



IGEN PROJECT NEWSLETTER 1



IGEN – INTERWORK BETWEEN GENERATION Z AND EMPLOYERS

The project iGEN 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**.

OUTPUTS

The project will produce several outputs. The first output will be methodology providing methods, tools and best practices for SMEs to create an attractive and retaining working environment. The second output will be the Mentor training, developed based on our surveys of European SMEs and demands of

THE PARTNERSHIP

The project is developed by seven partners:

- Czech University of Life Sciences (Czech Republic)
- TREBAG (Hungary),
- Dekaplus Business Services (Cyprus)
- Expoential Training & Assessment (UK),
- Media Creativa (Spain)
- Universita Politecnico do Porto (Portugal)
- NNEO (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.





1ST TRANSNATIONAL MEETING IN PRAGUE

IGEN PROJECT—THIRD OUTPUT

The third output of the project is a **soft skill training** produced for members of Gen Z, based on the company survey, prepared in a form adjusted to learning ways of Gen Z. This will help 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 in partner countries. Each result of the project will be disseminated and maintained after end of project development.

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

THE HOSTING PARTNER

Czech University of Life Sciences is one of the leading life sciences universities in Central Europe. The large campus offers excellent opportunities for education and research. Next to classical agricultural and forestry studies the university also offers programmes in bio economy, environmental sciences, nature protection, sustainable resources, special breeding, economics, informatics, management, rural development, technology and related didactics.

The university enjoys co-operation with 165 partners in 22 countries within Europe and 12 countries in the Asia, Africa and America. Every fifth student of CULS has spent a part of his/her studies abroad. The total of 97 % of CULS graduates find employment immediately upon leaving the university, or continue their higher education. The majority of students find employment relevant to their fields of studies, and dozens find skilled professional employment abroad.

MEETING'S SCHEDULE

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.



MEET GEN Z - READ OUR ARTICLES!



HOW DO WE WORK ON THE METHODOLOGY?

The first output in the framework of iGEN project is Methodology. The partnership works 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 carried out a research on the work experiences and needs of Gen Z through quantitative and qualitative surveys. After collecting data, national reports were 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.

GENERATION Z - THE NEW KID ON THE BLOCK!

While Europe is trying to pick up its pieces from a number of recent blows (extended economic crisis, terrorist attacks, continuous waves of migrants, Brexit), dropping labour interest, especially from young entrants, is one of the challenges companies are called to deal with. The new generation, born between 1995 and 2012 and known as Generation Z (Gen Z), has characteristics and values that the previous generations have a difficult time interpreting.

Who are the members of Generation Z?

The true age bracket of Gen Z is up for deliberation among experts. Some believe members were born between 1991 and 2001; Entrepreneur says 1994 and 2010 are the key birth years. Still others say anyone born after 1995 lands squarely within the category.

The previous generations have been under the microscope for many years and their attitudes and values have been analysed extensively. Gen Z though, being the new kid on the block, it is still under observation. This article attempts to give an overview of who the Centennials (another name for Gen Z) really are.

Differences – from fashion to lifestyle

So far, the prevailing style for many still tends toward the timelessly teenage: jeans, cool sneakers and messy hair for boys; jeans, cool sneakers and neat hair for girls. One of the very few studies being conducted by the Futures Company, a global marketing consultancy, reported that 47 percent of the youths it surveyed say they "care a lot about whether their clothes are in style," compared with 65 percent for Generation Y (born between 1977 and 1994) surveyed in 1999.

Gen Z prefers spent 15.4 hours on average per week on smartphones, more than any other device. Along the same lines, they would rather have a digital conversation than a real-life discussion in many instances. They watch less TV than any other generation, just 13.2 hours per week. They are a huge nuisance to advertisers as they are not loyal to any social media platform and avoid ads by blocking them using relevant software. They have an attention span of 8 seconds and 11% has ADHD. Their favourite platform is Youtube as 70% of them watches there videos for at least 2 hours per day....

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