



International Year of **Microcredit** 2005

Info Sheet **1**

GLOBAL MICROENTREPRENEURSHIP AWARDS (GMA)

Celebrating Microentrepreneurship

What is the GMA?

In the spring of 2004, the Citigroup Foundation, the United Nations Capital Development Fund (UNCDF) and a group of students from Harvard, Columbia, New York University, Yale, Wharton, Tufts, and other universities (the Microentrepreneurship Student Alliance) joined forces to highlight the achievements of the 4 billion poor and low-income entrepreneurs around the world. In response to the International Year of Microcredit 2005, students and professionals around the world rallied to pilot the 2004 Global Microentrepreneurship Awards (GMA) Programme. The objective of the GMA Programme is to illustrate and promote how microfinance empowers the entrepreneurial spirit within impoverished communities. The GMA Programme recognizes the global contributions made by microentrepreneurs across diverse backgrounds and industries as they strive for economic stability for their families and their communities. This initiative is committed to fostering investment in microfinance from individual donors, as well as the public and private sectors, and seeking increased recognition for microentrepreneurs as valuable business clients.

To date, the GMA Programme has been implemented in 8 countries (Afghanistan, Cambodia, the Dominican Republic, Indonesia, Mexico, Mozambique, Pakistan, and Rwanda) plus New York City. The success of the pilot GMA Programme has put it on track to expand into 26 additional countries this year in Africa, Asia, Eastern Europe, Latin America, and the Middle East. It continues to be managed by a steering committee composed of the UNCDF, the Citigroup Foundation, and the Microentrepreneurship Student Alliance while also involving in-country microfinance networks and volunteers.

How can you get involved?

Whatever your background, this initiative will give you a concrete opportunity to contribute to the alleviation of poverty by becoming a leader, a promoter, and a facilitator of low-income entrepreneurs. Following are examples of activities organized for every country with the direct support of UNCDF, the Citigroup Foundation and the Microentrepreneurship Student Alliance in which you can get involved:

- Design the unique characteristics of the country contest including: determining the client revenue ceiling and prize amount, the criteria for selecting the winners, the process for recruiting the judges, and the target number of applications that the final judging panel will receive.
- Design and implement national media campaigns including: generating media interest via press releases, print ads, news articles, and special surveys about the GMA Programme, the International Year of Microcredit, microfinance, and/or microentrepreneurs.
- Secure additional national-level sponsorship including: in-kind donations (such as printing or signage), transportation to/from the contest and consolation prizes for finalists, (such as computers, cash registers, calculators, or other useful business tools).
- Organize logistics for the pre-launch and the awards ceremony.

We will be developing Country Teams over the next month. If you are interested in volunteering or would like more information on the GMA Programme, please contact Gayle Tzemach at ytzemach@mba2006.hbs.edu or Carola Saba at carola.saba@undp.org

