



## **Erasmus+ Project**

### **iGEN – Interwork Between Generation Z and Employers**

#### **The Project**

The project "iGEN - Interwork Between Gen Z and Employers" is implemented in the framework of Erasmus+ VET program. The subject of the project is cooperation between two main actors on the labour market - members of generation Z and employers. The main goal of our project is to try and close the gap between employers and youth, building up cooperation between the two major players of job markets and creating an effective and successful work environment.

Companies face several challenges due to changes in labor market trends, such as a trend of labor demand exceeding labor supply in the near future, or the already three different generations (baby boomers, X and Y) present in the labor market augmented with the new generation, so called Gen Z, recently entering the job market with whole new expectations, and so little known about.

The two main target groups of our project therefore are companies who already, or will have gen Z employees, and members of gen Z, with the aim of harmonizing the needs of both sides, and bringing effective solutions to help them be more prepared for the new ways of cooperation.

The project will produce several outputs. The first output will be methodology providing methods, tools and best practices for SMEs to create an attractive, supporting and retaining working environment. The second output will be the Mentor training, developed based on our surveys of European SMEs and demands of Gen Z. The third output of the project is a soft skill training material produced for members of Gen Z, based on the company survey and further research, prepared in a form adjusted to learning ways of Gen Z. This will help young employees to be more prepared for, and more confident and content at work, more assertive and able to solve problems due to understanding the demands of the job market and the working styles of older generations.

Due to and besides these, we expect the employment rate of Gen Z members to increase, the role of SMEs in the labor market and in the local and national industry to grow and the project conception and achievements to reach the decision makers of the educational sector, HR professionals and mentors of the companies, or similar organizations in partner countries. Each result of the project will be disseminated and maintained after end of project development.

#### **The Partnership**

The project is developed by six partners: Czech University of Life Sciences (Czech Republic), TREBAG (Hungary), Dekaplus Business Services (Cyprus), Exponential Training & Assessment (UK), Media Creativa (Spain), Universita Politecnico do Porto (Portugal), and INNEO (Poland). The organizations have different sizes, characteristics and fields of specializations, which helps us develop a very effective cooperation. The project meetings are scheduled in regular basis to stay constantly involved in the project and focused on our goals.



### Meeting in Prague

The kick-off meeting in the framework of the project iGEN – Interwork Between Gen Z and Employers took place in Prague (Czech Republic) on 10th-11th November 2016. The meeting has been hosted by Czech University of Life Sciences, coordinator of the project.

The meeting started with welcoming and presentation of partners. All partners presented their organizations. The coordinator presented the project development plan including deadlines of tasks and division of work between partners. Partners have discussed the activities, focusing on the first output (Methodology), Dissemination Plan and Evaluation Plan.

On the second day the partners summarized the meeting and the Czech partner issued certificates for participants. Then partners went for a lunch followed by short walk in Prague.





### **Intellectual Output 1**

The first output in the framework of iGEN project is Methodology. The partnership will work on methodology during first year of the project.

On the basis of the gen Z and company surveys' results, a comprehensive methodology will be developed as the main intellectual output of the project.

At the first phase of the methodology development we will carry out a research on the work experiences and needs of Gen Z through quantitative and qualitative surveys. After collecting data, national reports will be produced and synthesized in an overall report adding conclusions. The final report will be accessible online in pdf format.

The second part of the methodology development is the report on opinions, experiences, and requirements of employers. This comprehensive set of data collection will be a very valuable information package to expand the picture with companies' perspective. The partnership will produce a report on the results of the gathered data in printable pdf format in all partner languages. It will act as the evidence base for the development of the methodology for companies and will help producing the training material for members of gen Z.

The third phase will be final development of methodology. Our main intellectual output is a complex methodology for companies in order to help them raise interest of and retain gen Z employees. The Methodology relies on the two thorough and extensive analysis of both target groups.

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<http://igenproject.eu>

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