

# IGEN PROJECT NEWSLETTER 3



Erasmus+

## WELCOME TO THE THIRD NEWSLETTER OF THE „INTERWORK BETWEEN GENERATION Z AND EMPLOYERS“ PROJECT!

We will tell you more about:

- the company survey,
- the multiplayer events,
- the third project meeting.



## WHAT HAS BEEN DONE?

### IO 1.2 - COMPANY SURVEY

All of the project outputs are based on very thorough research phase. First survey involving members of gen Z (16-21yrs) has already been carried out.

Recently the partners have conducted company survey to explore points of view of business owners, managers and mentors. Altogether 392 representatives of companies were involved in the research in 7 countries. Based on the results the national report has been produced.

This complex approach has helped the consortium to better understand demands of both employees and entrepreneurs and allow adjust training to their needs and perspectives.

If you want to read the findings of our research - visit our website!

## WHAT IS COMING NEXT?

Based on the results of the survey, partners are currently working on developing the **Handbook for HR professionals and managers about how to attract and retain employees from generation Z.**

### IO 1.3 - HANDBOOK FOR HR PROFESSIONALS AND MANAGERS - MAIN GOALS

Thanks to the handbook the employers will be able to:

- gain better understanding of the attitudes, motivators and drives of gen Z, as well as their main features and characteristics relevant in the working environment,
- understand the generational differences and learn to be accepting, tolerant and able to objective,
- find out how to support and motivate new employees from gen Z to work more productively
- apply the given effective tools to their recruiting and retention strategies properly



# 3RD TRANSNATIONAL MEETING IN PORTO

Since we were approaching the most challenging stages of IGEN project, our third meeting was filled with hard work to clarify all the project's assumptions and produce very specific directions for each partner to know how to produce useful and high quality resources.

The meeting took place on the 18th-19th of September 2017 in the building of the Polytechnic Institute of Porto, Portugal.

## THE HOSTING PARTNER

**ISCAP - The School of Accounting and Administration of Porto** is located in S. Mamede de Infesta (Matosinhos), very close to the Porto Polytechnic Campus, offering its 4000-strong student population a range of innovative programmes (including Tourism Management, Internationalisation and Entrepreneurship, and others). ISCAP's actions concentrate on innovation in learning, creativity and e-learning.

It is also noteworthy that ISCAP management is highly keen on the process of internationalisation and increases the number of exchange programmes, being responsible for the highest rate of students' mobility in Portugal.

## THE MEETING'S SCHEDULE

Following the usual schedule the general introductions and greetings were followed by a short review of the project – outputs, objectives, schedule and methodology. Partners discussed among others the results of IO 1.2 - The company survey, which was conducted in all partner countries and aimed at getting familiar with fears and expectations of employers and managers towards generation Z.

Then the results of Transnational Report was presented, followed by presentation of national results of each partner. Great deal of attention was paid to discuss in details next outputs, in order to make sure the results are coherent, meet partners visions and target groups' needs.

The second part of the meeting was dedicated to the next part of output 1 - a Handbook for HR professionals and managers.

The meeting has ended in a friendly atmosphere and with clear divisions of upcoming tasks.

# MULTIPLAYER EVENTS



## THE SERIES OF MULTIPLIER EVENTS IN PARTNER COUNTRIES

There are great ideas behind the IGEN project. But what good would come from our effort if we were the only ones knowing about them? In 2017 there were series of Multiplier Events hosted in each partner's country to let people know about the project, with the total number of 160 participants.

### CYPRUS

One of the goals was bringing Gen Z members and Employers closer together. A lot of effort was put in Cyprus in creating workshops and initiating discussions to start a dialogue between those two groups.

### CZECH REPUBLIC

During the event in Prague the emphasis was put on sharing the experiences of both target groups members. 4 practitioners presented their knowledge about differences between generations.



Also several students talked about their fears, experiences and expectations towards entering the world of work.

### SPAIN

In Spain the group of final attendants consisted of people belonging to different organisations. The meeting was conducted in the form that invites people to discuss and share their thoughts.

### POLAND

The Polish meeting started with general presentations of main characteristics of all the generations present on the labour market. It was especially important because words like "Generation Z" or "Baby boomers" are not commonly used in Polish language. Both employers/managers and Generation Z members were present at the meeting.

### HUNGARY

Besides the presentations and discussions the participants were able to choose from two workshops. The first was a talent pool workshop: information about how to reach gen Z and communicate with them effectively. The second was a creative feedback workshop: hints and tips about how to give feedback to gen Z in a creative way.

### UK

The Event was delivered on three dates. In total, thirty five people attended the events including representatives from Eral Shilton Business Forum, micro and small enterprises as well as other stakeholders including a VET centre, a public sector body and other enterprises.

### Portugal

There were students present at the meeting as well as HR specialists, teachers and entrepreneurs. In total the group of 30 people.

To read the details and see more pictures - **visit our website!**

Learn more:



[www.igenproject.eu](http://www.igenproject.eu)



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