



Gen-Z

Developing competences and opportunities for social media entrepreneurship 2nd eShot

This year has been a challenge to all professionals worldwide due to the Covid-19 pandemic. The Gen-Z project began with an enthusiastic kick-off meeting where partners came together and discussed about the project. Sadly, subsequent partners meetings were only allowed to go virtual for safety reasons, but the initial enthusiasm for the project remains intact.

But how is this relevant to the Gen-Z project?

Gen-Z, born after 1995, are just entering the workforce or they are in their infant steps into the professional world. Just imagine, if this global challenge has influenced the lives of well-established professionals or businesses what would be the effect on the Gen-Z? Having said that, there could not be a better time to highlight the importance of this project's scope of work. When everyone is going online, kept indoors or is social distancing, the Gen-Z generation must take full advantage of this opportunity and become social media entrepreneurs. Specifically, social media entrepreneurship has the potential to allow good business ideas to take off, while it allows the expansion of entrepreneurial skills and self-employment, in which Gen-Z are keen to.



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Gen-Z Project Output 1 (IO1)

In the scope of Gen-Z project, as a first output, the project partners identified the need to have a collection of good examples of social media businesses. The idea behind this was to have a two-fold outcome. First, to scan successful social media businesses ideas and profile them as a preliminary stage for the training curriculum that will follow in the future. Secondly, the partnership believed that the gathering of role models of social media entrepreneurs would inspire the Generation Z to become social media entrepreneurs themselves. Finally, it is imperative to mention that in our analysis we did not only focus on the actual businesses, but also on the entrepreneur behind it.

Social Media Entrepreneurs Profiles

For the first milestone of the project, we received [16 Social Media Entrepreneurs profiles](#) coming from 9 different countries. These entrepreneurs operate in different sectors, but they all share the same passion for social media, which is one of the main factors behind their success. Based on that, it is obvious that social media can offer great benefits to a wide range of sectors. To name just a few, the business sectors in these profiles range from coffee shops and restaurants to designers, make-up artists, attorneys and more.

Next Steps

The next step will be to develop a training curriculum on social media businesses specialized for VET learners. This will involve a blended in-service training to empower VET trainers, teachers, and mentors. Finally, the development of the digital, open and freely available to all **Gen-Z Hub** will serve as the main learning hub not only for VET learners and trainers, teachers and mentors, but for all generation Z, educators and educational providers.



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Gen-Z project's Partnership

The partnership of the project consists of The Rural hub from **Ireland**, CARDET (Center for the Advancement of Research & Development in Educational Technology) from **Cyprus**, CWEP from **Portugal**, Evolve Global Solutions Ltd from **Great Britain**, INFODEF(Instituto para el fomendo del Desarrollo y la formacion S.L.) from **Spain**, Mindshift (Mindshift Talent Advisory) from **Portugal** and IED (Institute of Entrepreneurship) from **Greece**.



For more further information, visit our project's official website in order not to miss its updates:

www.genz-project.eu

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