dissemination materials:
 - Newspaper publications;
 - Posters, leaflets, etc.;
 - Questionnaires;
 - Project album;
- Website;
- Visuals and recognition materials
- Video footage and picture materials of the campaigns.

On the Web...

For more information:

www.shoplang.eu