

EMPOWER GEN-Z WOMEN WITH DIGITAL ENTREPRENEURSHIP SKILLS



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

E-BRIEF

May 2023

3. transnational meeting of project partners

International meetings of project partners are very important activities. It is an opportunity for the representatives of the partner organisations to exchange experiences from the implementation of the project, to present the outputs they have produced and to agree on the next steps to produce the final outputs. The 3rd partners' meeting took place on 17 January 2023 in Lisbon. Originally we were supposed to meet in December 2022, but we agreed to postpone it to January, when accommodation and flights will be cheaper.

The meeting was attended by 10 representatives of the partner organisations and was held in Lisbon, Portugal near the zoo, PRAÇA NUNO RODRIGUES DOS SANTOS, NO. 7.



The host organization Mindshift provided us with the perfect meeting space, so all participants were satisfied. We discussed management issues, evaluation and dissemination of outputs, as well as the production of individual project outputs. Output 1 - Inspiring Women's Stories is now complete and ready for publication. Output 2 - Journey to Knowledge is in the design phase, as is output 3 - the online hub.

Friends of Mindshift, thank you once again for organizing the meeting and for the opportunity to share your experience of implementing a project in a beautiful city like Lisbon.



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Result No. 2 – Learning Journey

The second major output of the project is the educational programme Journey to Knowledge. The programme consists of a set of ten modules covering two areas: a) the basics of digital entrepreneurship and b) the basics of digital business development. These modules are designed in line with the EQF, ECVET, EntreComp and DigComp 2.1 and are structured to achieve learning outcomes structured in a competency-based system. In this way, students will acquire specific knowledge, skills and attitudes that will enable them to become digital entrepreneurs.

Learning journey



The first area, Digital Business Fundamentals, is made up of modules: Types of Digital Entrepreneurship, Key Platforms for Digital Entrepreneurship, Digital Entrepreneur Profile, Digital Entrepreneur Core Competencies and Life Role Balance/Integration.

The second area, Foundations of Digital Business Development, consists of the modules Managing Innovation & Business Ideas, Product/Service Development and Business Plan, Prototyping and Testing Digital Business, Marketing Strategy and Digital Content Creation, and Monetization Strategy and Digital Business Management.

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