ABOUT GEW

Global Entrepreneurship Week is a celebration of innovators who dream big and launch startups that bring ideas to life. Each November, GEW reaches millions of people through local, national and global events and activities. From large-scale startup competitions and workshops to small, community discussions – GEW reaches new audiences and connects participants to a network that can help them take the next step, no matter where they are on their entrepreneurial journey.

Across the globe, more than 35,000 events are planned across 170 different countries by a wide variety of organizations including: colleges and universities, entrepreneurial support organizations, government agencies, economic development groups and more.

Why do so many people celebrate GEW? Because it’s a simple way to reach beyond your immediate network and connect with potential new partners, funders and members.

GET INVOLVED

Help create a GEW celebration in your city by hosting an event. You can schedule an activity that celebrates, educates or connects entrepreneurs in your community between November 12-18, 2018.

To get started, visit genglobal.org/start and celebrate #GEW2018 with more than 10 million people around the world. You can also stay up-to-date by subscribing to the GEN newsletter or by following the conversation on social media.

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WHY CELEBRATE?

Colleges and universities are natural incubators of entrepreneurial ecosystems – educating future entrepreneurs and advancing innovations into the marketplace. Today, a significant number of colleges and universities around the world offer at least one course in entrepreneurship. Meanwhile, university-based research is responsible for some of the world's most profound discoveries, spurring breakthrough products and technologies that have improved the way we live.

GEW is an initiative that is promoting entrepreneurship education across campuses and disciplines – connecting entrepreneurship centers and business schools with science, engineering, art and communications departments. It also offers universities the option of serving as the hub for activities across their community – tying together entrepreneurial support organizations, from informal networks and communities, to business organizations and even local government entities.

HOW TO CELEBRATE

There are a number of ways that colleges and universities can leverage Global Entrepreneurship Week to encourage students to tap into potential for creativity and innovation, connect with alumni and strengthen community relations that continue long after GEW has ended. The first step is registering your college or university as a GEW partner and adding your activities at: http://gew.co

PLAN A CAMPUS-WIDE ACTIVITY
Entrepreneurs can emerge from any academic department and you can reach out to them through a range of activities – from networking events at bars and coffee shops to elevator pitch competitions and entrepreneurship film festivals. GEW is a great way to raise awareness about entrepreneurship and innovation, and to engage new populations of students in your campus community.

CONNECT WITH ALUMNI ENTREPRENEURS
Encourage your nation-wide network of alumni clubs to hold networking receptions or other activities during GEW for alumni entrepreneurs, investors and others interested in collaborating on startups. You can invite current students to the local alumni meetups to interact with experienced business leaders or potential alumni partners.

CONNECT WITH COMMUNITY LEADERS + ORGANIZATIONS
Invite community leaders to activities on campus during GEW – or ask local organizations to host activities off-campus as a way for your college or university to raise awareness of your campus as a resource for the community.

CELEBRATE LOCAL ENTREPRENEURS
Invite local entrepreneurs to speak to a class, or judge a business plan and/or pitch competition during GEW and encourage students across campus to participate. Encourage students to think innovatively by providing community examples of entrepreneurs who have faced challenges and found solutions.

TEACH THROUGH THEMES
In previous years, colleges and universities have divided the individual days of GEW into different themes and focused their outreach and activities on those themes. These themes can include the 2018 global themes – women, youth, inclusion and ecosystem connect – or any others you can think of! You can tailor themes to fit your campus, such as Music + Art, Engineering + Innovation or Health Entrepreneurship, to name a few.

“Global Entrepreneurship Week is a creative festival for ideas generation, spurring citizens – especially youth – to take responsibility for their own success. The events held around the world nurture creativity, showcase possibility and opportunity, and share best practices and experiences – seeking to inspire entrepreneurs to successfully realize their dreams and make an economic and social difference to the fabric of our country.”

CHIMENE CHETTY
Director, Centre for Entrepreneurship, Wits Business School, South Africa
WHAT YOU CAN DO

Colleges and universities all over the world have embraced Global Entrepreneurship Week and planned activities, events and competitions to engage their students, professors, alumni and their surrounding communities in a number of ways over the past few years:

UNIVERSITY OF PORTSMOUTH | PORTSMOUTH, UNITED KINGDOM
The University of Portsmouth is passionate about supporting small businesses and encouraging an entrepreneurial spirit in their students and graduates – which is why Global Entrepreneurship Week fits seamlessly into their mission. Last year, the University of Portsmouth celebrated GEW with a full week of events, from tours of local co-working spaces and events at the on-campus startup incubator, to an enterprise clinic for community entrepreneurs and lectures by successful alumni entrepreneurs. Check out last year’s GEW celebrations here.

WITS UNIVERSITY | JOHANNESBURG, SOUTH AFRICA
The University of Witswatersrand (Wits) celebrated GEW last year to foster idea generation, innovation and knowledge sharing among youth in the community and university students. The university hosted a movie screening of a documentary that explored the ways entrepreneurs view work and wealth, and use technology to create growth for their businesses. Another event included a panel discussion, and the university’s innovation hub hosted a daily program for the entire week discussing “Industry 4.0” and entrepreneurship in a digital landscape. Other activities included IoT workshops, masterclasses, artificial intelligence and virtual reality clinics and a pitch competition. Check out Wits University’s 2017 celebrations.

UNIVERSITY OF MALTA | MALTA
The University of Malta has been celebrating Global Entrepreneurship Week since its inception in 2008. The Edward de Bono Institute at the university has hosted events that range from a pitching competition to Malta Startup Weekend – where students and community members take a weekend to experience hands-on what it’s like to take a concept from ideation to creation. Another event, “Budding Rockstars,” is a conference on entrepreneurship and innovation that is exclusively targeted at the country’s youth. Top achieving students, ranging from 15 to 16 years old are introduced to entrepreneurship through panel discussions, presentations and group activities. Students also have the opportunity to interact with emerging and established entrepreneurs, and experience the entrepreneurial process through simulations. Read more about the University of Malta’s celebrations here.

UNIVERSITY OF NEW ZEALAND | NEW ZEALAND
At the University of New Zealand, students have had the opportunity to hear from experienced entrepreneurs on their personal entrepreneurial journeys – and discussed how to turn an idea into a successful business. Sam Morgan, a New Zealand entrepreneur and founder of Trade Me, spoke to an audience of entrepreneurs, business owners, government officials and students from the University of New Zealand as one of GEW New Zealand’s key events. Morgan was part of a panel discussion, which included a local business commentator, an elected official and other local experienced entrepreneurs.