

WELCOME

GET UP is a European project launched in December 2017 within the framework of the Erasmus+ programme dealing with Geomarketing as an entrepreneurship tool.

The main objective of the project is to provide a Learning Platform to empower potential end-users with new knowledge and competencies.

For further information please visit: <http://getup-project.eu/>

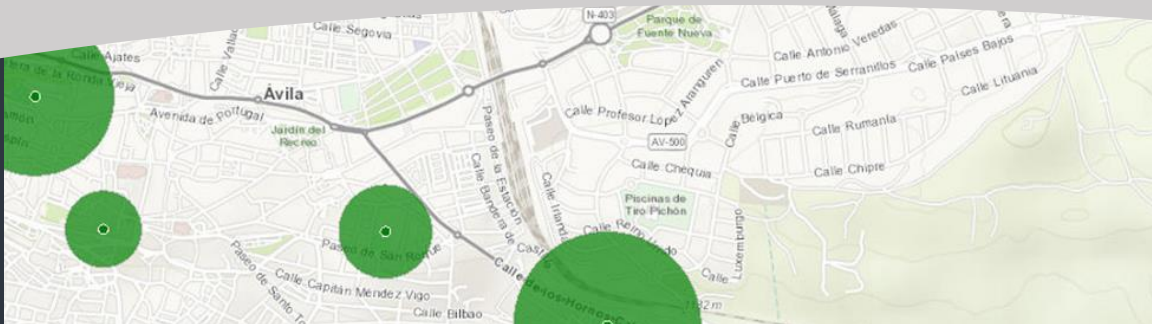
Funders

This project is in response to the Action Plan for Entrepreneurship promoted by the European Commission with the main objective being to rekindle and promote an entrepreneurial spirit throughout Europe.



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Geomarketing as an
Entrepreneurship Tool.
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About the Project

Objectives

The main goal of the GET UP project it's to increase awareness of the end-users on how to become an entrepreneur using Geomarketing and Location Intelligence concepts to achieve their objectives and implement their business ideas. The project will give them the ability to understand complex phenomena through the use of geomarketing techniques by creating geographic relationships inherent in relevant spatial data and learning how to use this concept as a management tool to manage their business from concept to commercialisation and attract investment.

Challenge

The GET UP project and its learning platform will be an effective, useful tool to promote self-employment and also restore the confidence of unemployed youth and others. It will achieve this through helping them take full advantage of the resources available in their countries, understanding market trends and identifying customer and competitive patterns and using this knowledge in order to identify the best location for their business and to develop it either alone or in partnership with others.

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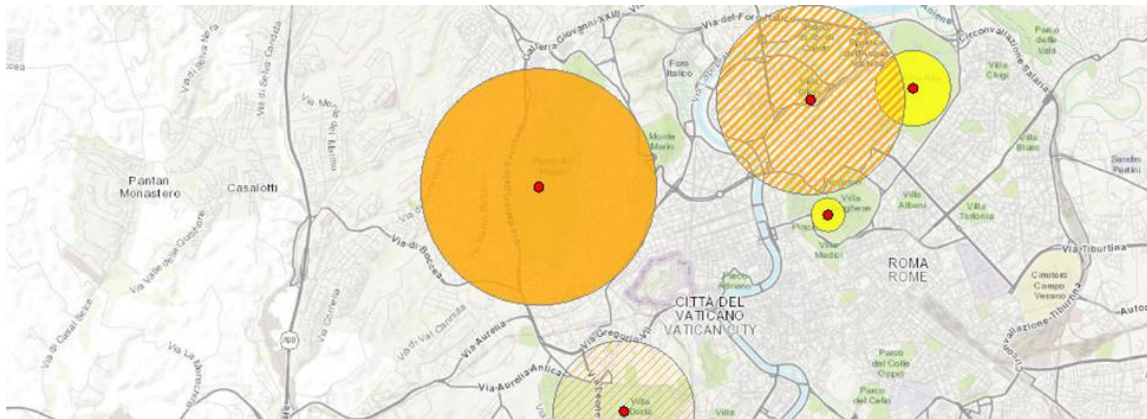
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Target Group

One of the EUs objectives is to encourage people to become entrepreneurs and to make it easier for them to set up and grow their businesses.

The Get Up project primarily targets younger people (under 25s), who may be unemployed with secondary school or a higher education diploma qualification as well as young secondary or other graduate people who are currently seeking their first job.



Get Up Project Pilot Testing

Get involved with Get Up

Pilot testing of the Get Up Learning Modules and Platform is now **LIVE**.

We are now testing the online Learning Platform. See <http://www.getup-project.eu/> for more details on how you can get involved and learn more about using Geomarketing and Location Intelligence Concepts

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GIS and LI in the News

- [Archaeologists find possible neolithic log boats near Newgrange](#) – A university project in Ireland has led to a fantastic discovery. The project's main aims were to undertake new mapping of the river channel and to potentially identify new archaeological features and to explore the landscape of the river at Brú na Bóinne using Geographic Information Systems (GIS)
- [Dublin Airport wins international award for mapping software](#)
- The United Kingdom Department for Transport has embarked on a world-leading infrastructure project which will include the integration of two key technologies: Building Information Modeling (BIM) and a [geographic information system \(GIS\)](#).
- [Europe gets new association for promotion of aerial survey](#)
- [Using GIS to help avert the danger of Sinkholes](#)
- [How AfricaPolis Is Using Geospatial Technologies To Tackle Urbanization Challenges In Africa](#)

GIS Day

November 13th was GIS Day - the international celebration of geographic information systems (GIS) technology. GIS is a scientific framework for gathering, analyzing, and visualizing geographic data to help us make better decisions. Every GIS Day you can help others learn about geography and the real-world applications of GIS that are making a difference in our society. It's an annual chance for you to share your accomplishments and inspire others to discover and use GIS.

GIS Stories

Find amazing stories through GIS by visiting <https://www.gisday.com/en-us/discover-gis>