

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

## 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 generalised 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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[www.linkedin.com/company/digital-z-woman/](https://www.linkedin.com/company/digital-z-woman/)



[www.digitalzwomen.erasmus.site](http://www.digitalzwomen.erasmus.site)

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## OUR ACTIVITIES



Production of a **collection of inspirational stories**, representing role-models and giving real-world examples of Gen-Z female digital entrepreneurs and the work they do



Development of a bespoke **learning journey**, made of booklets for Gen-Z women and guidelines and tips for VET professionals/mentors, focused on the essentials of digital entrepreneurship and digital business development



Creation of an **online hub and toolkit** that presents the inspirational stories and learning journey in a comprehensive, engaging, interactive and open-access way



Engagement of associated partners and stakeholders through **dissemination and scouting actions** to deploy DIGITAL Z-WOMEN, including the organisation of a final conference

## OUR TARGET GROUPS



Young Gen-Z women



VET professionals



Associated partners and stakeholders



## OUR PARTNERSHIP

