

GLOBAL ENTREPRENEURSHIP WEEK GUIDE

FOR GLOBAL PARTNERS



GLOBAL ENTREPRENEURSHIP WEEK

CONTENT



- 1 [About GEW](#)
- 2 [GEW This Year](#)
- 3 [How To Get Involved](#)
- 4 [Ambassadors](#)
- 5 [Global Highlights](#)
- 6 [Ideas Bank](#)
- 8 [Digital Awareness](#)
- 8 [Branding Support](#)

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.



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](#).



AMBASSADORS

Shine the spotlight on influential leaders from your organization or community as thought leaders on innovation and champions of inclusion, education, ecosystems, or policy across our global network.

Ambassadors selected through your nominations and appointed by the GEW committee will have the opportunity to be featured via the following:

- Featured portrait on GEW website and themed page
- Blog post on GEW website
- Short video statement of support advertised across GEN's social media and communication platforms
- General digital and social media promotion

Past examples of influential leaders that have participated in GEW include Justin Trudeau, Richard Branson, Jack Ma, Snoop Dogg, Gabby Douglas, Hillary Clinton, and more.



GLOBAL HIGHLIGHTS

Have an activity, event, or announcement to support entrepreneurship already planned and set to take place during GEW, November 14-20? A select number of noteworthy events that support and champion entrepreneurship will be chosen to be highlighted against the backdrop of 20,000 other events. The GEW committee will help amplify the impact of your activity with:

- Featured placement on GEW website and themed page
- Dedicated announcement on GEW website
- Newsletter inclusion GEN's social media and communication platforms
- General digital and social media promotion
- Connections to local champions and innovators to spread the word and support your cause

As a featured champion of entrepreneurship, you will also be given exclusive privileges to brand your highlighted activity with the Official GEW Featured Event logo.

The GEW compass connects millions of people across national boundaries to a global movement to inspire everyone to consider the path of entrepreneurship and realize the possibilities to innovate. Partners and sponsors can lead this global movement.





IDEAS BANK

Looking for other ideas on ways you can rally support for local startups and small businesses during GEW? Now's the time to unleash your entrepreneurial creativity.

You can create your own unique events and activities to host during GEW. Below are just a few ideas to help you get started:

LEAN CANVAS: BUSINESS PLAN 101

Successful startups often start with a strong business plan. What are investors looking for in promising and their business plans? Hold an informational session to help budding entrepreneurs prepare for success.

PITCHING YOUR STARTUP: TO INVESTORS

Almost every entrepreneur has to secure a source of startup capital if they want to grow. No matter if it is Friends + Family or Series A, a convincing pitch can be the difference between success and failure. Invite local investors to share their experience and insights so that local entrepreneurs can scale.

PITCHING YOUR STARTUP: TO MEDIA

Visibility helps bring new customers. Put together a panel of reporters from the local newspaper or broadcast media, as well as public relations managers from successful companies to discuss the best ways to engage local, state and national media.

WOMEN IN ENTREPRENEURSHIP PANEL

Bring your community together to inspire future female entrepreneurs, innovative thinkers and potential investors by putting together a panel of women who are successful entrepreneurs, experienced investors, community development leaders, or corporate partners who support entrepreneurship.

HIGH SCHOOL STARTUP DAY | POWERED BY CONDUCTOR, ARKANSAS, USA

The object of High School Startup Day (HSSD) is to give students a platform to identify and analyze real world problems and collaborate with their peers to conceptualize tangible solutions. HSSD takes anywhere for dozens to hundreds of high school or secondary school students and gives them one day to achieve one goal: solve a problem students face in high school or secondary school.

The intensive workshop teaches everything from financial literacy, market research and customer discovery, to thinking creatively and building teamwork skills. High School Startup Day was created by Conductor of Arkansas. You can follow Conductor on Twitter @AR_Conductor.



IDEAS BANK

Looking for other ideas on ways you can rally support for local startups and small businesses during GEW? Now's the time to unleash your entrepreneurial creativity.

You can create your own unique events and activities to host during GEW. Below are just a few ideas to help you get started:

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.



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

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



@unleashingideas



@unleashingideas



company/genglobal



@genhq

