



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	Tropical Astral , The Language Menu
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, subtitling, graphic design and social media marketing services.

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 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 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 5000 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, 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: research, content creation, 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 50 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 / English & Swedish teacher /researcher / content creator

A language entrepreneur since 1999, Veronica has worked as an executive language teacher in Swedish, English and Finnish for corporate clients for 20+ years. She 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 and other educational websites. She has coordinated and partnered in over 40 domestic and EU language related projects, served as content developer, developed the content for 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 the TOI project MirrorMirror 2013-2015. She speaks Swedish, English, and Finnish.

Eric Gelfgren – Board member /content creator

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 Learnmera's 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. He speaks English and Swedish.

Akanksha Maurya – IT

Akanksha holds a Master's degree in Computer Applications and Information Technology from Gujarat University, India. She has more than 11 years of experience in different frontend and backend technologies. She currently works as a web developer and as a coordinator for mobile app development at Learnmera Oy and as a JavaScript Consultant at Klevu Oy. Akanksha is responsible for the development and maintenance of the web portal The Language Menu. She also creates the dissemination sites, web portals and web apps for various other project. She speaks English, Hindi, and Gujarati.

Marja-Liisa Helenius – Translation coordinator / researcher & content creator

Has a Master's Degree in English Philology from University of Helsinki, incl. subject teacher studies in English and French. 16+ 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 Learnmera Oy 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 organizations in Helsinki. Worked with management, material creation and research for several EU projects dealing with languages and immigration with Learnmera Oy and LFI. She has been organizing [Cafe Lingua](#) language events since 2004, promoted on social media (11 700+ members). She speaks Finnish, English, German, and French.

Sofia Nunes Mexia – Admin / Project Researcher / Content Creator / Translator

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 she opened her own business where she stayed until the end of 2019. She is the main administrator and content creator at Learnmera these days. She speaks English, Portuguese and Spanish.

Susanne Ehn – Project Manager / HR / Content Creator

Has an education in HR and has been working within the HR field since 1991. She has worked within both the 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. She speaks English and Swedish.

Julia Heubuch - Graphic Designer / Content Creator /Admin

Project Manager at Learnmera Oy. She 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, website design/updates as well as conducting research and creating learning material/content for projects. She 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 Szkola Wyzsza Collegium Balticum
ReStart: Refugee Start-Up resources to facilitate entrepreneurship and business development for refugees and migrants	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: Promoting Learning in Adult Education by the Digital Tools	Erasmus + KA2	2021	2021-2-PT01-KA210-ADU-000049637	TropicalAstral LDA, Portugal
Start-Up Simulator	Erasmus + KA2	2022	2022-1-NL01-KA220-ADU-000087558	Stichting Vrouw en Welzijn, Netherlands
ECoffee consumers: Creating conscious coffee consumers with sustainable habits for enhancing the sustainable coffee industry	Erasmus + KA2	2022	2022-1-HU01-KA220-ADU-000085720	Tudás Alapítvány, Hungary

Nutcracker: Learning by doing and helping	Erasmus + KA2	2022	2022-1-FR01-KA220-ADU-000087841	Graphistes de l'Ombre, France
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4. Legal Representative

Main Contact person

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

5. Contact Person

Contact person 2

Title Mrs
 Gender Female
 First Name Sofia
 Family Name Mexia
 Department -
 Position Project Manager
 Email sofia@tropicalastral.com
 Telephone +351 917 679 922

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 5000+ members) members are interested in participating in different events. The group will be helping with promoting and hosting events for projects

[Harvest Kitchen & Bar](#) are willing to allocate premises for multiplier events to promote projects

[The Portugal News](#) are willing to write an editorial about projects they find interesting

[Vogal Orizental](#) are willing to disseminate project results within their network.

Web and Social Network

Contact Email	veronica@tropicalastral.com
Website	https://tropicalastral.com/
Website (secondary)	https://www.thelanguagemenu.com/
Facebook	https://www.facebook.com/tropical.astral
Instagram	https://www.instagram.com/tropical.astral/