

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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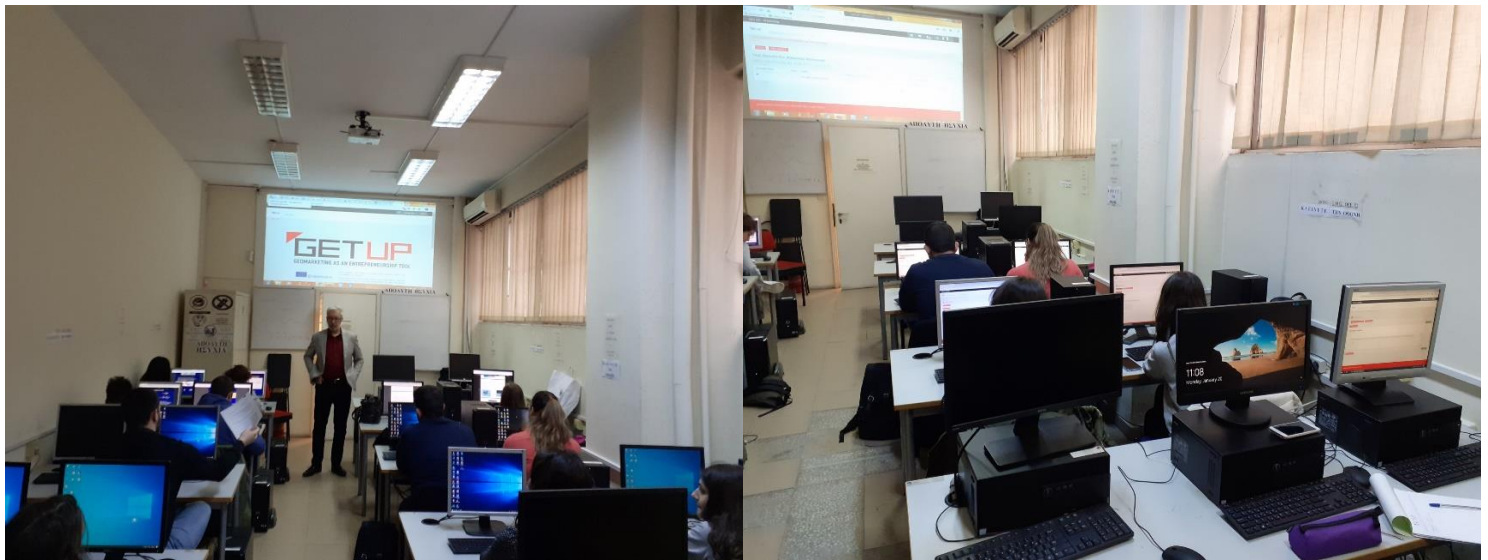
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Target Group

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 update

Get Up pilot testing continues to take place amongst the partner organisations:

In **Greece**, fifteen graduates from Aristotle University of Thessaloniki graduates experienced the platform and the modules. According to the feedback received respondents indicated that it was something totally new for them and that they found it very interesting.

In **Ireland**, twenty one participants were involved in the piloting sessions conducted by WestBIC. Here the context for the Get Up project was introduced to participants followed by an introduction to the platform and the various modules. Participants also completed a self-assessment and followed this up with a practical, hands-on demonstration of the worked examples on the ArcGIS platform. This attracted a lot of attention from the participants with most of them indicating that they would like to do more work on the Get Up platform in the future but that they especially wanted to find out more about Geographic Information Systems and Location Intelligence tools.

The final meeting of the GET UP pilot training took place in **Portugal** at the ESRI headquarters in Lisbon on 14 January 2020. The training was attended by four trainees and three trainers from AidLearn and ESRI. Márcia Silva and Sérgio Prazeres were the representatives of AidLearn who were part of the training body at both moments of the training, along with Daniela Quino representing ESRI. In this final meeting the evaluation of the Business Plan that each student or group elaborated during the training was made, with adequate feedback being given and possible meetings with experts and investors in the industry being discussed.

Students demonstrated the knowledge gained and applied in a practical assessment element and received an evaluation that will allow them to improve their Plan and potentially put it into practice in the business world. Finally, a self and straight assessment of the training and pilot action was made by the trainees and evaluators. The criticisms and suggestions offered were recorded in order to further improve the GET UP training methodology.

More information on this project can be found at <http://getup-project.eu/en/index.html> and follow the latest news on the Facebook page at <https://www.facebook.com/GetUpEUPProject/>

If you are interested in more information about the project please contact <http://aidlearn.com/en/company/contacts/contact-us.html>

GIS and LI in the News

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