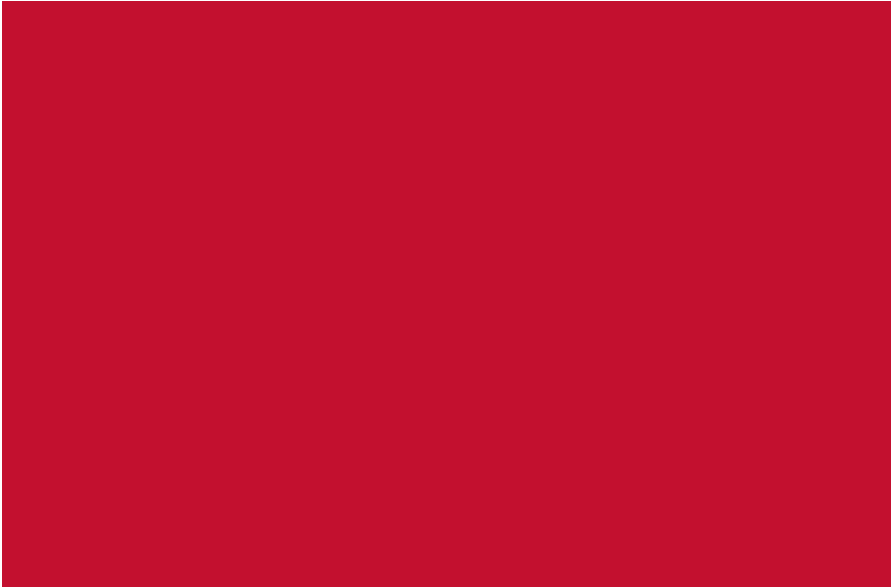


GET-IT right:
HP training gives young people
a head-start in business



“GET-IT training opens up two fascinating worlds to our participants: the IT world and the world of entrepreneurship. For our underprivileged young people, it leads to a boost in self-confidence, creativity and much needed know-how.”

Erik Dauwen, Director NFTE Belgium



How can HP help young people in Europe, the Middle East and Africa (EMEA) aim for success in the global economy?

Unemployment is most acute for the age group that represents our future. In the European Union alone, over 13 percent of young people below the age of 24 were unemployed in 2007. Unemployment is even higher for young people in the emerging economies of Russia (17%), the Middle East (23%) and Africa (North Africa: 30%; Sub-Sahara: 18%)¹.

HP's answer is to empower these young people through "GET-IT": a whole new kind of training that combines the basics of entrepreneurship with practical, hands-on experience in the use of technology.

An intensive course for graduates in business IT

"Graduate Entrepreneurship Training through IT" (GET-IT) is helping young un- or underemployed people and graduates (16-25 years) acquire the business and IT skills to enter professional life, in many cases launching their own businesses. Since the launch of GET-IT in May 2007, HP and its partners opened 70 centres in 25 countries across Europe, the Middle East and Africa – from Belgium to Russia, Ireland to South Africa.

GET-IT training consists of interactive courses that deal with practical IT solutions for daily business challenges. The core element is a curriculum called Technology Tools (T-Tools). It fills the gap between business and standard IT courses. The modules explore how different IT solutions can address common business challenges in the areas of Management and Operations, Finances, Communication, and Marketing. The training also puts students in a better position to evaluate their own skills and to identify their own needs for further training and development.

Global technology tools, local training

Any non-governmental, governmental or civic organisation that promotes entrepreneurship, or offers business or IT skills training to under- or unemployed youth, can apply to join the GET-IT programme. In order to guarantee the quality and consistency of the curriculum, all participating organisations must meet GET-IT criteria for their facilities and the capabilities of their trainers.



Participating organisations receive HP equipment, a guidance course for their trainers and the T-Tools training materials which are available in local languages. Ultimately, GET-IT centres will form a community with direct exchanges among trainers. By creating this community, HP will be able to identify best practices and reward them.

"HP's GET-IT programme offers an integrated educational approach by working with local community groups," said Jeannette Weisschuh, head of HP Corporate Affairs, HP EMEA. "The programme is designed to be locally relevant, while offering solutions that go beyond simple equipment donations. We actually help people understand how to use the technology for practical applications as well as for creative endeavours."

In deploying GET-IT across EMEA, HP partners with the Micro-Enterprise Acceleration Institute (MEA-I), a non-profit organisation that works with local authorities and business associations to help advance teaching and learning programmes for young entrepreneurs and small business owners.

Half a million students by 2010

In the first year of its existence, the GET-IT programme trained almost 8,000 young people. HP is looking for more organisations to join the expanding GET-IT network. The goal is to reach half a million students by 2010.

HP is integrating GET-IT into existing programmes to reach more students or graduates across Europe. Together with one of the largest entrepreneurship training organisations, Junior Achievement Young Enterprise (JA-YE) Europe, HP ran a pilot in the past year to implement GET-IT in existing JA-YE programmes in Finland, Romania, Russia, and Switzerland. "GET-IT is an initiative we're quite excited about," said Caroline Jenner, CEO of JA-YE Europe. "We think that this is a very good tool to integrate into our entrepreneurship programmes at the secondary and university level across the continent. We know such education is highly motivating for young people. 25-30% of our graduates go on to create their own businesses (four times the European average) and these kinds of initiatives will only help make them even more successful and sustainable enterprises."

¹ Source: The Millenium Development Goals Report 2007



In a lot of African countries young people are thinking of starting a business. It may be a very small business but in their local situation it's promising work. So here we are helping them by showing them how technology can help improve their business.

Mr. Masayoshi Matsushita,
UNIDO Representative in Nigeria

An increasing number of GET-IT students are in Africa. HP and the United Nations Industrial Development Organization (UNIDO) have formed a strategic partnership to extend GET-IT to African countries. "UNIDO needed a partner who could share their vision as well as deliver the managed infrastructure, technology solutions and training expertise. For these reasons, HP is the ideal partner for us," commented UNIDO Director-General, Mr. Kandeh K. Yumkella.

After launching GET-IT in six countries (Egypt, Morocco, Nigeria, South Africa, Tunisia, and Uganda) in 2008, UNIDO and HP plan to expand this programme throughout the African continent. Both partners are committed to providing essential entrepreneurship and IT skills for young people in order to alleviate poverty and make a positive contribution to the Millennium Development Goals.

GET-IT city

The launch of a new online portal in 2008 is a GET-IT milestone. Young entrepreneurs are logging onto the site – www.getit-city.net – for training and advice. The portal allows young people who don't live close to a GET-IT training centre to tap into some of the content of the GET-IT course online, in a fun way.

GET-IT city is also the place to leap into "serious gaming." The first game in a series of practical business games is designed to accelerate IT knowledge and improve business smarts.

Players assume the role of an event manager, progressing through eight scenarios spread over two virtual 'days.' In order to win, they must effectively cope with clients and overcome a variety of IT security challenges within the time limits. Players gain points each time they successfully complete a task and can 'spend' them in a virtual shop on resources like security software.

Mentoring young people who mean business

With GET-IT, HP is responding to strong market demand for entrepreneurship training that recognises the role of small and medium businesses and young people in the economies of EMEA countries. As the leading technology provider to the small and medium business market in Europe, the Middle East and Africa, HP is uniquely qualified to help.

In the current global business environment, economic success depends more than ever on a supply of young entrepreneurs with bright ideas. Young people who know what to do with technology.

At a glance

Mission:

Improving the chances of young people in under-served regions by equipping them with the skills to find a job or set up their own business.

URLs

GET-IT

www.graduate-training-through-it.net

GET-IT City

www.getit-city.net

MEA-I

www.mea-i.org

UNIDO

www.unido.org

HP Global Citizenship in EMEA

www.hp.com/eur/globalcitizenship



Challenge

Many graduates lack the IT skills and business knowledge they need in the job market, let alone to realise their entrepreneurial dreams.

Solution

With GET-IT, HP is helping young, unemployed graduates with entrepreneurship training, often motivating them to start their own business. HP and its development partners have researched and beta-tested the HP training curriculum in real world situations. The curriculum is now taught in all GET-IT centres.

Results

The GET-IT programme is training thousands of graduates across countries in Europe, the Middle East and Africa. Since 2007, HP and its partners have launched 70 learning centres in 25 countries.

For more information about HP's Global Citizenship activities, please contact us at corporateaffairsemea@hp.com

For information on how working with HP can benefit you, please contact your local HP service representative or reseller, or visit www.hp.com