



## SOCIAL INNOVATION FOR EUROPE

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### IO1: Storytelling Mentorship Guideline for Youth: How to mentor young people to start their own business.

#### VIDEO SHEET AND HIGHLIGHTS

<b>Title</b>	<i>Ana - Topic 3. Social and Cultural Entrepreneurship as a reflection of Creativity</i>
<b>Length</b>	2:16
<b>Language</b>	<i>Romanian</i>
<b>Subtitles</b>	English
<b>Topics</b>	<ul style="list-style-type: none"><li>- <i>Creativity</i></li><li>- <i>Community development</i></li><li>- <i>Good practice</i></li><li>- <i>Social Media</i></li><li>- <i>Connection</i></li></ul>
<b>Description</b>	<i>The main pillar of the business should be built on the transposition of the answer to your and the community's needs, in the most creative and attractive way. Thus, the entrepreneur remains in close contact with the environment around him, especially now, through the use of social media channels.</i>
<b>Highlights</b>	<ul style="list-style-type: none"><li>- <i>Connect creativity with sustainability;</i></li><li>- <i>When establishing a business, be aware of the community's response. Try to grow together;</i></li><li>- <i>Use social media to its maximum potential, in your favour.</i></li></ul>