



**TropicalAstral Lda**

*Preliminary Information Form 2025*

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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	<a href="mailto:projects@tropicalastral.com">projects@tropicalastral.com</a> <a href="mailto:veronica@tropicalastral.com">veronica@tropicalastral.com</a>
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?**

### **Youth**

TA aspires to involve youth in its operations, both to help youth gain useful experience but also to capitalize on the younger generation's aptitude with social media to strengthen TA's capabilities in that area. While varying over time, between 20-30% of TA's employees have been youth under the age of 25.

### **Integration of foreigners in the Algarve**

TA was founded by a newcomer to Portugal with the clear ambition to utilize the non-domestic talent available that for various, primarily language barrier, reasons had difficulties securing employment in Portuguese managed companies. Additionally, TA identified a clear need for immigrants coming to Portugal without Portuguese language knowledge, to get support with navigating the process of becoming a bona fide resident in Portugal. This led to a number of TA activities and courses to serve

as a point of contact with other newcomers as well as a center for exchange of knowledge and experiences.

### ***School***

TA staff have over the years sought cooperations with various educational facilities and as result partnered with both VET educators as well as several Universities, both in Portugal and internationally.

### ***Entrepreneurship***

Entrepreneurship has been at the cornerstone of TA since the beginning. Not only is the founder herself a serial entrepreneur but also a person that sees and seizes opportunities as they arise. Helping others establish business is an area that TA staff have experience of and been involved in various projects on related topics. TA has also encouraged staff, having joined as junior associates, to venture on to establish their own business as professional development and continue to collaborate in such capacity.

### ***Local engagement***

TA continuously seek opportunities to interact with the local communities where TA has activity. This commonly manifests itself in choices of venues for more public activities, e.g. weekly meetups where TA seeks to vary the venues to and establish ties to local business and generate revenue for these. TA is the owner and moderator of the [Vilamoura & Algarve Internationals](#) group that has over 5600 members.

### ***Inclusion & Diversity***

Related to TA's involvement with education, integration and local engagement TA's staff have also been involved in efforts and projects aimed at increasing inclusion and diversity, including financial literacy and gender equality.

### ***IT & Graphic Design***

Our staff has worked for many years with IT, created websites, web portals, web tools, benchmarking tools, tools for teachers, phone apps in both Android and iOS as well as VR and AR games. We have a dedicated social media team as well that is available for dissemination, graphic design, designs for brochures, flyers, e-books etc

*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.

**Nuno Monteiro** – Project Manager /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 Wyższa 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 Hódmezővásárhely 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	+351 938 439 900

## 5. Contact Persons

### Contact person 2

Title	Mr
Gender	Male
First Name	Nuno
Family Name	Monteiro
Department	-
Position	Project Manager
Email	nuno@tropicalastral.com
Telephone	+351 960 222 252

## 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 5600+ members) members are interested in participating in different events. The group will be helping with promoting and hosting events for projects

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

[Vogal Horizontal](#) 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/>