



SOCIAL INNOVATION FOR EUROPE

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

VIDEO SHEET AND HIGHLIGHTS

Title	SIE - IO1 - Success Stories - Spain - Rocío
Length	9:15
Language	Spanish
Subtitles	English
Topics	<ul style="list-style-type: none"> ▪ Rocío explains about the motivation needed to take the step and be an entrepreneur. ▪ Rocío shows the satisfaction and happiness that it means for her to undertake in the social field. She gives examples of how to bring benefits to society from a social entrepreneurship initiative. ▪ Rocío explains the importance of creativity when it comes to better helping society. ▪ Rocío recommends using social networks to reach a broader audience, and to find out what other entities are doing. She explains the benefits of letting people know you do a good job. ▪ She offers a complex but optimistic perspective on the future, highlighting that she is still worth it, and what she brings as a person to help people.
Description	<p>Success Stories</p> <p>A Spanish social entrepreneur with a positive experience an example of success, and how to face entrepreneurship, in an environment of strong social commitment, through a successful entrepreneurial initiative that arises socially to respond to the deficiencies detected in the environment.</p>
Highlights	<p>This video offers an example of success, where a small entrepreneurial activity in the social field has ended up being integrated into a larger network, providing greater benefit to society.</p> <p>The video responds to:</p> <ul style="list-style-type: none"> ▪ What is the necessary motivation in an entrepreneur? ▪ How can I bring benefits to society through social entrepreneurship? ▪ How can my creativity be useful when starting a business? ▪ How should I deal with the use and application of social networks in my entrepreneurial project? ▪ How to face entrepreneurship with optimism through overcoming problems and difficulties?



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