



Get Involved

November 17 - 23, 2008

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An Invitation

Dear Friends:

On behalf of the global planning team behind Global Entrepreneurship Week, we would like to invite you to join us as we connect millions of young people around the globe and engage them in activities that have them exploring their potential to have ideas and make them happen.

During the last year, Enterprise Week in the UK and EntrepreneurshipWeek USA combined to reach more than 900,000 individuals who embraced innovation, imagination and creativity in ferreting out better ways of doing things. In 2008, we have aligned these initiatives under the common banner of a Global Entrepreneurship Week.

We have already received interest from a number of countries and expect that dozens will participate. The underlying message of Global Entrepreneurship Week is one that resonates with people everywhere - of all ages and from all walks of life.

There are a number of different roles you can play -- we encourage you to learn more and get involved.

Together, we are all shaping the next generation of entrepreneurs.

Sincerely,



Jonathan Ortman
President
Global Entrepreneurship Week



Scott Cain
Acting Chair
Global Entrepreneurship Week

Introduction to Global Entrepreneurship Week

Global Entrepreneurship Week is a combination and expansion of two successful initiatives – the debut of EntrepreneurshipWeek USA in 2007 and the inspiration behind it, Enterprise Week in the UK which was kicked off in 2004 by now-Prime Minister Gordon Brown. Combined, in the last calendar year those two initiatives engaged 2,720 partner organizations planning 6,891 activities that directly engaged 929,449 individuals and tens of millions through the news media.

Vision

For one week, millions of young people around the world will join a growing movement of entrepreneurial people to generate new ideas and to seek better ways of doing things. Dozens of countries are coming together for the first time to host Global Entrepreneurship Week, a global initiative to inspire young people to embrace innovation, imagination and creativity. To think big. To turn their ideas into reality. To make their mark.

Today, entrepreneurial individuals appear from all walks of life to exploit business opportunities for both economic and social gains. From November 17 - 23, 2008, Entrepreneurship Week will connect young people everywhere through local, national and global activities designed to help them explore their potential as self-starters and innovators. Students, educators, entrepreneurs, business leaders, employees, non-profit leaders, government officials and many others will participate in a range of activities – online and face-to-face – to harness the energy of social networking, to connect people taking action in their local and global communities and to celebrate entrepreneurship across the globe.

Overall, Global Entrepreneurship Week will tap into a culture with a passion for networking. It will blend into the fabric of everyday life, engaging young people in school, at home, on the web and at work. Through this initiative, the next generation of entrepreneurs will be inspired and emerge. In doing so, they will begin to acquire the knowledge, skills, networks and values needed to grow innovative, sustainable enterprises that have a positive impact on their lives and the lives of those around them.

The reality for the future generation of entrepreneurs is that opportunities are increasingly less constrained by country boundaries - this global initiative will help young people to connect with activities around the world in order to create value for their own local economies and communities.

Objectives

Global Entrepreneurship Week will seek to:

- **Inspire:** Introduce the notion of enterprising behavior to as many young people under the age of 30 who otherwise might not have considered it as a path in their life
- **Connect:** Network young people across national boundaries in a global effort to find new ideas at the intersection of cultures and disciplines
- **Inform:** Demonstrate that the drive to nurture enterprising talent needs business, education, government, voluntary organisations and the media to work together – no single sector or organisation working in isolation can create opportunities on this ambitious scale
- **Mentor:** Enlist active and inspirational entrepreneurs around the world to coach and mentor the next generation of enterprise talent as they pursue their entrepreneurial dreams
- **Engage:** To inform opinion leaders and policy makers that entrepreneurship is central to a nation's economic health and culture and to provide different nations with the opportunity to learn from each other on entrepreneurial policy and practice.

The Face & Heart Global Entrepreneurship Week

On its face, Global Entrepreneurship Week is a global initiative that will engage everybody who is willing to embrace it. One or more signature activities, such as a 'Speed Networking the Planet,' will carry the feel of a global New Year's countdown with millions of participants in dozens of countries. Patrons from other parts of the world, such as British Prime Minister Gordon Brown, will also lend a sense of worldliness.

However, at its heart, Global Entrepreneurship Week is a local initiative that will capture the customs and entrepreneurial culture of each participating country. Dozens of countries will share the banner of Global Entrepreneurship Week while recruiting local partner organizations to carry out a range of activities to inspire young people in that particular country - in their own communities - to explore their potential as self-starters and innovators. The type and range of these activities, whether online or face-to-face, is unlimited. And while a list of suggested activities – such as invention competitions, entrepreneurship 'film festivals', networking events, school-based activities, and local entrepreneurship summits - will be available on the website, the actual activities conducted by partners will vary greatly. After all, what works in Boise, Idaho might be quite different from what works in Bangalore, India.

Roles

For those companies and organizations that wish to play an active role in Global Entrepreneurship Week, there are a number of different options.

Global Sponsors: Entities financially supporting the Global Entrepreneurship Week.

Global Partners: Participating organizations with a global reach and a willingness to actively engage their networks in multiple countries in the promotion of Global Entrepreneurship Week.

Hosts: The organization(s) in each participating country serving as the coordinating entity for Global Entrepreneurship Week and all related activities in that country.

Partners: Participating organizations in any country that sign up on the Global Entrepreneurship Week website and agree to plan and implement at least one (1) activity during the week of November 17 - 23, 2008.

Ambassadors: Individuals with significant name recognition—globally and/or within their own country—that are willing to formally and publicly endorse Global Entrepreneurship Week.

National Sponsors: Entities identified by a Host as contributing significantly to Global Entrepreneurship Week in that particular country. National Sponsors may be formally recognized on their country website and materials, but will not be formally recognized at the global level and are not part of the global recruitment effort.

FAQs

Who can participate in Entrepreneurship Week?

Anybody. Anywhere. Anytime. Organizations can get involved in a variety of capacities – planning local activities as a Partner, promoting the initiative as a Global Partner, or coordinating the initiative for a participating country as a Lead Host. Young people interested in exploring their ideas and making them happen can do so face-to-face and online - with thousands of activities happening around the world and a social networking website to find new ideas at the intersection of cultures and disciplines. Existing entrepreneurs can mentor aspiring entrepreneurs and share their experience at local activities. How you get involved is up to you.

Why run a Global Entrepreneurship Week activity?

We need people and organizations to help create an environment that allows enterprising behavior to flourish. It is important that young people believe in themselves and strive to make their ideas happen, and they deserve encouragement and support. The drive to nurture enterprising behavior needs business, education, government, voluntary organizations and the media to work together – no single sector or organization working in isolation can create opportunities on this ambitious scale. Global Entrepreneurship Week is a great opportunity to showcase what thousands of organizations already do to help foster a culture that embraces innovation, imagination and creativity.

What do you mean by being ‘enterprising’?

We mean to have ideas and make them happen. Webster’s defines enterprising as “‘marked by an independent, energetic spirit and by readiness to act.’ The package of skills we are seeking to encourage are:

- Opportunity recognition;
- Creativity;
- Problem solving;
- Risk taking;
- Resourcefulness; and,
- Passion for ideas.

Young people can use these skills in many areas of their life: at work, at home, or in school.