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Global Entrepreneurship Week is a collection of tens of thousands of activities, competitions and events in 170+ countries each November aimed at making it easier for anyone, anywhere to start and scale a company.

Founded in 2008, GEW inspires millions each year to explore their potential while fostering connections and increasing collaboration within their ecosystems to empower entrepreneurs and strengthen communities.

In the United States alone, there are 2,500 partner organizations that conduct about 5,000 activities across all 50 states.

Diversity is a driver of innovation and economies suffer if a group of people are underrepresented or face structural barriers. Global Entrepreneurship Week reaches beyond traditional startup hubs like Silicon Valley, New York and Boston - envisioning one entrepreneurial ecosystem open to all, including smaller cities and towns and under-represented communities.

There are four themes for GEW 2020: Ecosystems, Education, Inclusion and Policy.
GEW 2020

This November, GEW 2020 will rally almost every nation, inspiring citizens to become starters in finding new and better ways of doing things. In the wake of the COVID-19 pandemic and its unprecedented impact, GEW 2020 is a call to action for all societies to be resilient together in leveraging the power of new ideas and innovation for the benefit of all citizens. Addressing the social and economic toll of hundreds of thousands of shut down businesses and millions of lost jobs requires new firms, responsible for almost all net new jobs in the majority of economies.

GEW serves as an opportunity to collaborate and engage with organizations and individuals to highlight entrepreneurs, expose people to the path of entrepreneurship, help them get started, and facilitate access to capital and resources needed to grow and scale.

While GEW only takes place one week each year, the connections made sustain long afterwards. And this year is particularly special-- the accelerated shift to a virtual world has broken down barriers and made it easier to connect, ideate, and innovate across borders.

We hope you will consider joining us and sharing your experiences with our global community of dreamers, makers, and doers.

HOW TO GET INVOLVED

Entrepreneurs do three things – they advance innovation, they create jobs and they build wealth. GEW is an initiative that accelerates the emergence of new high-growth firms by helping foster new communities of nascent entrepreneurs in the communities where they live. By encouraging the development of entrepreneurs in your community you’re encouraging more innovation, more jobs and a strong economic system.

There are a number of ways that you can leverage GEW to connect with job creators and strengthen local, state and national entrepreneurship ecosystems – creating impact that continues long after GEW has ended. The pages that follow contain a collection of ways for you to get involved and join us in empowering entrepreneurs and strengthening communities across the globe.
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 16-22? 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.
SIGNATURE ACTIVITIES

Signature Activities are a collection of ready-to-go activities created by GEN and key partners that other organizations and individuals can replicate and implement in their own communities.

As a featured partner, GEN offers the opportunity to create a Signature Activity to put into the hands of other GEW organizers as a guide to walk them through the process of planning and execution. See below for examples.

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 (COMING SOON)

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.

STARTUP NATIONS POLICY HACK

The Startup Nations Policy Hack moves beyond dialogue and is for those who like to roll up their sleeves and get to work on hacking policy solutions to overcome barriers to entrepreneurship.

Find an up-to-date list of signature activities and guides online at gewusa.co.
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 startup 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 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.
GEW 2020: NOVEMBER 16-22

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! Make sure to tag @unleashingideas and use the hashtag #GEW2020 for a chance to be featured on our Twitter, Instagram, Facebook and LinkedIn accounts.

Follow the official hashtag #GEW2020 or create your own custom hashtag to connect and focus on your community.

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 Colleen Wong, GEN Global Director of Partnerships, at colleen@genglobal.org.