



**TropicalAstral Lda**

*Preliminary Information Form*

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## 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	Vilamoura, Quarteira
Websites	<a href="#">Tropical Astral</a> , <a href="#">The Language Menu</a>
Email	veronica@tropicalastral.com
Telephone/ WhatsApp	+351938439900

## 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. 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 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 run the group [Vilamoura and Algarve Internationals](#) which has over 5600 members. This group is also the key to local dissemination for projects.

TropicalAstral also organises weekly mingles and other monthly events in the area. They have at the moment 10 staff, both full-time and part-time, some volunteers and about 30 learners at our free Portuguese lessons which we deliver for both beginners and intermediate levels once a week in Vilamoura.

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**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 / Language 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 in both Finland and Sweden. 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 50 projects, served as content developer, developed the content for the Vårdsvenska health care portal in Swedish as well as proprietary development of The Language Menu, the most extensive multi-lingual web portal for teacher 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 manager

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, as a coordinator for mobile app development and a System Admin. She is responsible for the development and maintenance of the web portal The Language Menu. She also creates the dissemination sites, web portals/apps for various other projects. She was responsible for maintaining the Javascript based search plugin for ecommerce stores, integration of payment gateways and managing the payment process at Klevu Oy. Programming languages/frameworks or technologies she has worked on: Java, Phoenix, HTML, CSS, JavaScript, JQuery, Wordpress, WIX, MySql, Hibernate and Google Analytics, Photoshop, Illustrator and Inkscape, Stripe, PayPal. She speaks English, Hindi and Gujarati.

**Sofia Nunes Mexia** – Project manager / 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. Being a Project manager for TA and also the main person to translate content to Portuguese, she is responsible for the management of all subjects related to the

projects she manages as well as make sure that all outputs and tasks are accomplished, Sofia is also our dissemination manager, being responsible for all the dissemination done for our projects. She speaks English, Portuguese and Spanish.

**Julia Heubuch** - Project Manager / Graphic Designer / Content Creator / Admin

Project Manager at TropicalAstral Lda. She studied Graphic Design in Germany, 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 is also responsible for creating Logos and visual identity for projects and layouts for dissemination material such as newsletters, posters and flyers. She is skilled in using design tools of Adobe Suite (InDesign, Illustrator, Photoshop, Lightroom, Animate etc), audio and voice over editing/creating (Audacity, Canva) and use of various online tools for content creation (Canva, Google Suite, Prezi, Lumi/H5P). She speaks English and German.

**Nuno Monteiro** – Digital Marketing Manager / Project Researcher / Content Creator / Translator

Digital Marketing Manager at TropicalAstral, Nuno is a business management graduate with over 30 years of experience in the hospitality industry. Managed hotels in Portugal and abroad, always striving for excellence and customer satisfaction. Always nurtured a passion for IT, graphic & web design and content creation, which he has developed through self-learning and practice. Has acquired IT skills such as relational databases design, UI/UX creation/design, HTML, CSS, WordPress, Photoshop, Video Editor DaVinci, Canva and Office Suite. He enjoys creating engaging and attractive websites and content for various clients and projects. He is always eager to learn new skills and explore new challenges. He speaks English, French, Portuguese, Italian and Spanish.

**Zane Biske** – Digital Marketing Creator / Photographer / Content Creator / Translator

As a veterinarian with a passion for photography and videography, she has pursued her interests by studying and developing her knowledge and skills in these areas. Her eagerness to learn has led her to become proficient in editing tools such as Photoshop, Canva, and DaVinci, as well as the Office suite. Her unique combination of expertise allows her to capture and share the beauty of the world around her through her photography and videography services. She speaks English, Portuguese, Latvian

and Russian.

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

Yes

Project 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 Szkoła 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
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 Csongrád Hódmezővá sárhely Hungary
EDUmom	Erasmus + KA2	2023	2023-1-SE01-KA210-ADU-000129859	Be-Creative Association Sweden

## 4. Legal Representative

### Main Contact person

Title	Mrs
Gender	Female
First Name	Veronica
Family Name	Gelfgren
Department	-
Position	Director
Email	<a href="mailto:veronica@tropicalastral.com">veronica@tropicalastral.com</a> / <a href="mailto:veronica.gelfgren@gmail.com">veronica.gelfgren@gmail.com</a>
Telephone	+351938439900

## 5. Contact Persons

### Contact person 2

Title	Mrs
Gender	Female

First Name	Sofia
Family Name	Mexia
Department	-
Position	Project Manager /Administration
Email	sofia@tropicalastral.com
Telephone	+351 917 679 922

*Contact person 3*

Title	Ms
Gender	Female
First Name	Julia
Family Name	Heubuch
Department	-
Position	Project Manager / Graphic artist
Email	julia@tropicalastral.com
Telephone	+49 157 507 81386

## 6. 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.

## *7. Web and Social Media Channels*

Contact Email [veronica@tropicalastral.com](mailto: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/>