

About the Project

Generation Z, born after 1995, is starting to grow up, with the oldest members of the cohort now approaching 21 years old. Generation Z, is more likely to value independence and therefore is poised to become the most entrepreneurial generation ever. Nowadays, social media has become pervasive in empowering young Europeans in their educational, academic and professional life, and Gen Z is the first generation to innately understand the true power of social media. The Gen-Z project, aims to join efforts for empowering this generation to become social media entrepreneurs and at the same time developing their key competences and employability skills. A further by-product of this project will be to enable linkages, where Gen-Z beneficiaries will be able to support other businesses with their own capacity to use social media to improve their businesses.

Target Group



Youngsters



Educators and Educational Providers



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The Rural Hub

www.genz-project.eu



Gen-Z

Developing competences and opportunities for social media entrepreneurship

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Outputs

IO1: Social Media Entrepreneurs profiles

This output aims to identify good examples of social media businesses to better profile the training curriculum (O2) and gather role models to inspire the Generation Z to become social media entrepreneurs. The output will offer a two-side perspective of social media entrepreneurship, the business and the entrepreneur, that will be presented through good practices and by profiling some role models.

IO2: Training curriculum on social media businesses

The aim is to develop and pilot a bespoke training curriculum for future youth social media entrepreneurs on topics such:

- Practicing social media entrepreneurship
- Mastering the major social media platforms
- Planning my social media business
- Mastering tools to creating social media viral contents
- Building my social media influencer marketing and advertising strategy
- Starting, monetizing and managing my business

IO3: In-service training

The aim is to develop and pilot a blended in-service training for empowering VET trainers, teachers and mentors to support the implementation of the training curriculum on social media business.

IO4: Gen-Z hub

The aim is to develop a tailored digital learning hub to give free and user-friendly access to the full suite of project's learning materials, including videos and infographics (O1) and support the e-learning components of both, training curriculum (O2) and in-service training (O3). In addition, a virtual social media entrepreneurship community will be launched to promote exchanges, recommendations, pointers, tips and tricks, best practices, insights and innovations to go further in social media entrepreneurship learning.

Expected impact

The Gen-Z project wants to bring together the opportunity provided by the world of social media and the motivation that drives this generation of youngsters, to develop their employability and entrepreneurship skills.