

GLOBAL ENTREPRENEURSHIP WEEK GUIDE

FOR MAKERS



GLOBAL ENTREPRENEURSHIP WEEK

CONTENT



- 1 [About GEW](#)
- 3 [GEW + Makers](#)
- 4 [How To Get Involved](#)
- 5 [Ideas Bank](#)
- 6 [About GEN](#)

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.

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 to grow.

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 and JA Worldwide, a diverse collection of national host organizations and 25,000 local event organizers.

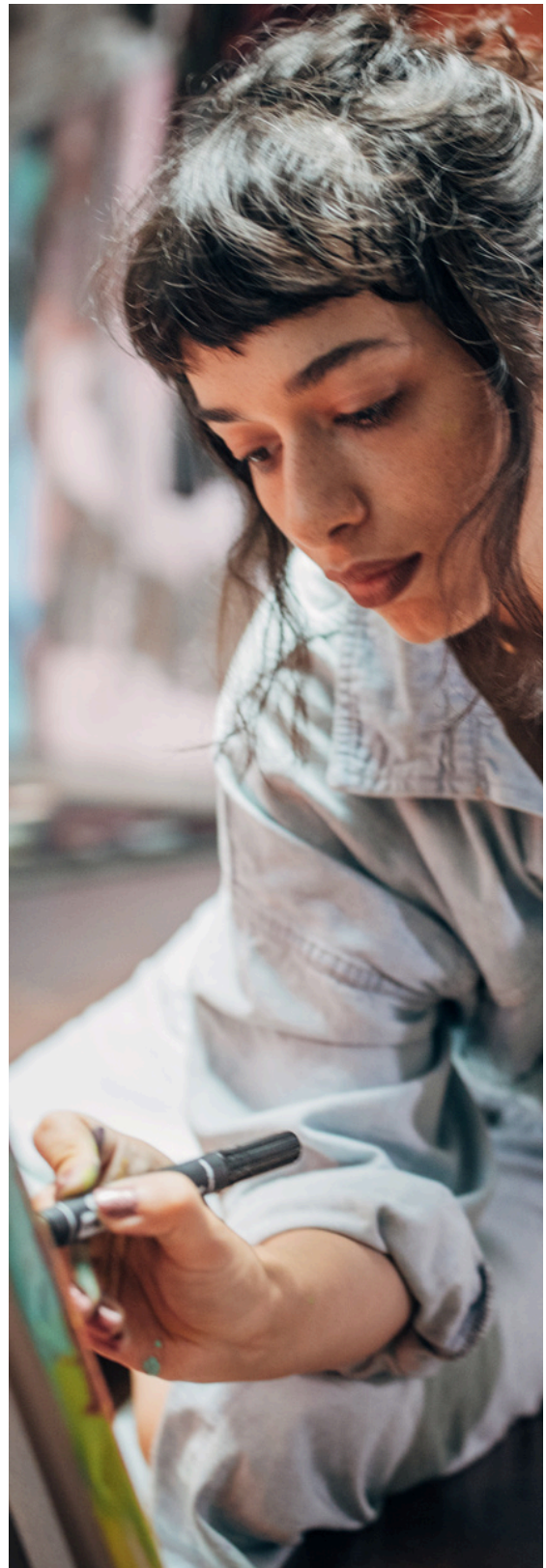




GEW + MAKERS

Makers are a critical part of the entrepreneurial ecosystem with their own needs for funding and resources as creatives. The Maker Movement is inclusive of all who create, build and tinker creating innovative products and businesses around the globe.

With the growth of the Maker Movement, there is also a need for resources to help maker entrepreneurs start and scale their businesses.



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 [gew.co](#)

Create a user profile (or login to your current profile) on the site to add your activities to [gew.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 tag everything #GEW2025 so we can help amplify it!

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





IDEAS BANK

• **Maker Entrepreneur Community Panel**

Is there an active maker community near you? Organize a panel to hear from local makers on what inspired them to become an entrepreneur, and specifically what resources are available to makers in your community that have aided them on their entrepreneurial journey.

Example:

- [Maker Entrepreneur Community Panel - Arkansas Regional Innovation Hub \(GEW 2020\)](#)

• **Youth Maker Mondays**

Youth are instinctively innovative and there are a number of youth makerspaces opening in communities everywhere. Organize a project at a local makerspace -- or any youth-friendly venue -- and provide young people with instructions for a specific project to explore their potential.

Example:

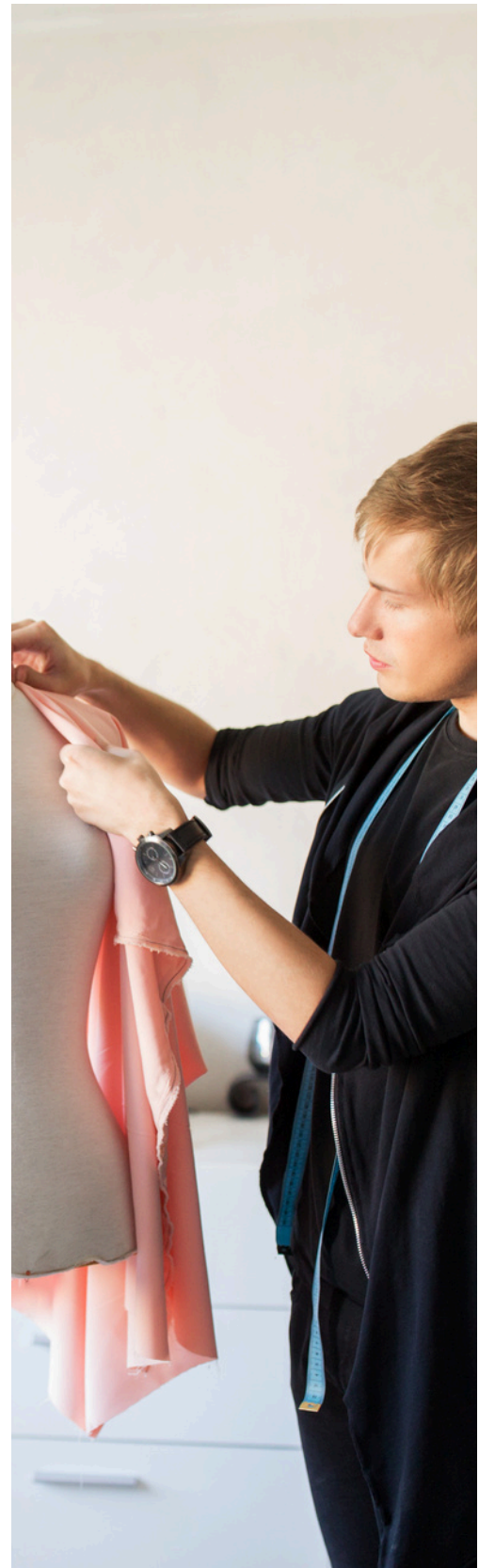
- Youth Maker Mondays - Conductor (GEW 2020)

• **Alternative Funding Options in your Community / Region**

Traditional lending from VCs or banks does not work for everyone but there are other options available. Organize an event with entrepreneurs, investors and others sharing information about alternative funding sources available to local businesses.

Example:

- [Alternative Funding Options in your Community/Region - Hebrew Free Loan Association of Northeast Ohio \(GEW 2020\)](#)



• Get Started with Etsy

Craft entrepreneurship has taken off with Etsy a popular marketplace. Organize a workshop in your community with experienced Etsy entrepreneurs sharing practical advice to get your e-commerce shop up and running.

Example:

- [Get Started with Etsy - Arkansas Regional Innovation Hub \(GEW 2020\)](#)

• Maker Professional

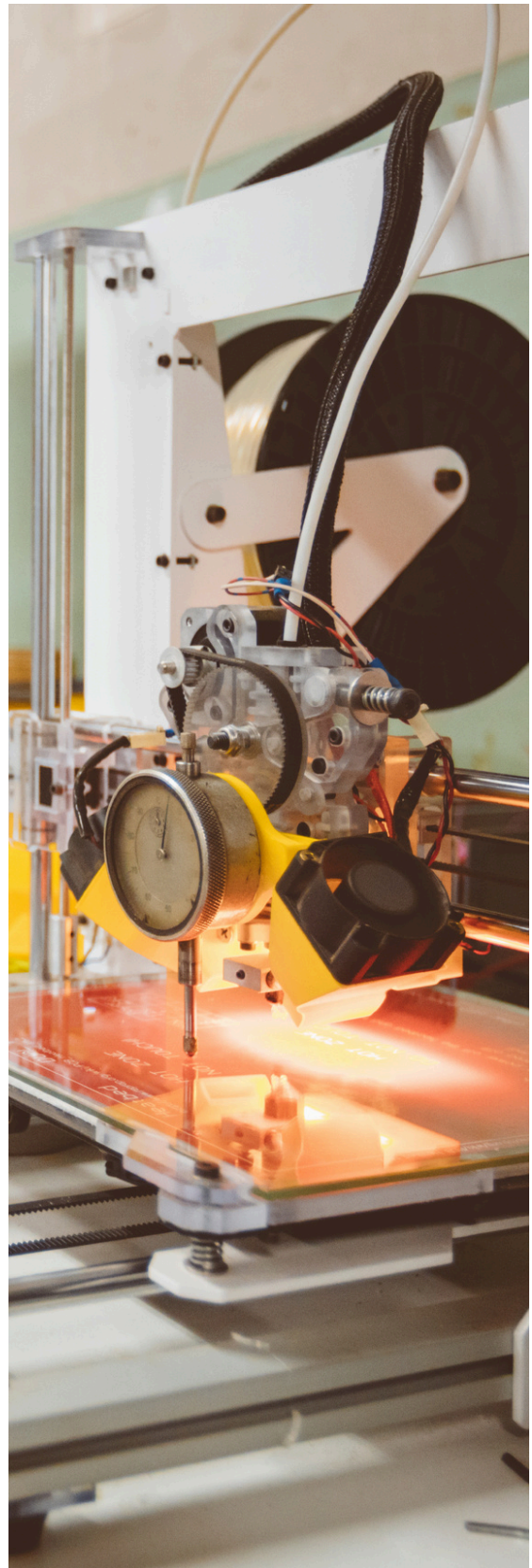
Host a Q+A or fireside chat with makers doing their craft professionally to promote making as a viable career option. Consider the impact of makers telling their story to inspire other makers to follow a similar path.

Example:

- [Maker Professional - Conductor](#)

• I Am an Entrepreneur

The goal of the I Am an Entrepreneur activity is to give entrepreneurs a platform to share their "Aha" moment with people alike, across every country during GEW. Share your journey to success using #GEW2025 on social media. What made you want to become an entrepreneur? Was there a specific "Aha" moment that catapulted your career into entrepreneurship? When did you realize you were an entrepreneur?



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



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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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