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# THE DIDACTIC MINE <sup>OF</sup> YOUTH WORK

For age 12-17

Entrepreneurship is creativity. What do you see?

# e-BOOK

# Entrepreneurship is creativity.

## What do you see?



### Overview

The workshop aims to encourage participants to develop creative thinking about social entrepreneurship and the social economy. Divided into small groups, they will have to create a story that establishes a social business. It is an engaging activity that involves the use of pictures to create a storyboard by using collage and comic techniques. By the end of the activity, participants will have a better idea of how a social business can be established.



### Learning objectives

- To clarify concepts related to entrepreneurship and social entrepreneurship.
- To link the idea of sustainability to business.
- To stimulate participants in developing creative thinking.
- To understand how entrepreneurial ideas can be generated by observation.
- To encourage a discussion on the values that social entrepreneurship and social economy bring and to understand how they can contribute to community growth.
- Develop teamwork and communication skills.



### Age

12-17 years old.



## Time

90 - 110 minutes (could be less, according to the group size).

## Group Size

From 10 to 25 participants.

## Materials

- Photos/images.
- Old magazines.
- Pens, colour pencils, crayons.
- Glue.
- Computer.
- Video projector.
- 1 block of flipchart and a flipchart board.
- Spare paper.

## Preparation

- Prepare a short presentation on “social entrepreneurship” and “social economy” – it will help to understand the goal of the activity especially if participants are new to these concepts.
- If you prefer you can also show some short videos to present the concepts and choose the method that is more suitable to the participants, you are working with.
- Select a set of pictures that can inspire ideas for business – you can create a mix of pictures that represent normal life situations, products, and services. You have to leave space for creativity so do not provide pictures that are explicitly recalling a business idea.
- Prepare one set for each group you are planning to make. The sets do not have to be the same.



## Description

1. Explain the activity without revealing the goal. Divided into small groups they will have to create a story that is related to the establishment of a social business.
2. Divide participants into small groups of 4-5 and provide each team with a folder containing 10 random pictures, 1 magazine, pens, crayons and markers, and paper to stick the collage and make the storyboard.
3. Each group should choose 3 pictures and brainstorm about what they represent to come up with a story.
4. Their task is to develop a story about the social economy connected to the photos they chose. They will create a comic by making a collage of pictures, images from magazines and some writing.
  - The main elements are the pictures they have chosen.
  - They can add a maximum of 2 images from a magazine OR draw 2 images/figures if needed to add content to the story.
  - They can add some text if useful to clarify the story.
5. They will have 45 minutes in total.
  - Each team will have a maximum of 5 minutes to present their story.
6. Allow participants to ask questions about the stories.
7. Put all stories on the floor and invite participants to sit around them.
8. Open the floor for the debriefing.





## Tips for facilitators

- When concluding the activity, after or during the debriefing, mention the concepts that you have introduced at the beginning of the activity with the presentations or videos. It will help participants to fix the concepts and to reflect on the experience.



## Debriefing and reflection

- How was the process to create the story? Was it challenging? Did you get stuck at any point?
- Which strategy was used to create the story?
- Which are the elements on which the group focused more when choosing the pictures? And in the creation of the story?
- Do you see (dis)advantages of the social economy and social entrepreneurship for you, your community?
- How can we promote more social entrepreneurship and social economy in our societies?
- Do you think this activity reflects reality?
- How can we make huge corporations become more responsible?



## Variations

You can decide to use digital tools for the activity. In this case, make sure that you have at least one computer per group and that you have access to digital platforms. Participants could create their storyboards directly on the digital platform. Images, in this case, should be shared online.





## References

The activity is a remake of the “Creating Thinking. What do you see?” activity used during the project “Entrepreneurship 4 Youth”, realised under the Erasmus Plus programme – KA2 Strategic Partnership and available on [Salto Resources](#)

