



Gen-Z

Developing competences and opportunities for social media entrepreneurship
3rd eShot

In these difficult COVID-19 times, the GEN-Z project partners keep up the good vibes and continue working at full speed on designing and developing all the needed material and tools in order VET learners, VET trainers, teachers, and mentors to be more able to address and advance their knowledge gaps and skills. To this scope, partners have reached the completion of the training curriculum, formed to meet the needs of social media entrepreneurship. This stage, of the project, is aiming at enhancing key competences and employability skills of generation Z, which correspond to social entrepreneurship activities.

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

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. They understand social media allows them to circumvent traditional recruitment channels and talk directly to potential employers, and they know that if they want to start a business, they can have direct contact with their customers. This entrepreneurial energy has the potential to provide huge economic benefit for businesses that are willing to embrace it. In light of the challenges and opportunities arising from social media and a clear need for better support for VET learners with cutting-edge approaches, 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. Based on these needs, the partnership put their best effort to achieve it. The results that have been achieved so far, are presented below.



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Gen-Z IO2: Training curriculum on social media businesses

The project has reached the stage of training curriculum development on social media businesses specialized for VET learners. This step is aiming at educating young learners, on how to embody social media on their business activity, in an efficient manner. The training curriculum consists of the following six (6) modules:

- 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.

At this point, the project’s second intellectual output is currently being pilot tested in each partner country to gather insights for its effectiveness. As a next step, partners will update and validate the final content of the training curriculum.

Gen-Z IO3: In-service training

Along side with the development of the training curriculum, partners have proceeded to the development of the blended in-service training to empower VET trainers, teachers, and mentors, which is currently also pilot tested in order to validate the methods and tools used and their applicability in real time.

Gen-Z IO4: GEN-Z Hub

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. All the aforementioned results have been released in English, Greek, Spanish, Polish and Portugal and are available for use, at the [Gen-Z Hub](#).

What to Expect Next

With the completion of the pilot testing activities, the following step, in the project’s design, is the update and finalization of the content and the overall spread of the results worldwide and the provision of in-service trainings.



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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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