

GLOBAL ENTREPRENEURSHIP WEEK GUIDE FOR
POLICY ADVOCATES



GLOBAL ENTREPRENEURSHIP WEEK

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ABOUT GEW

Global Entrepreneurship Week is a movement to celebrate and empower entrepreneurs in every country and community around the world – especially those who face structural barriers or may have never considered the idea of launching a startup. Each November, 10 million people take part in tens of thousands of activities, competitions and events that inspire them to act and provide them with the knowledge, experience and connections they need to succeed.

Global Entrepreneurship Week reaches beyond high-tech startup hubs like Silicon Valley, London and Shanghai. It envisions one entrepreneurial ecosystem open to all, including smaller cities in emerging economies and under-represented communities, whether systemically marginalized, geographically hard-to-reach or otherwise pushed aside or left out. National campaigns are driven by local event organizers who plan activities tailored to their community's needs. Activities can range from small, local gatherings to massive international competitions – or anything in between.

More than 200 communities in the United States take part, with more than 1,000 activities taking place across the country every year. Past VIP participants have included celebrity investor Mark Cuban, rapper Pitbull, Michigan governor Gretchen Whitmer and more.

While GEW only takes place one week each year, the connections made are long-lasting. The campaign serves as an opportunity to collaborate and engage with organizations and individuals to celebrate and spotlight entrepreneurs, expose people to the path of entrepreneurship, help them get started and facilitate access to capital and the resources they need to succeed.

Global Entrepreneurship Week is powered by the Ewing Marion Kauffman Foundation and supported by a range of strategic partners including corporate sponsors like FedEx, entrepreneurship support organizations like Endeavor Global, a diverse collection of national host organizations and 25,000 local event organizers.



GEW + POLICY ADVOCATES

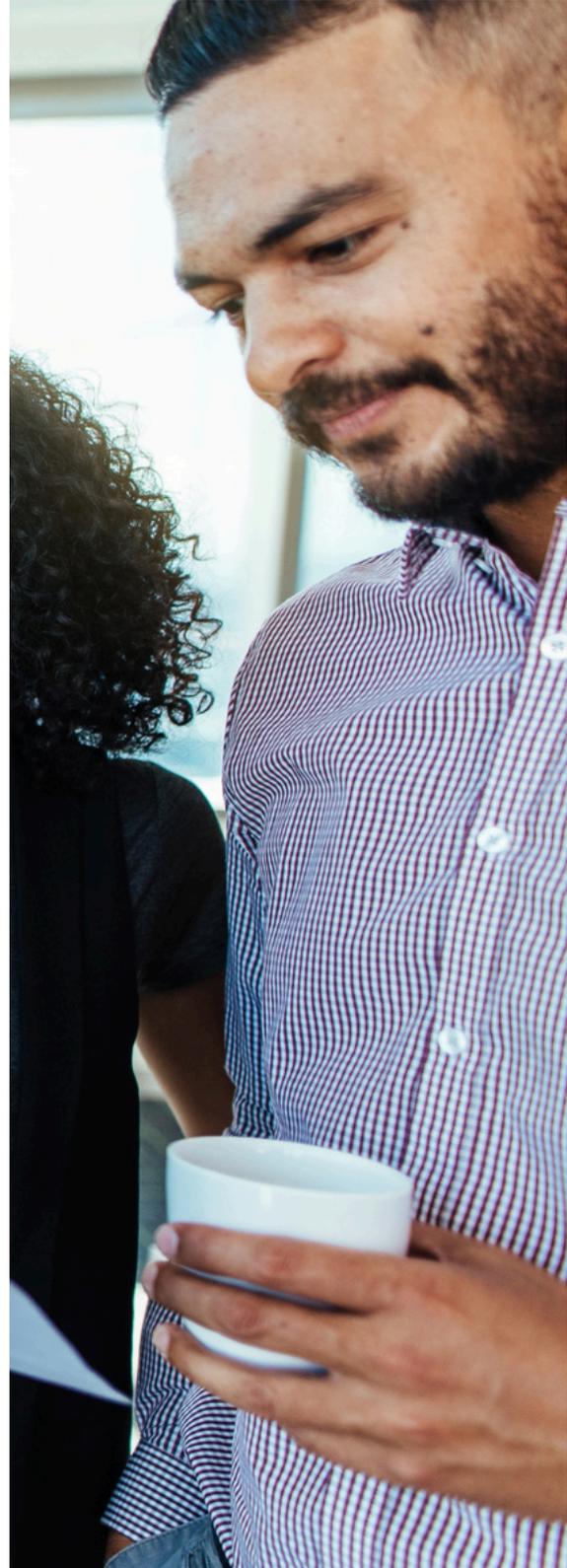
Entrepreneurship ecosystems are led by those starting and growing new businesses but local, state and federal government play an important role too. Policymakers can remove barriers – updating the regulatory environment, creating programs that connect talent with appropriate resources, strengthening a startup-friendly culture and even providing access to capital.

Of course, in order to be most effective, they need input from informed entrepreneurs, investors and ecosystem builders.

Global Entrepreneurship Week provides an opportunity for ecosystem leaders and stakeholders to engage government officials in meaningful dialogue about policies and programs impacting entrepreneurs.

By taking part in Global Entrepreneurship Week, either by planning an event or activity or reaching out to your local, state and national elected officials on behalf of entrepreneurs, you can:

- Provide a platform for local entrepreneurs to engage government officials and amplify their voice through an activity or event.
- Identify and explore innovative policies and programs being implemented throughout the country – and around the world.
- Advocate for policy solutions that will help entrepreneurs start and scale – generating jobs and growth for local communities across the country.





HOW TO GET INVOLVED

1. Browse our Ideas Bank

If you already have an event scheduled for November, skip ahead to #3 below. If you don't already have something in mind, we have 100+ ideas collected from GEW organizers around the world to inspire you.

Access the Ideas Bank [here](#).

2. Use our Audience Guides

GEW has something in it for everyone - entrepreneurs, investors, support organizations, policymakers and more. These guides help you tailor your GEW activity to your audiences and their interests.

Access the Audience Guides [here](#).

3. Add Your Event at gewusa.co

Create a user profile (or login to your current profile) on the site to add your activities to gewusa.co to help entrepreneurs thrive in your community and amplify awareness of your event.

Access the Event Calendar [here](#).

4. Display the GEW Official Activity Badge

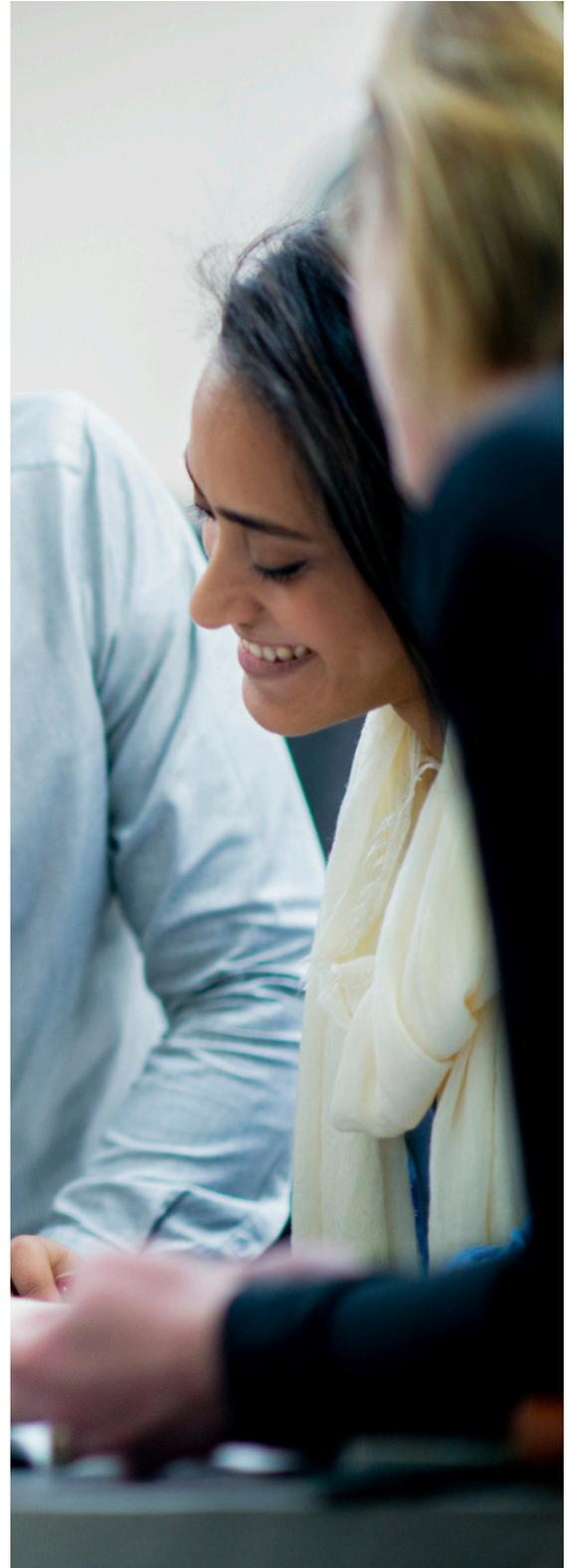
Emphasize your affiliation with GEW by incorporating the brand into your marketing materials, websites, newsletters and event signage. Check out our GEW brand guide, logo files, social cards and other brand resources.

Access GEW Branding Materials [here](#).

5. Spread the Word

Leverage our promo toolkits and templates to raise awareness in your networks and communities – and be sure to use the tags below so we can help amplify it!

Access the Digital Promotional Toolkit and Templates [here](#).



IDEAS BANK

Looking for some other ideas on how you can rally support for your local startups and small businesses during GEW?

SPEED NETWORK THE GLOBE

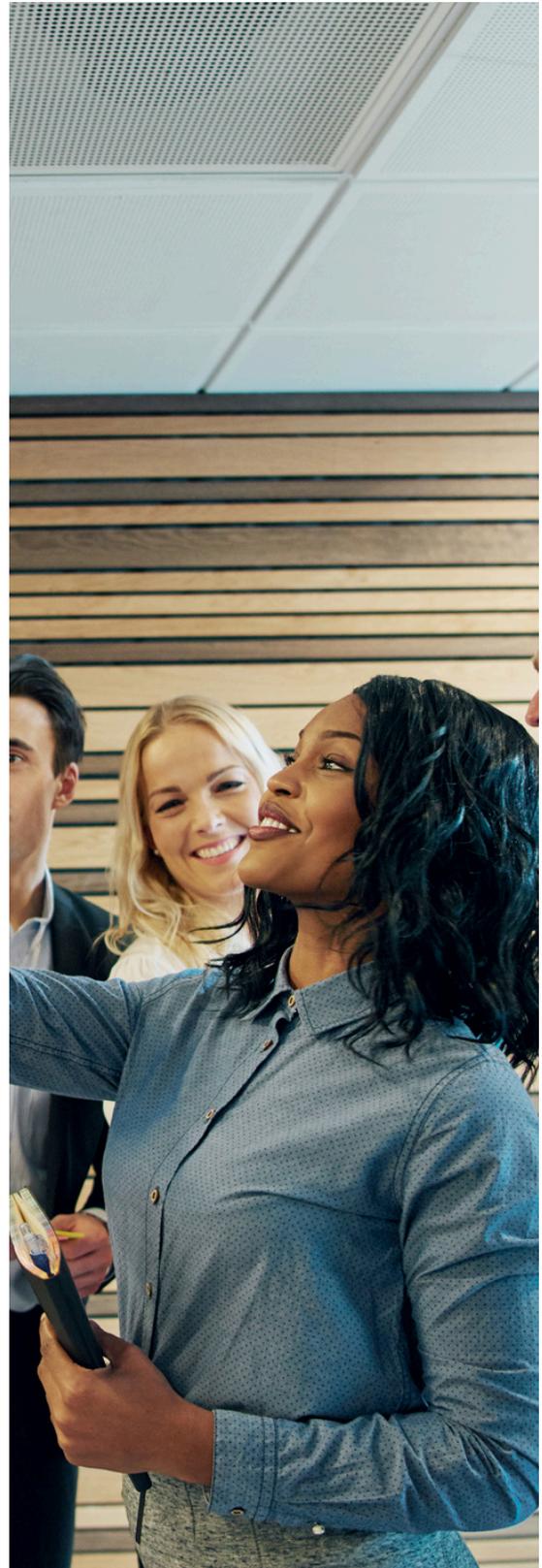
Networking is a great way to connect with the various actors in your ecosystem. Host a gathering of entrepreneurs, investors, and resource providers to facilitate meaningful connections - face-to-face or virtually - that will extend long past GEW.

I AM AN ENTREPRENEUR

I Am an Entrepreneur is a social media campaign seeking to highlight the diverse stories and faces of entrepreneurship. We are asking entrepreneurs to share their "aha" moment, the moment that they realized that they were an entrepreneur.

STARTUP NATIONS POLICY DIALOGUE

The Startup Nations Policy Dialogue provides an opportunity to gather policymakers and ecosystem leaders for a discussion - at the local, state or national level - about innovative policy approaches to empower entrepreneurs in your community. The model has been used to share best practices and stimulate action at a growing number of sessions around the world.



Join the Start Us Up Coalition

Start Us Up is a diverse coalition of organizations working to level the playing field for entrepreneurs in America. Coalition members support entrepreneur-led economic development in their community, state, and/or nation as a way to ensure all Americans prosper. Many coalition members do this by providing technical assistance, funding, mentoring, education, and other similar services and programming to support entrepreneurs directly and foster inclusive entrepreneurial ecosystems. The coalition spans the entire nation and includes entrepreneurship support organizations, nonprofits, university centers, and more.

Learn more and join the coalition at startusupnow.org.

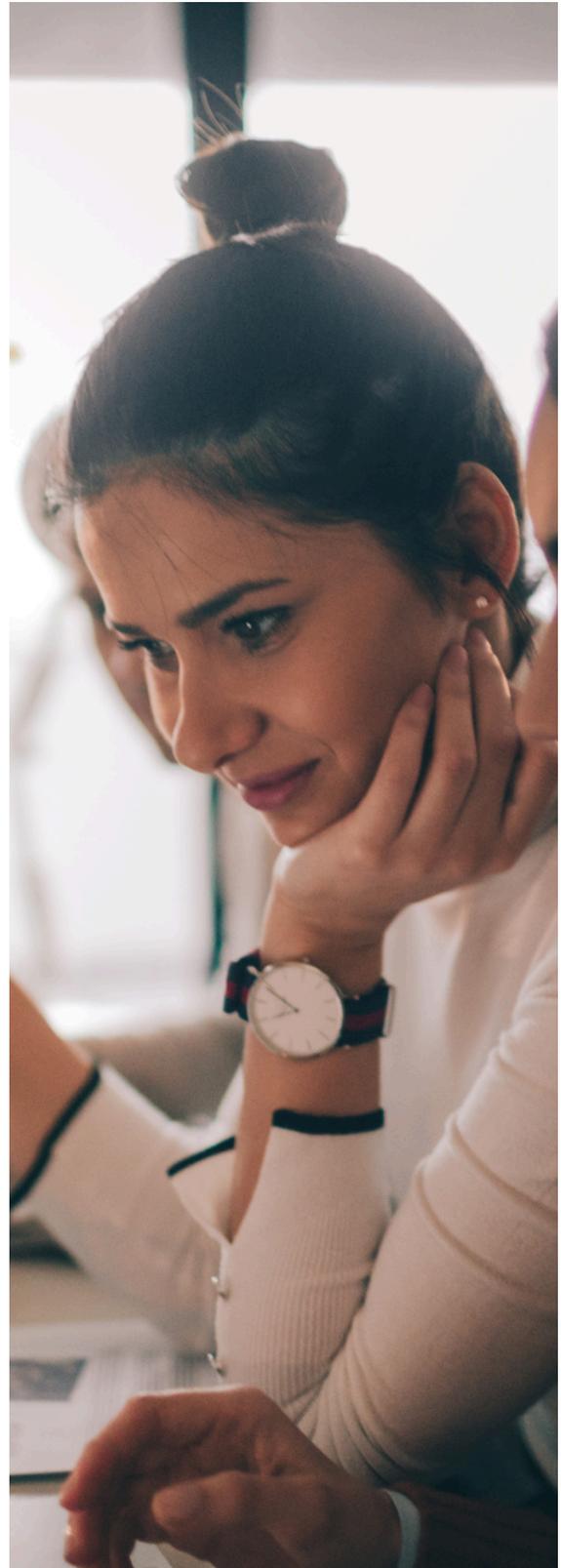
Town Hall

Host a town hall to discuss entrepreneurship strengths and challenges in your community. Allow constituents to discuss issues that are directly affecting them as entrepreneurs. Consider discussing policies that are in place to support entrepreneurs, but also addressing what can be done to make it easier to start and grow a business in your city or state. What makes your city or state attractive to entrepreneurs? What can be improved? What is your policymaker's plan to support business recovery post COVID-19?

Example:

[GEW Town Hall with Mayor Betsy Price](#)

Signyourself INC (GEW 2020)





Policy Advocacy Workshop

Host a conversation about what it means to be an advocate for entrepreneurship policy. During this conversation explain how you can advocate to your local policymakers and how you can use advocacy to lead to policy change and make a difference in your ecosystem. Consider inviting speakers who have successfully done this, or discuss a challenge and walk away with an advocacy plan. Consider using the Start Us Up Advocacy Strategy Roadmap (<https://www.startusupnow.org/wp-content/uploads/sites/12/2020/05/Advocacy-Strategy-Roadmap.pdf>) as a guide.

Example:

[Policy and the People: A Conversation on How Advocacy Leads to Policy Change](#)

DC Creative Affairs Office (GEW 2020)

Conversation with a Mayor, Congressman or Governor

Policies at the community and state level can impact the ability of business to start and grow. Do local policies attract entrepreneurs from starting business there or deter them? Gather entrepreneurship related questions from constituents to have moderators pose to the policymaker. Entrepreneurs should view this as an opportunity to advocate for policies and access to resources. This is also an opportunity for policymakers to hear what really matters to entrepreneurs, as well as to share what policies they are focusing on to make the local or state environment more attractive to entrepreneurs.

Example:

[Conversation with a Congressman](#)

Conductor (GEW 2020)



DIGITAL AWARENESS

Register your activities as 'GEW Official Activities' on GEW.CO to participate in the worldwide campaign and connect with the GEW Host in countries where your activities are being hosted. engage in the global dialogue around GEW on your favorite social media channels to spread the word and show others what your community is all about.

Be sure to post photos and video clips from your GEW activities and events on social media using the official hashtag!

For more information, access our [digital promotional toolkit](#).

BRANDING SUPPORT + ADDITIONAL GUIDANCE

GEN provides all partners with tools, templates and resources to help plan, promote and produce an activity or otherwise get involved during Global Entrepreneurship Week. Go to gew.co to find:

- GEW 'Official Activity' badge
- GEW activity branding guide
- Promotional toolkit + social media card templates
- Leaderboards for the most active partner organizations and cities and more.

For any questions, reach out to Garry Lyon at garry@genglobal.org.



@unleashingideas



@unleashingideas



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@genhq



ABOUT GEN

The Global Entrepreneurship Network operates programs in 200 countries aimed at making it easier for anyone, anywhere to start and scale a business.

By fostering deeper cross-border collaboration and initiatives between entrepreneurs, investors, researchers, policymakers and entrepreneurial support organizations, GEN fuels healthier start and scale ecosystems that create more jobs, provide education, accelerate innovation, and strengthen economic growth.

GEN's comprehensive global footprint of national operations and global verticals in policy, research and programs ensures members have uncommon access to the most relevant knowledge, networks, communities, and programs relative to size of economy, maturity of ecosystem, language, culture, geography and more.



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