

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/>

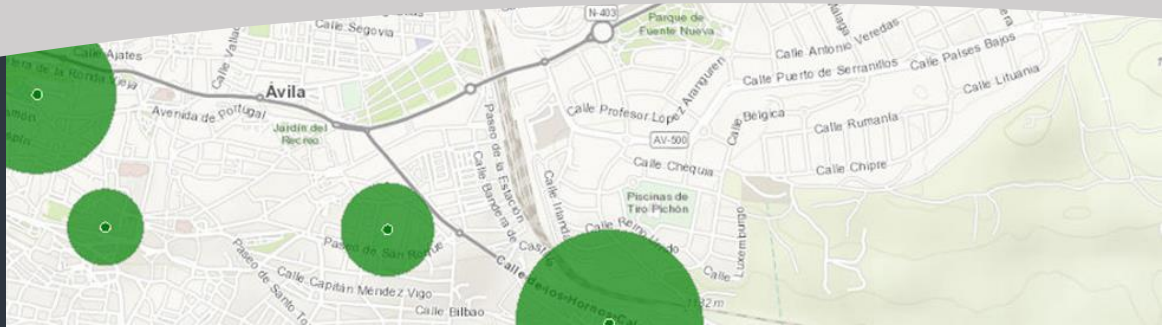
Funders

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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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 Partners



Aristotle University of Thessaloniki



LUISS Guido Carli, Private University, ITALY

LUISS is a private university, which contributes to development of society through research, education and dialogue with stakeholders especially on the creation and development of corporations and organisations involved in tourism sector. It includes 4 Departments - Economics and Finance, Business and Management, Political Science and Law - and encompasses a wide array of academic, extracurricular and support resources.

AidLearn, Private Services Organisation, PORTUGAL

AidLearn operates at national and EU level. It aims for contributing to a better qualification of Portuguese HR by building up a learning organisation concerned with the equality of opportunities, providing quality and innovative services targeted to actual needs of organisations and individuals, and by internally developing a strong commitment and team working.

Aristotle University of Thessaloniki, Public University, GREECE

Aristotle University of Thessaloniki (AUTH) is a public university established in 1925. AUTH is the largest University in Greece covering all disciplines. There are 41 Faculties and Schools in the Aristotle University of Thessaloniki offering all kinds of studies. Every Faculty / School offers an undergraduate degree, and two postgraduate degrees (2nd cycle and PhD).

ESRI Portugal, GIS Software Company, PORTUGAL

Esri Portugal is the sole distributor for Portugal, Cape Verde, Guinea-Bissau and Sao Tome and Principe of ArcGIS technology from Esri. It is a Portuguese company, founded in 1987, and the national leader in developing and providing Geographic Information Systems (GIS).

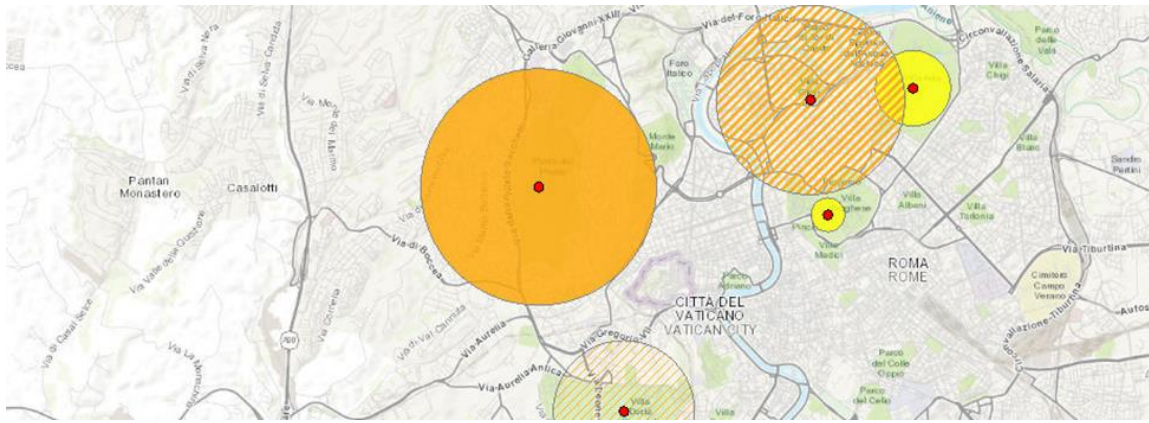
Salamanca University, Public University, SPAIN

Founded in 1218, and one of the oldest Universities in Europe, is today a modern European University, open to the culture of practically every branch of teaching. With more than 3.000 researchers, who make up 70 departments, 26 Faculties and Schools, 18 institutes and other research units belonging to the social, biomedical, human, experimental and formal sciences, it stands out as one of the main public research organizations in Spain.

WESTBIC, EU Business & Innovation Centre, IRELAND

Established in 1987, WESTBIC is the official EU Business & Innovation Centre operating in the Border, Midland & Western (BMW) Region of Ireland, with office locations and service points spread across the territory.

Meet the Partners



Other News in Your Region

Ireland

Dublin Airport has new app to track its assets - [here](#)

Spain

Greece

Portugal

The Potential of Probes as a Geomarketing Tool - [here](#)

Latest News: Galway Partner Meeting

The fourth partner meeting of the Get Up project was hosted by WestBIC in Galway on June 7th 2019.

The meeting reviewed key developments to date and set out plans for the crucial pilot testing phase which will commence shortly (see P4).

The Get Up partners are looking for young adults (under 25 years), entrepreneurs and educators as well as business support organisations to try out the Geomarketing Information Systems & Location Intelligence concepts, available via the Get Up platform, to help entrepreneurs to achieve their objectives and implement their business ideas

The Get Up Partners (below) at their recent meeting in Galway



GIS and LI in the News

A recent article in **GeoSpatial World** looks at 'Top smart cities in the world and how location tech is powering them' – see [here](#) for the article.

BBNTimes looks at 'How Retailers Can Benefit from Location Intelligence – see the article [here](#)

Esri Ireland, the market leader in geographic information services, recently announced that three schools from Lurgan, Co. Armagh, presented a cross-community [project](#) to 19,000 attendees as part of the opening session to Esri's International User Conference in San Diego. The pupils became the first students from outside of the USA to present on the main stage in the conference's 39-year history.



Ireland & UK

Spain

Portugal

Greece

Upcoming Events - Get involved with Get Up

Pilot testing of the Get Up Learning Modules and Platform.

We will shortly begin the pilot phase of the Get Up project which will see the testing of our 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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Contact Details:

- Italy:** Nunzio Casalino, Professor of Business Organization, LUISS Business School, Via Nomentana 216 – 00162 Rome – Italy. Email: ncasalino@luiss.it
- Spain:** Angel Luis Muñoz Nieto, Profesor Titular de Universidad, Universidad de Salamanca, Calle Hornos Caleros 50, 05003 Avila, Spain - almuni@usal.es
- Ireland:** Niamh Lalor, WestBIC, GTC, Mervue Business Park, Galway, Ireland. nlalor@westbic.ie
- Greece:** Nikos Lambrinos, Full Professor of Geography Teaching, Aristotle University of Thessaloniki, Dept. of Primary Education, University Campus, 54124 Thessaloniki, Greece - labrinos@eled.auth.gr
- Portugal:** Márcia Silva, Partner/ Project Manager, AidLearn, R. Frederico George, 31 B | 1600-012 Lisboa, Portugal - marcia.silva@aidlearn.pt
- Ana Ana Marques, Marketing & Communication Manager, Esri Portugal, Rua das Vigias, n.º2 - 1ºA | 1990-506 Lisboa | PORTUGAL



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