

Erasmus +

**About HERE and Erasmus +
HERE Map Makers
Keep exploring**

HERE's location services and Erasmus + have the same goal: help people explore the world.

We are therefore very happy and proud to collaborate with the EU to enhance technology transfers in the European school education system.

1. About HERE Technologies

- What is HERE Technologies?

HERE is a **location cloud company** that provides real-time location applications for consumers, vehicles, enterprises and cities.

Backed is backed up by **Intel** and a consortium of leading automotive companies consisting of **AUDI, BMW** and **Daimler**.

Our vision is to **enable the autonomous world**.

Our mission is to create **a digital representation of reality**.

- Tell me more about your **map expertise**.

We offer

maps in **200 countries**
live traffic information for 60 countries
maps for more than 90,000 buildings

We collect information from **100 000 sources**.

We make **several million changes** to our map database every single day.

- Tell me more about the HERE Map Creator community.

Map Creator is the name of the site and mobile apps (android and iOS) HERE offers to end-users to update the HERE map

We have a worldwide community, managed by 40+ community managers in more than 70 countries.

We have 3 main audiences

- Map lovers: people that like mapping or that are studying GIS or geography
- Local business owners, tourist agencies, ... or any other institution or company that has an interest in having its business on the map
- Users of the HERE map (HERE WeGo, BMW etc owners, ...) and that detected a map error

- Which **industries** do you work with?

The automotive industry accounts for most of HERE's sales. HERE maps can be found in **four out of five in-car navigation systems**.

We also work with social media companies (**Facebook**) logistic companies (**Amazon**, FedEx, USP) and technology companies (**Microsoft**, Samsung).

HERE also serves numerous **government agencies** around the world, including in the United States (The City of Toronto, Maryland, Illinois) and Europe (The City of Hamburg, The Department of Transport of Finland and Belgium).

- How do you enable the **autonomous world**?

HERE Technologies is developing a **High Definition map** that will be essential to enabling the autonomous world.

The HD map is a map that is made **for machines by machines**.

It has a **20-cm precision** and is **updated in real time**.

We are working with more than **twenty globally-recognized automotive companies** (Toyota, PSA, Bosch) on vehicle automation. We are about to announce **our first commercial deals**.

2. HERE Technologies' collaboration with Erasmus +

- What is **HERE's involvement in Erasmus +**?

HERE Technologies has been selected by the European Union to **teach** students from **all over Europe** to **make maps** using the **latest technological tools**.

Our project is called **HERE Map Makers**, involved **7 schools from 5 countries** (Slovenia, Poland, Italy, Croatia and Spain) and is lasting for **2 years**.

By supporting the "HERE Map Makers" project, the EU aims to **foster exchange of best practices in the digital area across the European Education System**.

- HERE Technologies is a commercial company that makes money out of selling location data and services. Why do you need **public money** from the European Union?

This is a real **win-win situation**: we teach GIS students to use the latest technologies so that they have better job prospects and in return, we get the chance to convince prospective localization professionals of our product.

Do we get money for our geolocation data? Yes, we do. Like any other company out there.

Does that mean that we should refrain from working with public organisations? I don't think so, as long as both parties are happy with the deal.