

PARTNER INFORMATION FORM

TropicalAstral Lda



1. ORGANIZATION DETAILS

Legal Name	TropicalAstral Lda
Short Name / Acronym	TA
Legal Form	For-Profit Organization
PIC Number	895446771
OID	E10252002
Business ID	515793442
VAT Number	515793442
Address	Rua da Suécia no 9, Lote 3.9.3/9
City	Vilamoura, Quarteira
Country	Portugal
Website	https://tropicalastral.com
Primary Contact	Veronica Gelfgren
General Email	veronica@tropicalastral.com
General Phone	+351938439900
Facebook	https://www.facebook.com/tropical.astral
Instagram	https://www.instagram.com/tropical.astral/
LinkedIn	https://www.linkedin.com/company/tropicalastral/
YouTube	https://www.youtube.com/@TropicalAstral

2. BACKGROUND & EXPERIENCE

Organization Description

Background & Description

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.

Areas of Expertise

research	content creation	language courses
translations	social media marketing	website development
web portal development	benchmarking tools	teacher tools
phone app development	language cafe	education
integration	financial literacy	gender equality
IT	graphic design	

Key Personnel

1. Veronica Gelfgren

Role/Position	Director / Owner / Language teacher / Researcher / Content Creator
Languages	English, Finnish, Swedish, Portuguese
Experience	
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, an 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.	

2. Eric Gelfgren

Role/Position	Board member / content creator
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Languages	English, Swedish
Experience	
<p>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.</p>	

3. Akanksha Maurya

Role/Position	IT manager
Languages	English, Hindi, Gujarati.
Experience	
<p>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.</p>	

4. Nuno Monteiro

Role/Position	Project Manager /Digital Marketing Manager / Project Researcher / Content Creator / Translator
Languages	English, French, Portuguese, Italian, Spanish.
Experience	
<p>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.</p>	

5. Zane Biske

Role/Position	Digital Marketing Creator / Photographer / Content Creator / Translator
Languages	English, Latvian, Russian

Experience

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.

EU Project Experience**Previous EU Projects & Experience**

TropicalAstral staff have extensive experience leading dissemination/valorisation and working with social media for EU project dissemination. Their staff have been involved in over 60 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.

Organization Information

Organization Type	School/institute/educational center – Adult education
Public Body	No
Non-Profit	No
Staff Count	10
Founded Year	2020

3. CONTACT INFORMATION**Legal Representative 1**

Name	Veronica Gelfgren
Position	Director
Email	veronica@tropicalastral.com
Phone	+351938439900

Contact Person 1

Name	Veronica Gelfgren
Position	Director
Email	veronica@tropicalastral.com
Phone	+351938439900

Contact Person 2

Name	Nuno Monteiro
Position	Project Manager
Email	nuno@tropicalastral.com
Phone	+351 960 222 252

Contact Person 3

Name	Eric Gelfgren
Position	CFO
Email	eric@gelfgren.com
Phone	+351963847552

4. ORGANIZATION PROFILE & EXPERTISE**Digital Skills & Competencies**

social media, web portals/apps, Javascript based search plugin, integration of payment gateways, managing the payment process, Java, Phoenix, HTML, CSS, JavaScript, JQuery, Wordpress, WIX, MySQL, Hibernate and Google Analytics, Photoshop, Illustrator and Inkscape, Stripe, PayPal, relational databases design, UI/UX creation/design, HTML, CSS, WordPress, Photoshop, Video Editor DaVinci, Canva and Office Suite, editing tools such as Photoshop, Canva, and DaVinci, as well as the Office suite.

Technical Skills & Expertise

web portals/apps, Javascript based search plugin, integration of payment gateways, managing the payment process, Java, Phoenix, HTML, CSS, JavaScript, JQuery, Wordpress, WIX, MySQL, Hibernate

5. ASSOCIATED PARTNERS**1. EuroLearning EDU UG**

Website	https://eurolearningedu.eu/
Description	
EuroLearning EDU UG is an SME located in the capital region in Germany, focusing on language, entrepreneurship and digital learning for migrants in Germany. Our mission is to support language learning, employment and inclusion of migrants as well as educators working with migrants. We also manage and coordinate European projects related to migration, language education and learning, diversity, equality, social issues, business and entrepreneurship, media education, digital skills and ICT and sustainability. We develop teaching and training materials, e-learning platforms and applications, organise training for local migrants as well as international teacher training courses on topics such as English and German language, entrepreneurship, digital tools and marketing.	

2. Portugal News

Website	https://www.theportugalnews.com/
Description	Portugal News is a weekly publication available both online and as a paper copy that reaches around 400,000 people per week in Portugal. The weekly online publications are written in 15 languages. Portugal News occasionally writes editorials about projects they find interesting.

3. VogalOrizental Unipessoal Lda

Website	https://www.vogalorizental.com/
Description	VogalOrizental works with integration, inclusion, and entrepreneurship, with the aim to help integrate foreigners. They also support local entrepreneurs by providing event support. They are well connected throughout the region and have numerous contacts and associates needed for dissemination, as well as for training and integration purposes.

6. COMMUNITY ENGAGEMENT**1. Beauty Days in the Algarve**

Website	https://www.facebook.com/groups/326817754671560
Description	This group is for women to meet up for beauty days about every second month. It also serves as a group for women to meet other women and during the beauty days, we also promote local businesses. The group has around 250 members.

2. Vilamoura & Algarve Internationals

Website	https://www.facebook.com/groups/vilamouraalgarveinternationals
Description	This group is a space for English-speaking residents of all nationalities to connect including Portuguese nationals, whether it's over drinks, dinners, nights out, or through sports activities and excursions. We have weekly mingles for newcomers and residents to meet new people, we arrange monthly dinners or lunches and excursions, workshops etc. The group has over 6000 members.

3. Workshops in the Algarve

Website	https://www.facebook.com/groups/1627734827867804
Description	This Facebook group was created to promote workshops of different types that are being realized in the Algarve region. We also promote our own project workshops here. The group has around 80 members.

4. Free Portuguese language café for foreigners

Website	https://tropicalastral.com/free-language-cafe/
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Description
We offer free informal language lessons at our language café in Vilamoura with a native speaking tutor. Level A1 and A2.

7. PREVIOUS EU PROJECTS (2020 ONWARDS)

Project 1: AID-LANG - AI Driven Language Teaching

Year	2025
Programme	Erasmus +
Role	Partner
Grant Number	2025-1-BG01-KA210-ADU-000356982
Budget (EUR)	30000
Start Date	01-12-2025
End Date	30-11-2026
Link	https://aid-lang.com/
Description	
<p>AI Driven Language Teaching (AID Lang) is a partnership between Bulgaria and Portugal addressing digital transformation in adult language education through AI tool integration. The project includes four main activities: project management and dissemination; a staff exchange in Portugal where Bulgarian staff observe digital practices and AI integration methods; development of the AI PowerPack for Educators, an interactive digital repository featuring 15-20 carefully selected AI applications categorized by function (lesson planning, assessment, text-to-voice, data visualization); and creation of the AI Teaching Playbook, a comprehensive instructional guide with multimedia resources and step-by-step instructions for integrating AI tools into teaching. The project targets adult language educators who need practical guidance in adopting AI technologies to meet the needs of modern tech-savvy adult learners preferring interactive, multimedia-rich learning experiences. Expected outcomes include strengthened organizational digital capacity, streamlined access to effective AI tools, enhanced educator competencies in AI integration, and establishment of a Europe-wide community of practice among language educators.</p>	

Project 2: SUSPOP - Sustainable Steps to the Future with the Power of Our Past

Year	2025
Programme	Erasmus+
Role	Partner
Grant Number	2025-1-TR01-KA210-ADU-000361984
Budget (EUR)	60000
Start Date	01-12-2025
End Date	31-03-2027

Link	N/A
Description	
<p>This project aims to safeguard cultural heritage for the future by applying sustainable, modern methods to the reuse and redesign of culturally valuable old products, equipping trainees with practical skills in recycling, sustainable design, and innovative production techniques. Through hands-on trainings and workshops delivered in Turkey, Portugal, and Italy, participants will learn how to integrate traditional value with contemporary design while strengthening environmental awareness and the link between heritage and sustainability. Learning outputs and created materials will be shared via social media to broaden public awareness and encourage social change. The project is expected to increase participants' cultural heritage and environmental responsibility, build competence in sustainable production, reinforce EU citizenship awareness, and strengthen local and international collaboration and policies supporting heritage protection and sustainability.</p>	

Project 3: DIGI-MENTOR - DIGI-MENTOR 60+: developing digital competences among senior citizens

Year	2025
Programme	Erasmus +
Role	Partner
Grant Number	2025-1-PL01-KA220-ADU-000364713
Budget (EUR)	250000
Start Date	01-10-2025
End Date	31-03-2028
Link	N/A
Description	
<p>The DIGI-MENTOR 60+ project aims to strengthen seniors' ICT skills, reduce technological barriers, and increase social participation by tackling digital exclusion through practical, age-appropriate learning. The project will develop an ICT course with thematic modules and multimedia resources (including quizzes and interactive materials), alongside a mentoring e-book, educator support materials, and diagnostic tools to assess learners' needs and progress. A multilingual e-learning platform in five languages will be created to ensure accessible learning across contexts, supported by local and international workshops. Materials will be tested and improved through a pilot phase, and results will be disseminated via publications, conferences, and promotional activities. The expected impact includes improved digital confidence and independence for older adults, stronger educator capacity to support senior learners, and long-term benefits through enhanced intergenerational cooperation and reduced digital exclusion.</p>	

Project 4: EDUmom

Year	2023
Programme	Erasmus + KA2
Role	Partner
Grant Number	2023-1-SE01-KA210-ADU-000129859

Budget (EUR)	60000
Start Date	01-09-2023
End Date	30-04-2025
Link	https://edumom.eu/
Description	
<p>The Edumom project was developed to support women during parental leave - a period when career continuity and re-entry into the workforce can be challenging - by providing flexible, confidence-building upskilling opportunities aligned with a changing job market. It focuses on addressing key needs such as updating skills, strengthening employability, and enabling learning in short, accessible online formats that fit around family routines. The project's objectives include providing 40 women with targeted training, equipping adult educators with practical tools and best practices to support this group, increasing awareness of lifelong learning pathways (formal and non-formal), and producing concrete resources such as a dedicated website, a training video series, guidance on education opportunities, and curated digital tools for skills development, while also strengthening international collaboration for gender equality. Implementation combines structured project management and quality control, the creation of a strong project identity and digital presence, collaborative development of guidance materials, and the production of 22 educational videos, supported by partner training at the kick-off in Portugal and an international training activity in Sweden to build shared capacity and consistency across partners.</p>	

Project 5: Nutcracker: Learning by doing and helping

Year	2022
Programme	Erasmus + KA2
Role	Partner
Grant Number	2022-1-FR01-KA220-ADU-000087841
Budget (EUR)	250000
Start Date	01-11-2022
End Date	28-03-2025
Link	https://www.facebook.com/nutcrackerproject
Description	
<p>The NUTCRACKER project prioritizes inclusion by supporting adult learners who are often left behind in education, particularly those at risk of social exclusion, long-term unemployed, or with migrant backgrounds. Led by France in partnership with Portugal, Spain, and Italy, the project will create practical training materials tailored to these learners, grounded in "learning by helping" and "learning by doing" approaches. A core focus is identifying and sharing best practices for restoring everyday items such as toys, books, electronic devices, and clothing, and translating these practices into accessible video tutorials that educators can use directly in adult learning settings. By responding to teachers' and educators' needs and building a reusable methodology and resource base, the project aims to enable partners and participants to continue developing and expanding training content beyond the project's formal scope.</p>	

Project 6: ECOffee consumers: Creating conscious coffee consumers with sustainable habits for enhancing the sustainable coffee industry

Year	2022
Programme	Erasmus + KA2
Role	Partner
Grant Number	2022-1-HU01-KA220-ADU-000085720
Budget (EUR)	250000
Start Date	31-10-2022
End Date	30-10-2024
Link	https://tudasalapitvany.hu/gb/ecoffee-2/
Description	
<p>The project responds to growing EU and public pressure to reduce waste and advance the circular economy - reinforced by EU Directive 2018/850 restrictions on landfilling recyclable waste - by targeting a major but underused resource stream: spent coffee grounds (SCG), which are widely discarded despite strong recycling potential. Building on Europe's high coffee consumption and the resulting volumes of SCG, the initiative promotes more sustainable coffee habits by educating consumers, upskilling café owners and coffee professionals, and strengthening cooperation between cafés and the public to prevent waste and increase reuse and recycling in the coffee sector. Key outputs include a needs analysis report, an e-guide to sustainable coffee, educational videos, a project website, a smartphone app for cafés and consumers, and the creation of an ECOffee Sustainable Cafeteria Cluster connecting 30 cafeterias (five per partner). Implementation delivered these results through international and national trainings (reaching 84 participants) and wide dissemination via traditional and social media, with all materials and links made available through the project website.</p>	

Project 7: Start-Up Simulator

Year	2022
Programme	Erasmus + KA2
Role	Partner
Grant Number	2022-1-NL01-KA220-ADU-000087558
Budget (EUR)	250000
Start Date	01-10-2022
End Date	31-01-2025
Link	N/A

Description
<p>The project aims to reduce the barriers refugees, migrants, and asylum seekers face when starting a business by creating an interactive, roleplaying online startup simulator where participants can test their business idea, build a business plan, set up core infrastructure, and run operations in a safe digital environment before launching in real life. The simulator will be supported by step-by-step course materials and a MOOC covering entrepreneurship education, relevant legislation, and available financial support mechanisms, aligning with priorities on digital practices, entrepreneurial learning, and the reception and integration of migrants and refugees. Expected results include an interactive web-based startup simulator and a structured online course that strengthen participants' practical readiness, confidence, and understanding of local systems, while contributing to longer-term inclusion by enabling entrepreneurship as a pathway into local economies, new market opportunities, and cross-border networks.</p>

Project 8: Pro-Digita: Promoting Learning in Adult Education by the Digital Tools

Year	2021
Programme	Erasmus + KA2
Role	Coordinator
Grant Number	2021-2-PT01-KA210-ADU-000049637
Budget (EUR)	60000
Start Date	30-04-2022
End Date	30-08-2023
Link	https://www.facebook.com/prodigitaproject
Description	<p>The project was developed to accelerate digital transformation in adult education by strengthening trainers' digital capacity, improving competencies in online teaching, and increasing the accessibility of online learning for adult learners. It aimed to deliver a multilingual online course with a range of learning modules, build a practical network of contacts among partners, and enable in-person collaboration by meeting partners in their local contexts. Implementation followed the original plan, including four transnational meetings, the creation of a networking list, the production of a handbook for trainers, and the development of a Moodle platform hosting the partner-created course content.</p>

Project 9: ReStart: Refugee Start-Up resources to facilitate entrepreneurship and business development for refugees and migrants

Year	2021
Programme	Erasmus + KA2
Role	Partner
Grant Number	2021-1-BE01-KA210-ADU-000034932
Budget (EUR)	60000
Start Date	01-02-2022
End Date	30-01-2024

Link	https://projectrestart.eu/
Description	
<p>Project Re-Start addresses the gap between refugees' high entrepreneurial potential and the lower survival rate of their businesses by tackling barriers such as legal status, language limitations, limited entrepreneurial skills, weak knowledge of local systems, and difficulties accessing finance. Implemented with partners in Belgium, Portugal, Spain, and Finland, the project developed a comprehensive manual and website grounded in structured research to guide migrants, refugees, and asylum seekers - and to support the operators working with them - across key areas including labour market navigation, entrepreneurial competency mapping, national rules and regulations, funding pathways, and the systematisation of support. Through in-depth analysis of country-specific conditions and challenges, the project produced the ReStart Guidebook for Migrant Entrepreneurs as a practical, step-by-step resource covering business planning, market research, legal requirements, financing options, networking, and cultural adaptation, helping newcomer entrepreneurs better understand their strengths and improve their chances of launching sustainable ventures in the host country.</p>	

Project 10: Skills4Integration

Year	2021
Programme	Erasmus +
Role	Partner
Grant Number	2021-1-NL01-KA220-ADU-000025953
Budget (EUR)	359000
Start Date	01-11-2021
End Date	31-10-2023
Link	https://www.facebook.com/skills4integration
Description	
<p>Skills4Integration supports the inclusion of adult migrants, refugees, and asylum seekers who face significant disadvantages in literacy, numeracy, and digital skills - key competencies needed to handle everyday working-life situations and to access stable employment in the host country. The project investigates the gap between newcomers' current skill levels and the basic educational, language, numeracy, and digital requirements needed for employability and civic participation, using this evidence to shape practical support measures. A central output is a Training Manual for volunteers working with refugees and migrants, providing a clear teaching model and guidance to help volunteer trainers build learners' foundational literacy, numeracy, and digital skills, with the aim of strengthening social, educational, and professional integration into the labour market.</p>	

Project 11: InclusionAPP - InclusionApp: Enhancing social inclusion of Refugees, Immigrants and Asylum Seekers through a mobile App

Year	2020
Programme	Erasmus+
Role	Partner
Grant Number	KA2: 2020-1-PL01-KA204-082190

Budget (EUR)	130000
Start Date	01-11-2020
End Date	28-02-2023
Link	https://inclusionapp.eu/
Description	
The main goal of the project InclusionApp is to help refugees, immigrants and asylum seekers learn the language and the culture of the host country through a mobile serious game and good practices against social exclusion through a collaborative e-learning platform.	

8. POLICIES & COMPLIANCE

The organization has the following policies in place:

✓ Equal Opportunities & Non-discrimination
✓ Safeguarding / Child Protection
✓ Code of Conduct / Ethics
✓ Anti-fraud & Financial Transparency
✓ Environmental & Sustainability Policy
✓ GDPR / Data Protection
✓ Information Security
✓ Accessibility and Reasonable Accommodation Policy
✓ Climate Change
✓ Gender Equality Plan