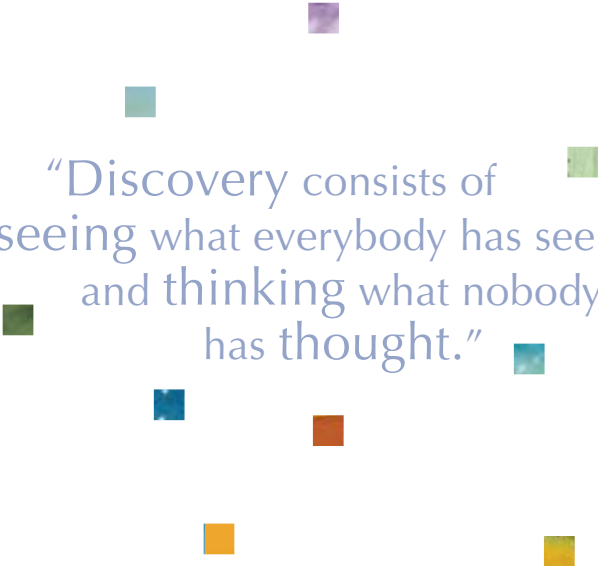


EXCERPT FROM



“Discovery consists of
seeing what everybody has seen
and thinking what nobody
has thought.”

KAUFFMAN Thoughtbook 2009

Fourth in an ongoing series, the *Kauffman Thoughtbook 2009* captures what we are thinking, learning, and discovering about education, entrepreneurship, and advancing innovation. This collection of more than forty essays is written by the talented Kauffman Foundation associates, partners, and experts who are pursuing the principles and vision set by our founder, Ewing Kauffman.

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Building Enterprising Cultures Worldwide

GORDON BROWN

Prime Minister of the United Kingdom

More than a century and a half ago, John Stuart Mill, one of Britain's greatest philosophers, defined enterprise not narrowly in terms of finance or trade but more widely as "the desire to keep moving . . . to be trying and accomplishing new things for our own benefit or that of others." And today Global Entrepreneurship Week, which views enterprise in similarly broad terms as, quite simply, "unleashing ideas," is conceived in that same spirit.

Since our kick-off announcement in London in November 2007, more than seventy-five nations have joined the campaign and are part of an international wave of enthusiasm about the potential of the entrepreneurial spirit to improve the lives and economies of people around the world. Indeed, for an idea that started out with the backing of only a few people and with little financial support to have gathered such momentum in such a short space of time is itself a fitting tribute to the power of global enterprise.

Reflecting the values and focus of Enterprise Week, which has now been running for more than four years in the UK, Global Entrepreneurship Week is a truly exciting and innovative development, bringing young people together across

national borders, inspiring them to turn their ideas into reality and encouraging a new and thoroughly international spirit of enterprise.

And we will need people with an outlook that is both entrepreneurial and global in the years ahead. As globalisation gathers pace, every country in the world is having to face up to far-reaching and fundamental changes and challenges. The world economy is set to double in the next twenty years, with over 1 billion new professional or high-skilled jobs and new types of creative and knowledge-based industries emerging, and we will need the ideas, the insights, and the creativity of all our people if we are to compete effectively and collaborate imaginatively in the years ahead.

But that entrepreneurial spirit doesn't stop at national borders, which is why the links that Global Entrepreneurship Week is helping to create—locally, nationally, and internationally through online social networks—are so important, connecting young people from London to Abuja, Ottawa to Montevideo in a global effort to help new ideas to develop, to grow, and to have an impact.

This campaign has also shown that, to nurture enterprising young talent to the full, we need to build a new and far-sighted partnership of business, education, government, voluntary organisations, and the media all working together to provide support and to create opportunities on an ambitious scale. Starting up and running a business is not always easy, and across the world I believe we must do everything possible to help more of our young people develop the confidence and the belief that they can—in the words of Britain's Enterprise Week campaign—"make their mark."

Of course, Global Entrepreneurship Week is not just about encouraging young people to make their business ideas a reality; it also is about putting their

entrepreneurial spirit to work in helping to address the big challenges we face around the world today. Poverty reduction, climate change, international terrorism, the divisions between and within communities: all these are problems that can only be solved if we mobilise all of the talent, inventiveness, and inspiration at our disposal.



Kauffman Foundation CEO Carl Schramm, left, and UK Prime Minister Gordon Brown, right, announced plans for the first-ever Global Entrepreneurship Week at a kick-off event in London on Nov. 13, 2007. With them are aspiring UK entrepreneurs Michelle Esteves and Mitu Khandaker, who both participated in the Global Scholars Program that is described on page 164 of this Thoughtbook.

Already, the successes and achievements of Global Entrepreneurship Week have shown that if young people are given the chance they will respond—and one of the most important and inspirational things about the thousands of entrepreneurs and enterprising young people who are participating in the campaign is that they have discovered a talent in themselves and acted upon it.

Talent is personal. It comes from each person's sense of what they can and want to do—their attitude, flair, interests, and passions. But it can only truly be realised if people have the aspirations to develop it—if they feel that they have the chance to develop their potential to the full.

So I want to see us do everything we can to foster a global culture of enterprise and innovation where every adult and young person feels that there is an opportunity for them to go as far as their talents and hard work can take them—where what counts is not where you come from and who you know, but what you aspire to and have in yourself to become. Only by working together and forging new connections and new initiatives like this can we truly begin to tap the immense skill and entrepreneurial talent that exists in our countries and across the world—talent that will benefit everyone in the years ahead.