



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 - Topic 3 Social & Cultural Entrepreneurship as a reflection of Creativity - topcoach - Teo
Length	3:56
Language	Slovak
Subtitles	English
Topics	<ul style="list-style-type: none">▪ Importance of creativity▪ Function of creativity while creating own business▪ Creativity within social innovation
Description	Topic 3 Social & Cultural Entrepreneurship as a reflection of Creativity Slovak freelancer explains his perspective of creative process, its importance, and social innovation.
Highlights	<ul style="list-style-type: none">▪ Two perspectives / points of view:▪ Either you are an artist that is selling his art / creative output / good cause and does not have to adjust to the clients and customers▪ Or you are a business man that has to adjust the creativity and creative output/ good cause to the clients and customers