

# CREATIVITY



## ENTREPRENEURIAL MAGAZINE

THIS ACTIVITY PROMOTES ENTREPRENEURSHIP VIA THE CREATION OF AN EXCITING MEDIA PRODUCT

**The goal is to promote** Creativity, Innovation and Curiosity, in relation to Social Entrepreneurship.

### OBJECTIVES:

- To improve participants' understanding of social entrepreneurship.
- To find out more about the EU background in relation to social entrepreneurship
- To explore and analyse media coverage of social entrepreneurship

**Advice:** Ensure that participants understand what social entrepreneurship means, but give them space to explore media coverage for themselves. The central idea could be taken from other activities such as 'What If...?'.

### Instructions:

The tool is based on a group activity exploring the main dimensions of social entrepreneurship in the participating countries.

- Part 1 - 5 minutes  
Group Creation, with an international mix if possible, and introduction to social entrepreneurship by facilitator
- Part 2 - 60 minutes  
Each group develops a social entrepreneurship topic and shares it with the rest of the participants, providing information on the background to this topic in their respective countries. Using images and articles from current magazines and newspapers, or from the Web, they create a flipchart or presentation slide, representing the cover page of an "ENTREPRENEURSHIP MAGAZINE" with news, statistics, problems etc. related to the chosen social entrepreneurship topic. For advanced groups, it could be possible to have an additional slide or text with a more in-depth news report on the chosen topic.
- Part 3 - 30 minutes  
Once the cover page has been created, each group presents its page to the others. Trainers will ask questions and facilitate debates in order to identify concepts and support participants in acquiring the necessary skills, including media analysis, and learning about the EU background (see "Debriefing & Evaluation" section).



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**Reflection in the learning community:** the activity helps young people to identify where and how social entrepreneurship is represented in the media, and to think about positive and negative aspects of media coverage. It also helps to focus their communication skills, by emphasising clarity, brevity and social responsibility in reporting social entrepreneurship activities. If carried out with international participants, either online or face-to-face, it raises awareness of social entrepreneurship as a global phenomenon, with the potential to alleviate poverty, promote social justice, and address climate change. Exploring the EU background in terms of social entrepreneurship can open up the possibility for young people to participate in current social entrepreneurship initiatives, or start new ones.

### Tips for facilitators

- Debriefing & evaluation
- Starter questions:
  - What have you learnt in creating the Newspaper/Magazine cover?
  - Do you think that creativity is essential for entrepreneurship?
  - How important is it to know about the international/EU background when planning a start-up?
- The debriefing should give additional background information on start-ups, and links to literature on how creativity and public perceptions influence the start-up process.
  - <https://uplandsoftware.com/kapost/resources/blog/creativity-stats/>
  - Skills, Scope, and Success: An Empirical Look at the Start-up Process in Creative Industries in Germany (<http://ftp.iza.org/dp11650.pdf>)



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