

# EMPOWER GEN-Z WOMEN WITH DIGITAL ENTREPRENEURSHIP SKILLS



D I G I T A L  
Z - W O M E N

## E-BRIEF

July 2022

### Development of e-Collection of Inspirational Stories

To support Gen-Z women visualising possible digital entrepreneurship paths, a set of 16 inspirational stories presenting role models and best practices on digital entrepreneurship among Gen-Z women are developed by all the partners.

The Digital Z-Woman team is currently collecting experiences from pioneers in the field of digital entrepreneurship. They aren't just any old pioneers, they are gen-Z'ers and they are women, and they have something they are passionate about. Stay tuned, as we soon have examples of young women from all over Europe, leading the way into digital entrepreneurship.

We identified relevant and inspirational Gen-Z women digital entrepreneurship role models and provided further details about their digital entrepreneurial stories, focusing on essential dimensions of digital businesses and lifestyle as



### ABOUT DIGITAL Z-WOMEN

Generation Z (Gen-Z), also known as "iGeneration", born between 1995 and 2010, is the most prepared generation for digital technologies and the one more prone to an entrepreneurial and innovative mindset.

However, this generation has also been severely affected by the COVID-19 crisis, that exacerbated existing barriers and challenges related with their education, job prospects and work-related incomes. Adding to this is the still generalized gender-related disadvantages and continuous search for equitable opportunities faced by Gen-Z women.

The DIGITAL Z-WOMEN project's main goal is thus to **empower young Gen-Z women with advanced digital innovative and entrepreneurship skills**, as well as capacitate the VET (Vocational Education and Training) professionals who work with them.



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## 2<sup>nd</sup> transnational partners' meeting

23rd – 24th June 2022 we have organized 2nd transnational partners' meeting in Copenhagen, Denmark. Beside other project results and issues we have discussed development of the DIGITAL Z-WOMEN Learning Journey, result two - the objective of the result, along with an analytical timeline for its successful implementation.

Two areas to cover by the learning modules, digital entrepreneurship and digital business development. We will use factual information as well as storytelling approach, problem oriented case studies and complementary reading and exploration of suggestions. The tutorials will include guidelines and recommendations for VET teachers & counsellors.

## Development of DIGITAL Z-WOMEN Online Hub and Toolkit

To deliver Gen-Z women and VET trainers and mentors a fully integrated and comprehensive learning journey on digital entrepreneurship, an online hub, and an interactive toolkit is created and made available as OER. The online Hub will present all project results as a thematic toolkit that allows for a full or content-focused exploration of the topics covered by the project, moving from the interactive exercises to the booklets, complementary tutorials, and related inspirational stories.

This page <http://digitalzwomen.erasmus.site/> has standard layout and now is structured in 6 public sections and a reserved area: Home, About the Project, Project Results, Project Partners and Download.



## Local experts groups

Digital storytelling, design thinking tools, and play-based learning approaches will be applied to foster an effective development of digital entrepreneurship skills of Gen-Z women and digital entrepreneurs, building mentors and VET providers' capacity to work with them on the targeted topics.

The consortium discussed the composition and size of the local experts groups. These groups will be established in each participated country. Each partner will contact 3-5 local experts from the stakeholders indicated and beyond, depending on the scope of the task at hand with the aim of fostering closer cooperation between education and training providers and business/companies, allowing for a better understanding on the needs and demands of the labour market related to the digital transformation, and promoting a closer approach from training providers to real businesses, with a strategic focus on Gen-Z women's advancement.