

# GAMEUP KICK-OFF MEETING

PARIS - MAY 9TH 2023



The kick-off meeting of the GAMEUP project took place in Paris, France. The European Commission finances the project in the 2023 Erasmus+ edition within the call KA220-HED - Cooperation partnerships in higher education.

## INNOVATIVE ENTREPRENEURIAL EDUCATION

The project proposal arose from the need to enhance entrepreneurial education for higher education students through innovative and engaging techniques. With the rapidly changing job market and the increasing demand for entrepreneurial skills, it is essential to prepare students to face these challenges effectively.

The GAMEUP project focuses on using gamification to create dynamic and interactive learning experiences. These techniques not only make learning more engaging but also help students develop the necessary competencies to thrive in a competitive economic environment.

According to 2021 Eurostat data, the employment rate for the 20-29 age group in the EU is 62.9%, and about 20% of vocational high school and university graduates are looking for a job. GAMEUP will be key to achieving the objectives of the European Education Area, which aims to reach an 82% employment rate for recent graduates by 2025. Through innovative digital entrepreneurial education, GAMEUP will support the efforts introduced in the European Education Area (EC, 2020).

For more information, stay tuned for updates and opportunities to engage with the GAMEUP project. Find out more on the project's official website [Gameup](https://gameup.eu).

The GAMEUP project aims to revolutionize entrepreneurial education for higher education students by leveraging gamification techniques. By creating engaging and dynamic learning experiences, GAMEUP seeks to equip students with essential entrepreneurial skills, fostering an entrepreneurial mindset to meet the demands of the competitive job market. Project Results for Objectives: R1:A Gamified Self Assessment and Recommendation Tool on Entrepreneurship(SERT); R2: Gamified Online Course (GOC).



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