



Dear Colleague,

Social entrepreneurship presents powerful opportunities to change the world, and to foster positive and sustainable development right here in Lebanon.

**Global Entrepreneurship Week (November 17-23, 2008)** is a worldwide effort to promote entrepreneurship as a powerful tool to do just that – to address social needs, support economic development and empowerment, and come up with innovative and market-based solutions to a wide range of social, economic, and environmental problems.

Here in Lebanon, there is a special need to promote and encourage social entrepreneurship. With a highly educated and innovative population and great potential for growth and development, this country also faces many challenges, including unemployment and underemployment, brain drain, environmental problems, energy shortages, strong social and digital divides, and a variety of other pressing social needs. However, we also have a diverse group of people, companies, schools and universities, and organizations working to address those problems, and come up with innovative and positive solutions to benefit the people and the country.

**We invite you – organizations, individuals, schools and universities, and companies – to join with us in celebrating and promoting Global Entrepreneurship Week in Lebanon (GEW-Lebanon), November 17-23, 2008.** We hope that a wide variety of individuals and groups will come together to organize events, participate in our planned challenges and support the wide range of entrepreneurial projects that will be highlighted throughout the week.

RootSpace, the country host organization of GEW in Lebanon, will be organizing the **IdeaSpace Challenge**, where we invite all people in Lebanon and in the Lebanese community abroad to submit concept papers and briefs for innovative market-based solutions to address some of the most critical and fundamental needs in Lebanon around four key issues: energy, water, poverty and economic opportunity, and connectivity.

RootSpace is organizing an opening gathering on November 17 in Beirut to launch GEW-Lebanon events and the IdeaSpace Challenge. More information at [www.therootspace.org/gew](http://www.therootspace.org/gew).

**GEW-Lebanon is designed, in a great part, to promote the great work that you and other individuals, organizations, schools and universities, and companies are doing to promote entrepreneurship and innovative problem-solving here in Lebanon. Attached is more information about how to become a partner or sponsor, and other ways to get involved. Email or call us with any questions or ideas.**

**If you have other ideas for how you, or your organization or company, would like to be involved in GEW-Lebanon or the IdeaSpace Challenge, please let us know!**

Best wishes,

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