



## Participating organisation Information

### 1. Organisation

|                                     |   |
|-------------------------------------|---|
| PIC                                 | 895446771 / <b>OID</b> E10252002                                    |
| Full legal name (National Language) | Tropicalastral Lda  |
| Full legal name (Latin characters)  | Tropicalastral Lda  |
| Acronym                             | Tropical Astral   |
| National ID (if applicable)         | 515793442   |
| Department (if applicable)          |   |
| Address                             | Rua da Suécia no 9, Lote 3.9.3/9                                    |
| Country                             | Portugal  |
| Region                              | Algarve   |
| CEDEX                               | -   |
| City                                | Quarteira   |
| Websites                            | <a href="http://tropicalastral.com/">http://tropicalastral.com/</a> |
| Email                               | veronica@tropicalastral.com   |
| Telephone 1                         | +351963847552   |

### 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).*

TropicalAstral Lda is a private adult education provider and translation company, focused mainly on corporate clients in the Algarve area providing private executive business language lessons. Courses are offered in the major European languages. In addition to language training, TropicalAstral offers translations, proofreading, editing, voice-overs and subtitling.

TropicalAstral also offers a wide range of services aimed at enhancing business growth and/or market (re)positioning. TropicalAstral can provide website and mobile application

design and build and social media creation and management, providing clients with integrated social media strategies based on competitor benchmarking and market positioning.

TropicalAstral has significant in-house experience in educational resource, website creation and mobile application development and content building. The owner and key employee of TropicalAstral has also created the teachers' tool website "The Language Menu", which has a member base of around 33,000 teachers worldwide. This technical and creative expertise is also a key contribution that TropicalAstral can bring to a project.

While TropicalAstral is a newly incorporated company, it has staff working from many different countries, all which have previously been involved in EU projects in the past.

Teaching material made by TropicalAstral staff can be found (free of charge) in different languages on Scribd.com, TeachersPayTeachers, SlideShare and many other platforms on the internet.

*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?*

TropicalAstral is a private adult education provider in the Algarve area providing business language lessons. Courses are in Portuguese, English and other major European languages. They also have an international group on Facebook with over 4,600 members, in the Quarteira and Vilamoura area. This group will provide an excellent opportunity to market and host events and MEs in the area for different projects.

The staff at TropicalAstral has considerable experience in educational resource, website and mobile app content creation. Their website ([www.thelanguagemenu.com](http://www.thelanguagemenu.com)) has a member base of around 33,000 teachers worldwide. In addition to language training, they offer translations, proofreading, editing, voice-overs and subtitling.

They have also been involved in developing websites, web portals and phone applications for both Android and iOS. Managing social media channels, and producing content is something TropicalAstral have a lot of experience with, ensuring content reaches the desired market and increases visibility.

The staff at TropicalAstral has extensive experience leading dissemination/valorisation and working with social media for EU project dissemination. Their staff have been involved in over 30 EU projects, including Erasmus+, TOI, Justice, Grundtvig and Mobility projects since 2008, both as partner and coordinator. They have worked on several projects involving integration and language learning for immigrants.

#### Veronica Gelfgren – Director / Owner

A language entrepreneur since 1999, Veronica has worked as an executive language teacher in Swedish, English and Finnish for corporate clients for 20 years in Helsinki, Finland. Veronica 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 TeachersPayTeachers and other educational websites. She has coordinated and partnered in a dozen domestic and EU language related projects, served as content developer, developed the Vårdsvenska health care portal in Swedish and the Health Lingo phone app as well as proprietary development of The Language Menu, the most extensive multi-lingual (teacher tools) web portal for material creation on the Internet. She was also the external evaluator for TOI project MirrorMirror 2013-2015. Speaks Swedish, English, Finnish, and basic Portuguese.

#### Eric Gelfgren – Owner

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 partner 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.

#### Akanksha Maurya – IT

Akanksha holds a Master's degree in Computer Applications and Information Technology from Gujarat University, India. She has more than 8 years of experience in different frontend and backend technologies. She currently works as a web developer and as a coordinator for mobile app development. Akanksha is responsible for the development and maintenance of the web portal [www.thelanguagemenu.com](http://www.thelanguagemenu.com). She has also worked on dissemination/project info sites, including info4migrants, CV-Plus, languagevoices and various other projects. Speaks English, Hindi and Gujarati.

#### Marja-Liisa Helenius – Translation coordinator/project researcher and content creator

Has a Master's Degree in English Philology from University of Helsinki, incl. subject teacher studies in English and French. 14+ 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 TropicalAstral 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 organisations. Worked with management, material creation and research for several EU projects dealing with languages and immigration. She has been organising the Cafe Lingua language event since 2004, promoted on Facebook and social media (11,000+ people in FB group). Speaks Finnish, English, German, and French.

#### Sofia Nunes Mexia – Project Manager

Sofia has an education in business administration and management, and from an early age she started to work for herself. She managed a company with 24 optical stores in Portugal where she belonged to the company's management staff. Later on she opened her own business where she stayed until the end of 2019. She is the main administrator, a researcher in Portuguese, and TropicaAstral's translator to Portuguese. Speaks Portuguese, English, and Spanish.

#### Naomi Palmer – Project Administrator

Has a BSc degree in Marketing and New Media. Naomi previously worked in the UK in marketing and product management, and more recently in Australia in administration roles. Now working for Learnmera completing administration, research and content creating. Previous work includes creating websites and social media content, content creation and product management. Speaks English.

#### Susanne Ehn – Project Administrator

Has an education in HR and has been working within the HR field since 1991. She has worked within both private and public sector in different positions. The last six years, before she moved to Portugal, she was working as a HR Manager for the Swedish part of a multinational company. Speaks English and Swedish.

#### JULIA HEUBUCH – Graphic Designer

Studied Graphic Design in Germany for 3 years, where she gained background knowledge in UX Design, creating both print and online media content. Julia works on SEO, social media and website design and updates for TropicalAstral. Speaks English and German.

*Have you participated in a European Union granted project in the 3 years preceding this*

application?

Yes

| Project's Name   | EU Programme  | Year | Project Identification or Contract Number | Applicant/ Beneficiary Na                    |
|--|---------------|------|---|--|
| InclusionApp: Enhancing social inclusion of Refugees, Immigrants and Asylum Seekers through a mobile app | Erasmus + KA2 | 2020 | 2020-1-PL01-KA204-1A9A 7301               | Szczecinska Szkola Wyzsza Collegium Balticum |
| ReStart  | Erasmus + KA2 | 2021 | 2021-1-BE01-KA210-ADU-000034 932          | Welcome Home International, Belgium          |
| Skills4Integration   | Erasmus + KA2 | 2021 | 2021-1-NL01-KA220-ADU-000025 953          | Stichting Vrouw en Welzijn, Netherlands      |

#### 4. Legal Representative

|             |                             |
|-------------|-----------------------------|
| Title       | Mrs                         |
| Gender      | Female                      |
| First Name  | Veronica                    |
| Family Name | Gelfgren                    |
| Department  | -                           |
| Position    | Director                    |
| Email       | veronica@tropicalastral.com |
| Telephone 1 | +351938439900               |

#### 5. Contact Person

##### Contact person 1

|            |        |
|------------|--------|
| Title      | Mrs    |
| Gender     | Female |
| First Name | Sofia  |

|             |                          |
|-------------|--------------------------|
| Family Name | Nunes Mexia              |
| Department  | -                        |
| Position    | Project Manager          |
| Email       | sofia@tropicalastral.com |
| Telephone 1 | +351917679922            |

#### 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)*

Vilamoura & Algarve Internationals group (with 2500+ members) members are interested in participating in different events. The group will be helping with promoting and hosting events for projects <https://www.facebook.com/groups/229437824146016/>

Harvest Kitchen & Bar are willing to allocate premises for multiplier events to promote projects <https://harvestkitchenbar.com/>