



Participating organisation Information

1. Organisation

PIC	895446771 / OID 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	http://tropicalastral.com/
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. They are a secret shopper provider and they have local businesses as their clients, providing social media management for restaurants, bars, real estate, app creators, tour operators, and aesthetic service providers.

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 resources, website creation and mobile application development, and content building.

The owner and key employee of TropicalAstral have also created the teachers' tool website "The Language Menu", which has a member base of around 35,000 teachers worldwide. This technical and creative expertise is also a key contribution that TropicalAstral can bring to a project.

While TropicalAstral is a fairly newly incorporated company that started in January 2020, it has staff working from many different countries, most of which have previously been involved in EU projects in the past. Tropical Astral also offers teacher training courses, courses on entrepreneurship, financial literacy, and social media marketing. 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.

They also run the group Vilamoura and Algarve Internationals which has over 4600 members and they organize weekly mingles and other monthly events in the area. TropicalAstral has at the moment about 10 staff, full-time/part-time/interns, and about 30 learners at our free Portuguese lessons which we deliver for both beginners and intermediate levels once a week in Vilamoura.

Areas of activity: language courses, translations, social media marketing, website development, web portal development, benchmarking tools, teacher tools, phone app development, language cafe...

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 staff have 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. 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.

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-KA204-1A9A7301	Szczecinska Szcola Wyzsza Collegium Balticum
ReStart	Erasmus + KA2	2021	2021-1-BE01-KA210-ADU-000034932	Welcome Home International, Belgium
Skills4Integration	Erasmus + KA2	2021	2021-1-NL01-KA220-ADU-000025953	Stichting Vrouw en Welzijn, Netherlands
Pro-Digita	Erasmus + KA2	2021	2021-2-PT01-KA210-ADU-000049637	TropicalAstral LDA, Portugal

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

Main Contact person

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

Contact person 2

Title	Mrs
Gender	Female
First Name	Sofia
Family Name	Mexia
Department	-
Position	Project Manager
Email	sofia@tropicalastral.com
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Contact person 3

Title	Mrs
Gender	Female
First Name	Susanne
Family Name	Ehn
Department	-
Position	Project Manager
Email	susanne@tropicalastral.com
Telephone	+46 7022 10095

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 4500+ 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/>