

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

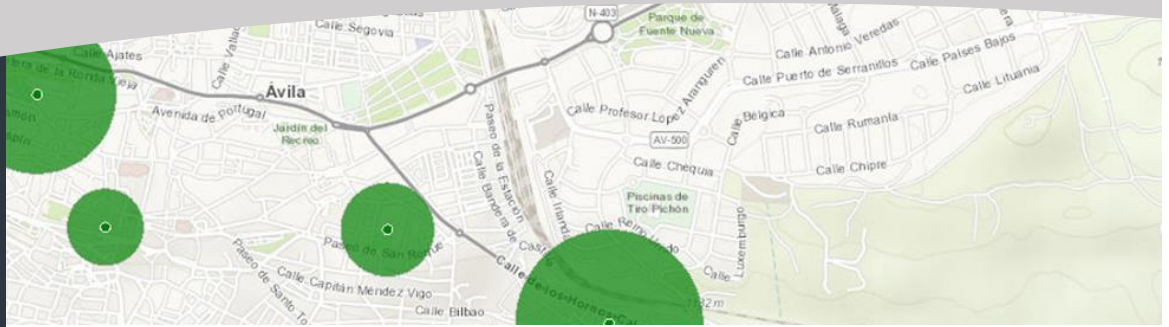
This project is in response to the Action Plan for Entrepreneurship promoted by the European Commission with the main objective being to rekindle and promote an entrepreneurial spirit throughout Europe.



Erasmus+

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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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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 has started

The first pilot training of the GET UP project took place at ESRI, Portugal headquarters in Lisbon on 22 November 2019 with eight trainees and three trainers from AidLearn and ESRI. A second meeting took place on 2 December 2019, marking the end of the first half of the training. This meeting was attended by five more trainees than the first, demonstrating the growing interest in the fledgling project.

Márcia Silva and Sérgio Prazeres represented the training body AidLearn together with Ana Marques representing ESRI.

The initial meeting explained the training process and what was expected of the trainees as well as the themes to be explored. The meeting also included an assessment that allowed future learners to understand their level of knowledge and which areas need further exploration.

The second meeting provided a recap as well as a preparation for the creation of the Business Plan and the final moment of training.

More information on this project can be found at:

- Web: <http://getup-project.eu/en/index.html>
- Follow the latest news on the Facebook page at <https://www.facebook.com/GetUpEUProject/>.
- For more information about the project please contact us at: [http://aidlearn.com/en/company/contacts/contact us.html](http://aidlearn.com/en/company/contacts/contact_us.html)).

GIS and LI in the News

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- [Irish 'wind, roads and bridges' engineering firm celebrates 30th anniversary](#)
- [Simplifying GIS solutions for business in Portugal](#)
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