



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 4 Personal Situations and the Social Environment - SP - Rocío
Length	1:41
Language	Spanish
Subtitles	English
Topics	<ul style="list-style-type: none"> ▪ Rocío explains how the pandemic affected her successful entrepreneurial activity at the operational level. ▪ She tells of the difficulties that the implementation of digital solutions brought when working. ▪ 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>Topic 4 - Personal Situations and the Social Environment</p> <p>A successful Spanish social entrepreneur tells how the pandemic negatively affected her activity, while giving an optimistic view of the future.</p>
Highlights	<p>The video offers a valuable example of how the difficulties of the pandemic, or the complications linked to digitization, can be taken as normal by a successful entrepreneur, offering optimism for her activity in the future.</p> <p>The video responds to:</p> <ul style="list-style-type: none"> ▪ How can I face difficulties in a positive way? ▪ Can I be optimistic despite difficulties? ▪ Is it worth it to face the difficulties and move on?