



The **Gen-Z**: “*Developing Competence and opportunities for social media entrepreneurship*” project, was launched in September 2019. Generation Z is referred to the young adults, born after 1995, who are now entering the workforce or have already done their primary steps. 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.

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.

Gen-Z project’s activities include:

In Gen-Z project, partners, will gather their fields of expertise in order to create four Intellectual Outputs. More specifically:

- Through the **Social Media Entrepreneurs profiles**, they will identify role models to serve as good and ethical examples of social media entrepreneurial activity.
- Through the **Training curriculum on social media businesses** they will develop and test a bespoke training curriculum on social media businesses for VET learners.
- They will develop and test a blended in-service training for empowering VET trainers, teachers and mentors through the **In-service training**.
- The development of the **Gen-Z Hub** will serve as a social media entrepreneurship learning hub, for both VET learners and VET trainers, teachers and mentors.



Gen-Z

Developing competences and opportunities for social media entrepreneurship
1st Newsletter

By making the project's results digital, open and freely available to all, the resulting learning, skills and outcomes to be deployed is massive, not only in partners' countries but also across Europe and generate longer term benefits for other generation z youngsters, educators and educational providers.

Gen-Z project's Partnership

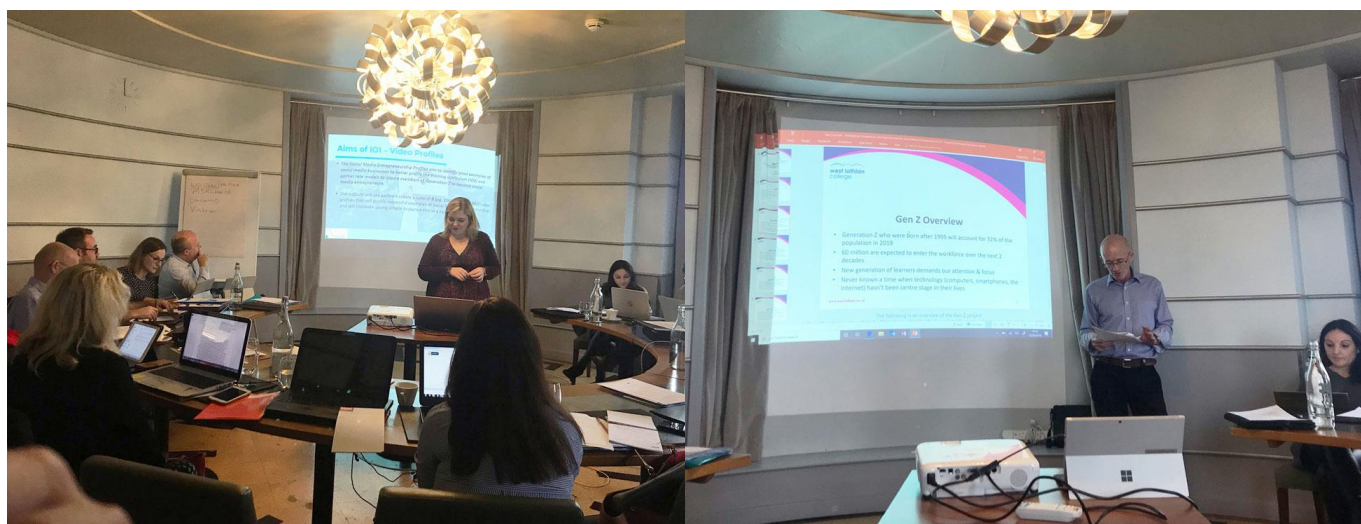
The partnership of the project consists of The Rural hub from **Ireland**, CARDET (Center for the Advancement of Research & Development in Educational Technology) from **Cyprus**, CWEP from **Poland**, Evolve Global Solutions Ltd from **Great Britain**, INFODEF(Instituto para el fomento del Desarrollo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





Gen-Z project's kick-off meeting

The **kick-off meeting** of the project took place in Stafford Upon Avon, in the UK. During the meeting, partners presented their action plan and the way that they are going to work in order to provide youngsters the opportunity that is provided by the **world of social media**, to develop their employability and entrepreneurship skills.



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

www.genz-project.eu