



# Gen-Z

Developing competences and opportunities for social media entrepreneurship  
3<sup>rd</sup> eShot

Entrepreneurship is a rapidly changing landscape, and the development of its digital aspect became more topical than ever; particularly, in the circumstances caused due to the COVID-19 pandemic. Therefore, the need for social media entrepreneurship became more topical than ever. Our cohort created the insightful project of Gen-Z, as a substantial solution corresponding to the demand of social media entrepreneurship.

## Gen-Z: Promoting Social Media Entrepreneurship Through Education and Networking

Gen-Z has concluded its materialization course, with the delivery of high-quality products. In particular, the idea behind this project is founded on the competence and understanding of the social media significance, by the Generation Z. The project partnership aimed at equipping the Generation-Z with the necessary knowledge to become social media entrepreneurs, through the enhancement of their key competences and employability skills. Furthermore, the project design involved the creation of a network among the beneficiaries, as a reference point of pertinent knowledge and practices' exchange, for the empowerment of other businesses.



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## An Overview of the Produced Gen-Z Results

The key element of the project design was to impart knowledge about social media entrepreneurship. These are the intellectual outputs delivered, throughout the project course:

- [Social Media Entrepreneurs Profiles \(IO1\)](#): The partnership began with the process of mapping and gathering key elements that constitute the profile of a successful entrepreneur and business. At this stage, the partnership examined cases of existing successful examples and good practices.
- [Training Curriculum \(IO2\)](#): Subsequently, a training curriculum, in the framework of social media business, was developed and tested. The contents explore pertinent topics, such as: 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.
- [In-Service Training \(IO3\)](#): This stage was focused on the reinforcement of trainers, teachers, and mentors, for the best possible implementation of the training curriculum.
- [The Gen-Z Hub \(IO4\)](#): The creation of Gen-Z hub is the digital spot, where all the aforementioned project outputs are gathered. Moreover, the Gen-Z hub will operate as a point of exchange for the virtual community that represents social media entrepreneurship.



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## Gen-Z Strategic Partnership

It was a driven and productive cooperation, between 8 organizations, with shared mission. Undoubtedly, the products delivered are of high-quality; and they are expected to provide essential endorsement to current and future social media entrepreneurs.

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 Development) from **Greece**.



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

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