



DANIELA COUSINS-VITELARU
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Bucharest, London

Who am I?

- Journalist
- Motivational Speaker
- Writer
- (Small) Business Woman with high aspirations :)
- Producer of a Romanian TV program for children
- Editorial Director of ROMANIA IN CONTACT magazine (published in London)
- Fashion event manager

The SUPERPOWER I have is MY FAMILY:



The story of **JUNIOR INTERNATIONAL** project

- 2013: Launch of JUNIOR INTERNATIONAL TV in London - the only school of television dedicated to the Romanian children communities abroad
- **The problem:** In the melting pot of cultures, you risk getting lost in one of the busiest capitals in the world. Romanian children lose their language, their heritage and their parents background because they are born and raised in an international setting
- **The inspiration:** My son William and the desire to keep my Romanian identity alive in his education
- **The vision:** In the world of globalisation, we decided to change the approach of education. Teaching children in a catchy way, that'll interest them to learn about their origins without feeling overwhelmed

The story of **JUNIOR INTERNATIONAL** project

- **The selling point:** To get children interested in learning anything, you need a catchy point, a bubbly wrap, a “WOW” factor in whatever you introduce to them. In this case it was the MAGIC of the TV camera
- **The promise to become a STAR:** Where did we start? Where are we now? Where are we going?
- **In Romania:** The vision of the project and it's expansion. What do we learn? How do we learn? How are we keeping children connected?
- **In United Kingdom:** The transformation of the concept and the stronger links with Romania

The story of **JUNIOR INTERNATIONAL** project

- Our healthy **LEARNING** path and projection to **THE WORLD**, to the **ROMANIA** in the **WORLD**
- **TO BE** versus **TO HAVE**
- **Social Experiments**
- **Community Care**
- **THE SHOW RISE & SHINE JUNIORS**

Thank YOU!

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