

GLOBAL ENTREPRENEURSHIP WEEK GUIDE

FOR POLICYMAKERS



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.

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.



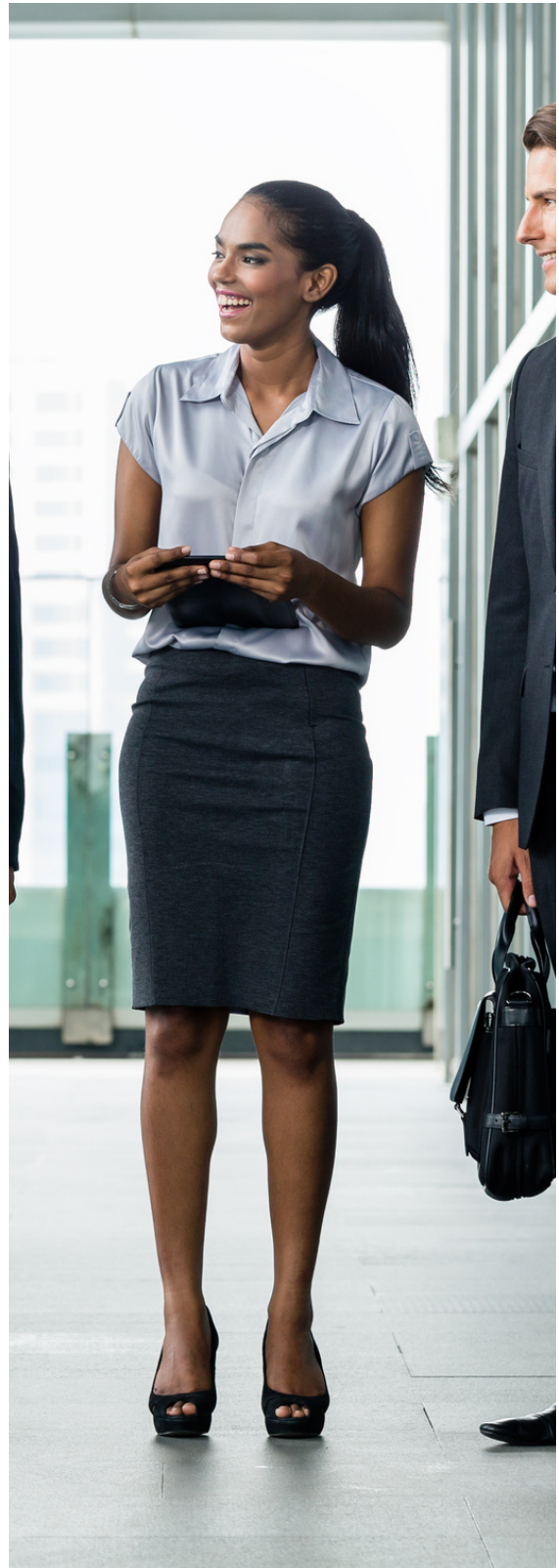
GEW + POLICYMAKERS

Entrepreneurship ecosystems are led by those starting and growing young businesses, but local and national governments play an important role in removing barriers – updating the regulatory environment, creating programs that connect talent with appropriate resources, strengthening a startup-friendly culture and supplying resources such as finance and networks to entrepreneurs.

Global Entrepreneurship Week highlights policymakers making a conscious effort to support entrepreneurship.

Benefits of participating:

- Show your support for entrepreneurs and issues that matter to them.
- Highlight your work on policies that impact entrepreneurs.
- Hear from entrepreneur constituents to better understand the challenges they face.
- Advocate for startups to grow in your city or region.



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

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

TOWN HALL

Host a town hall to discuss entrepreneurship strengths and challenges in your community. Hear from your constituents on issues that are directly affecting entrepreneurs. Consider speaking on specific 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 plan to support business recovery post-COVID-19?

Example:

[Town Hall Meeting on Women's Empowerment Through Entrepreneurship:](#)
UNCTAD and EMPRETEC, Switzerland

GEW VIDEO MESSAGE

As an esteemed voice and leader in your community, GEW HQ encourages you to share a video statement to challenge your community to consider and embrace entrepreneurship as a career path. We ask that you share your video with the GEW team so that the video can be streamed across GEN's channels during GEW to challenge people to unleash their ideas and support entrepreneurs within their communities.

Email Kathryn Forrest at kathryn@genglobal.org to share your video.

Example:

[GEW2020 Message from President Wavel Ramkalawan of Seychelles](#)



DEVELOP A NEW BUSINESS PLAN FOR YOUR ECOSYSTEM

Several ecosystems have launched detailed policy recommendations. For example, America's New Business Plan is a community-sourced, bipartisan roadmap curated by startusupnow.org coalition, proposes specific policy recommendations with actionable insights for policymakers to help build entrepreneurial ecosystems where anyone with an idea has access to Opportunity, Funding, Knowledge and Support. What public policies and programs are needed to stimulate impactful entrepreneurship and harness the potential of entrepreneurship to renew your economy?

We encourage you to publicly announce your “business plan” during GEW to share its specific recommendations. We can help you with the public announcement in coordination with your office.

For those policymakers where an entrepreneurship support plan is already available, we encourage you to publicly announce during GEW your commitment to adopt one or more of the specific recommendations available. We can help you with the public announcement in coordination with your office.

Submit your pledge to matt@genglobal.org.





ISSUE A PROCLAMATION

Issue a local or state proclamation declaring November 17-23 “Global Entrepreneurship Week in [Your Community]”. This is a simple way to demonstrate that entrepreneurship and innovation are a priority.

Example:

[USAID Recognizes Role of Entrepreneurs in Development During National Entrepreneurship Month / GEW](#)

PUT YOUR POLICY EFFORTS IN THE GLOBAL SPOTLIGHT

Is your office stimulating new firm formation through an innovative policy or program? Add it to the GEN Atlas at genglobal.org/atlas. To document your policy efforts on the Atlas, please contact matt@genglobal.org to set up a contributor profile.

During GEW, we will highlight policies featured on the Atlas. Beyond the exposure, the Atlas allows you to document your government’s efforts, on a compendium that transcends government changes.

ENGAGE YOUR LOCAL MEDIA

Submit an op-ed detailing the role of entrepreneurship in your community, broadcast your policy ideas on a local radio station, or make an appearance on a local television station to talk about how support for startups and small businesses are critical for economic recovery and growth. A few tips for public remarks:

- Relevant data points are available in the Global Startup Ecosystem Reports (GSER), as well as from local reports such America’s New Business Plan.
- Entrepreneurs are at the frontlines in the battle to preserve and restore the economy, and that the recovery will be faster and more robust if we work toward enabling more new businesses.



- Spotlight local entrepreneurs courageously starting a business. Highlight aspects of their entrepreneurial journey that affirm their contributions to the economy and the need to support them.

SPEAK AT LOCAL GEW ACTIVITIES

Connect with your GEW Country Host Organization to find out about activities and events planned for your area. GEW partners are frequently looking for VIP speakers. You can search for activities in your area on the GEW website, and contact matt@genglobal.org to express your interest in connecting to the relevant GEW Host.

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
- Leaderboards for the most active partner organizations and cities and more.

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



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