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Higher Education and Training
REPUBLIC OF SOUTH AFRICA



UNIVERSITIES
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Concept Note

6th ANNUAL EDHE STUDENTPRENEURS INDABA

"Sustainable Entrepreneurship: Building Businesses for a Better Future".

5 – 6 September 2024

Hosted by Wits University, Gauteng

In proud partnership with the University Capacity Building Programme (UCDP) of the Department of Higher Education and Training (DHET)



1. Background and Introduction to EDHE

The EDHE Programme is people-focused. It is intended to develop the entrepreneurial capacity of students, academics and leaders. The intention is for students to be more successful in terms of becoming economically active during and after their tertiary education. Entrepreneurial activity during their studies could enable students to generate an additional income and fast-track the process of becoming economically active. Upon graduation, students would be able to consider entrepreneurship as a career, either as a first choice, or as an alternative, especially if they have difficulty in finding employment.

The EDHE programme has three primary objectives aimed at fostering a culture of entrepreneurship in higher education institutions in South Africa.

The Intended Impact of EDHE



Equip every student for economic participation through entrepreneurial activity, with an emphasis on student women



Support academics and support professionals to develop entrepreneurship through teaching, learning and research across disciplines



Support universities as entrepreneurial and innovative ecosystems, which includes relevant policy development

EDHE OBJECTIVES

Firstly, the programme aims to develop student entrepreneurship by providing students with the necessary skills, knowledge, and resources to pursue entrepreneurial opportunities. This objective is achieved through various initiatives mentioned below. The intention is to create a culture of entrepreneurship among students and encourage them to explore entrepreneurship as a viable career path.

Secondly, the programme aims to integrate entrepreneurship into teaching, learning, and research, across disciplines. EDHE also aims to promote entrepreneurship as an academic discipline and encourage research in the field of entrepreneurship.

Finally, the EDHE aims to develop entrepreneurial universities by creating a supportive ecosystem that fosters entrepreneurship. This objective is achieved through initiatives such

as the Economic Activation Office (EAO) initiative, which supports the establishment of EAOs in universities to facilitate and coordinate entrepreneurship development efforts.

Overall, the EDHE programme aims to create a culture of entrepreneurship in higher education institutions in South Africa by developing student entrepreneurship, integrating entrepreneurship into teaching, learning, and research, and developing entrepreneurial universities. Through these objectives, the programme aims to contribute to the growth and development of the South African economy by promoting entrepreneurship as a key driver of economic development.

2. Overview of the Studentpreneurs Indaba

Universities South Africa in partnership with the Department of Higher Education and Training, through the University Capacity Development Programme will be hosting its 6th Entrepreneurship Development in Higher Education Programme (EDHE), Studentpreneurs Indaba, hosted by the **University of the Witwatersrand in Johannesburg, Gauteng from 5 to 6 September 2024.**

The EDHE Studentpreneurs Indaba is aimed at supporting student entrepreneurs and existing start-ups or small businesses through sharing knowledge, best practices, opportunities, practical learnings, and networking opportunities. This year the EDHE Studentpreneurs Indaba 2024 will be hosted for the first time as a stand-alone event over two days in collaboration with the EDHE Communities of Practice (CoPs) and partner entities.

The objectives of the Studentpreneurs Indaba annually include:

- Providing an engagement platform for student leaders of entrepreneurship in Higher Education;
- Facilitating and supporting the work of the EDHE Communities of Practice
- Showcasing student businesses and organisations for entrepreneurship in Higher Education;
- Providing a learning platform and voice for student entrepreneurs; and
- Facilitating collaboration with local stakeholders.

3. The Studentpreneurs Indaba 2024 Theme

An annual EDHE theme permeates all aspects of EDHE activities for that particular year, from recognising exemplary contributions to fostering a culture of innovation among students, academics and support professionals. Over the past five years EDHE have carefully selected a theme for each year which were:

2019: #Entrevolution – Entrepreneurship through the arts.

2020: #AfroTech – African Entrepreneurship through Technology.

2021: #againstalloodds - entrepreneurship #againstalloodds, informed by the imperative of developing entrepreneurship despite concerning challenges faced within the broader socio-economic context and its impact on the higher education sector.

2022: #movetomarket - strengthening the university entrepreneurship and innovation ecosystem through a dedicated focus on **#movetomarket**, informed by the importance of the **commercialisation of research**, as well as the imperative to position student entrepreneurs to actively participate in the economy by entering the market with their products and services.

2023: #innovation4impact. Social Innovation for Societal Impact. During 2023 EDHE we have delved deeper into how Social innovation develops and implements new ideas and approaches that address social needs and improve the well-being of individuals, the Higher Education ecosystem as well as the broader community.

In 2024, EDHE steps in to address the gap in teaching entrepreneurship by focusing on educators, aiming to equip them to integrate entrepreneurial competencies into the core curriculum. **The theme for 2024: “Educators for entrepreneurship”.** The goal is to encourage networks of creative educators to inspire students to become innovators, contributing actively to society and thriving in the ever-evolving job-market.

Last year's Studentpreneurs Indaba delved into themes such as social innovation, leadership competencies, resilience, and grit, all essential for navigating the entrepreneurial landscape.

This year's theme is aimed at: "Sustainable Entrepreneurship: Building Businesses for a Better Future" (#SustainableEntrepreneurship)

The EDHE Studentpreneurs Indaba brings together aspiring student entrepreneurs from diverse backgrounds, and aims to promote an environment of innovation, collaboration, and learning. During this time where there are environmental challenges, economic shifts, and societal changes, the role of entrepreneurship is continuously evolving. Today's entrepreneurs must not only focus on profitability but also on creating sustainable solutions that benefit society and the planet.

The theme "Sustainable Entrepreneurship: Building Businesses for a Better Future" for the EDHE Studentpreneurs Indaba 2024 is a call to action for the next generation of entrepreneurs. It challenges studentpreneurs to think beyond traditional business models and to include sustainability into their ventures. By doing this, they can build businesses that not only realise economic success but that also contribute to a healthier environment and a more equitable society, what ultimately will shape a better future for all.



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Higher Education and Training
REPUBLIC OF SOUTH AFRICA



4. Event Host

Partnering with the University of the Witwatersrand for our annual Studentpreneurs Indaba is an inspired choice, as Wits is renowned for its robust commitment to fostering entrepreneurial spirit among its students. With a rich array of entrepreneurship initiatives, including incubators, accelerators, and mentorship programs, Wits provides a fertile ground for budding student entrepreneurs to flourish. Their emphasis on practical experience, coupled with a supportive ecosystem, ensures that students not only acquire the necessary skills but also gain invaluable insights into the realities of entrepreneurship.

Wits University offers a diverse range of entrepreneurship initiatives to support students in developing their entrepreneurial skills and ventures. Some of these initiatives include:

- **Wits Innovation Centre:** Through its innovation systems lab provides prototyping and product development, hands-on training - student vacation work, entrepreneurship development support such as developing revenue models training and training students to be industry-ready. The centre also provides a variety of training programmes, i.e. Prospector's Course; PGDip Innovation & Entrepreneurship; BIE Course; Wits Innovation Seminar Series.
- **Tshimologong Digital Innovation Precinct:** This innovation hub offers programs and facilities for digital entrepreneurs, including co-working spaces, workshops, and networking events.
- **Wits Business School Incubator:** The business school offers an incubation program to support early-stage ventures, providing mentorship, training, and access to networks and resources.
- **The Bertha Centre for Social Innovation and Entrepreneurship:** This centre focuses on social innovation and entrepreneurship, offering research, training, and consulting services to support students and practitioners working on social impact projects.
- **The Entrepreneurship Hub (E-Hub):** a collaborative effort between Wits University, the Small Enterprise Development Agency (SEDA), and the Department of Small Business Development, was officially launched on May 8, 2024. Located on the Braamfontein Campus East in The Matrix building, the E-Hub provides a communal space for foundational entrepreneurial mindset development work. The E-Hub enables student entrepreneurs to collaborate and develop sustainable businesses as part of the Student Entrepreneurship Education and Development (SEED) programme
- **Wits Entrepreneurship Clinic (WEC):** With 'Clinicians', WEC support entrepreneurs/would-be entrepreneurs through offering a consultation on several areas where support/consultation is needed. Also 'Train Clinicians through the

These initiatives collectively create a dynamic ecosystem that encourages and supports entrepreneurship among Wits students, empowering them to pursue their entrepreneurial



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Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA



aspirations and make meaningful contributions to society and therefore makes Wits the ideal host for the EDHE Studentpreneurs Indaba 2024.

Venue:

1. **Venue details:** Wits Sport Conference Centre & Facility Hire.
2. **Google Maps link:** This will bring you directly to the Sturrock Park Gate and Entrance.
<https://www.google.com/maps/place/Wits+Sport+Conference+Centre+%26+Facility+Hire/@-26.1926865,28.0231242,15z/data=!4m6!3m5!1s0x1e950c0615c958b3:0x39f552d61181f38718m2!3d-26.1926865!4d28.0231242!16s%2Fq%2F11bt5xc03?entry=ttu>
3. **Directions & parking specifications:** Google maps to Wits Sport Conference Centre & Facility Hire. This will bring you directly to the Sturrock Park Gate and Entrance.
4. **Campus access details and requirements:** Access personnel will assist at the Sturrock Park Entrance gate. Drivers licence and vehicle disc will be scanned on entry, and your contact number will be requested. These are standard entry protocols.

5. Target audience

The Studentpreneurs Indaba aims to target existing student entrepreneurs from the 26 universities supported by Universities South Africa (USAf) and the UCDP Programme of the Department of Higher Education and Training. The Indaba further welcomes academics and support professionals working specifically on student-focused programmes. The Indaba will look into an array of topics, including real-life experiences from student entrepreneurs, robust conversations through interactive panel discussions, breakaway sessions for smaller group engagements, workshops and interactive sessions where attendees actively participate in hands-on activities, exercises, and discussions related to a specific topic.

While the Indaba is focused on South African universities and their multiple publics, the Indaba also invites studentpreneurs across the board to participate.

Participant breakdown:

TARGETS	
Number of universities	26
Studentpreneurs	220
Special guests	20
Support staff & Academics	40
Speakers & facilitators	25
Core Wits & EDHE Teams	20
Media/photographers/videographers	5
Operations teams	20
Volunteers	15
Total attendees	350

6. Event Mode

The Indaba will provide exciting opportunity for the studentpreneurs of the 26 universities in South Africa to interact **in-person** to ensure a memorable experience and will be hosted at the University of the Witwatersrand in Johannesburg, Gauteng. All plenary session on day 1 will be streamed via the EDHE YouTube channel, integrated with the event's platform, **Glue Up**.

We have selected the **GlueUp** event platform to ensure a premium and seamless attendee experience, granting access to all facets of the event, including viewing the event programme and scheduling; accessing handouts, video recordings, or streaming directly within sessions; arranging in-person/virtual meetups for networking; and receiving presentation documents and slides.



The **GlueUp app can be downloaded from the Google Play Store or Apple App Store**, or participants can register via a web browser. Upon downloading the app or accessing the web browser, participants can utilise the email address used for event registration to create your "My GlueUp account". The audience will only engage on Glue Up, since the Zoom session of the audience and facilitators is streamed to Glue Up via the EDHE YouTube Channel by our appointed production team.

The programme will allow for Q&A or commenting during certain sessions to encourage audience engagement which will take place in the following modes:

- QR Code: a QR code will be shared on screen for audience members to scan which will allow participants to add questions to speakers.
- Roaming mics will be available for audience members and managed by volunteers.
- During plenary sessions the production team will capture comments from the GlueUp platform/YouTube.

Although we would love to have all our speakers attend in person, we have made provision for speakers who are not able to participate in person to speak via the Zoom platform for a particular session. Speakers will be sent a calendar invitation and Zoom link for the relevant sessions in which they participate.

Only participants who have registered to be physically present at the Indaba will be able to participate interactively in the sessions. While plenary sessions will stimulate conversations, emphasis will also be placed on breakaway and parallel and smaller group discussions to ignite participants' imaginations of becoming better sustainable entrepreneurs.



7. Accommodation

Participants and guests would be responsible for their own travel and accommodation. Limited accommodation spots for students will be made available on a first-come, first-served basis for universities not based in Gauteng with a limited amount of bookings per university. Priority will be made to the EDHE Studentpreneurs CoP. Communication will be shared directly with the EDHE Student Entrepreneurship Coordinators Community of Practice to register accommodation for specific students.

Shuttle service

A shuttle service will be made available to students accommodated in this offer for the evening of Thursday, 5 September after the Welcome Reception and Social and again on Friday morning to campus.

8. Programme framework: Themes and Sub-themes

The programme is informed by the theme, Sustainable Entrepreneurship: Building Businesses for a Better Future. Interactive conference formats have been selected to foster active engagement, collaboration, and knowledge sharing among participants, leading to a more enriching and impactful event experience.

The Indaba programme structure will be a combination of plenary sessions and breakaway sessions. Sessions will also be hosted by partner organisations and EDHE CoPs.

The programme structure is designed as follows:

Interactive Presentations: Interactive presentations will encourage audience participation through interactive methods. Interactive presentations aim to actively engage attendees, promote knowledge retention, and facilitate a deeper understanding of the matter.

Interactive Panels: Interactive panels will feature a group of panellists who discuss a particular topic or theme that will actively engage the audience through Q&A sessions, live polling, audience participation activities, or interactive exercises. Interactive panels aim to encourage dialogue, debate, and interaction between panellists and attendees, making the session more dynamic and engaging.

Breakout Sessions: Breakout sessions, consisting of multiple tracks, will offer attendees a choice of multiple smaller sessions running simultaneously. Attendees can select sessions based on their interests, allowing for a more customised and tailored learning experience.

Bringing entrepreneurship to life

This year's Indaba also aims to bring Entrepreneurship to life! The studentpreneurs Indaba is designed to inspire and educate the next generation of entrepreneurs. A key part of this event is the quest visits, where groups of students will visit successful entrepreneurs in their workspaces. These visits will allow students to witness firsthand the day-to-day operations of various businesses, hear personal stories and experiences, and engage in meaningful discussions with entrepreneurs. This immersive experience aims to provide practical insights, foster connections, and ignite entrepreneurial aspirations among the students.

The Objectives of the Quest Visits

- **Inspire:** Motivate students by showcasing real-life success stories and the journey of entrepreneurs.
- **Educate:** Provide practical insights into different industries and business operations.
- **Network:** Facilitate connections between students and local entrepreneurs.
- **Develop skills:** Highlight essential skills and attributes necessary for entrepreneurial success.

The 8 Industries for the Quest Visits

Technology	Startups and Innovation Hubs: Visit local tech startups and innovation hubs to understand the process of creating and scaling tech products.
	Software Development Firms: Gain insights into the software development lifecycle, project management, and the importance of continuous learning.
Green Economy	Learn about programmes that support sustainability and eco-inclusive entrepreneurship. Indalopreneurship!
	Eco-Friendly Product Manufacturers: Discover how businesses are creating sustainable products and the importance of eco-conscious entrepreneurship.
Creative Industries	Advertising and Marketing Agencies: Explore the world of creative marketing, brand building, and digital strategies.
	Fashion Designers: Understand the fashion industry's entrepreneurial aspects, from design to production and marketing.
Social Enterprises	Non-Profit Organizations: Learn how social enterprises address societal issues while maintaining financial sustainability.
	Community Development Projects: Visit projects aimed at uplifting communities, understanding their models, and the impact they create.
Food and Beverage	Local Restaurants and Cafes: Meet chefs and restaurant owners to learn about the culinary business, customer service, and operational challenges.
	Food Startups: Discover innovative food products, sustainability in food production, and the journey from concept to market.

Food security & nutrition	Local Restaurants and Cafes: Meet chefs and restaurant owners to learn about the culinary business, customer service, and operational challenges.
	Food Startups: Discover innovative food products, sustainability in food production, and the journey from concept to market. Focusing on food nutrition
Retail	E-commerce Businesses: Understand the dynamics of online retail, digital marketing, and logistics.
	Brick-and-Mortar Stores: Gain insights into the operations of physical retail spaces, inventory management, and customer experience.
Manufacturing	Manufacturing Start-ups: Learn the importance of streamlining processes to maximize productivity and minimize waste.
	Learn problem-solving skills by troubleshooting production issues and finding innovative solutions to operational problems.

Selection

Participants will have the opportunity to select an industry that they wish to visit which will include visits to two companies. Preregistration for each visit will be required.

Quest guides

A quest guide will be selected for each visit to ensure the smooth execution of the quest visits. A quest guide will play a pivotal role in communicating with the entrepreneur, planning the visit, and ensuring that students maximize their learning experience. This role not only supports the logistics of the event but also fosters leadership and organizational skills among the students selected as quest guides. Quest guides will be responsible for coordinating with entrepreneurs to plan the visit details and ensuring all students arrive on time. They facilitate engagement during the visit and lead post-visit reflections to maximize learning and feedback.

This year's Studentpreneurs Indaba promises enriching discussions, collaborative learning, and actionable insights. Through interactive sessions, we aim to empower participants to foster a vibrant ecosystem of entrepreneurship within their communities.

In conclusion, the theme "Sustainable Entrepreneurship: Building Businesses for a Better Future" is a fitting continuation for the EDHE Studentpreneurs Indaba 2024, by seamlessly building upon the foundation which has been laid by the 2023 theme - "Social Innovation for Societal Impact." The previous theme put more emphasis on the importance of innovative solutions to addressing social challenges, this year's theme extends that focus to include environmental and economic sustainability, advising student entrepreneurs to integrate these critical dimensions into their ventures.



Programme overview

Day 1: Thursday 5 September		
TIME	SESSION	THOUGHT LEADERS/SPEAKER
8:30 – 9:30	Registration, arrival tea/coffee	
9:30 – 11:00	OPENING SESSION (1A)	Session format: Plenary
9:30 – 9:45 (15min)	Welcome address	Dr Judy Dlamini : Chancellor, University of the Witwatersrand
	Introduction	Dr Edwell Gumbo, Director: EDHE, USAf
9:45 – 10:05 (20min)	EDHE's alignment to the strategic work of USAf	Dr Phethiwe Matutu, CEO: USAf
	Introduction to the Minister/DM/Representative	DHET
10:05 – 10:45 (40min)	Keynote Address	DDG, DHET
10:45 – 11:00	Highlights from the Studentpreneurs Indaba 2023 & overview of the programme for 2024	EDHE
11:00 – 11:15	Icebreaker: "Mingle and Mix"	
11:15 – 13:00	MORNING SESSION (1B) Theme: Sustainable Entrepreneurship	Session format: Interactive presentation and panel discussion
11:15 – 12:00	Keynote speaker – entrepreneur Topic: Sustainable Entrepreneurship	Lebo Dhludhlu, Group CEO of Nkanyezii
12:00 – 13:00	Interactive panel discussion with Student Entrepreneurs	Speakers: Entrepreneurship Intervarsity category winners & participants. Session facilitator: Ms Rethabile Phorie
13:00 – 14:00	LUNCH	
14:00 – 16:30	AFTERNOON SESSIONS	
	SESSION 1: (1C) Track 1-3	
14:00 – 15:00	Parallel Breakaway Tracks	
14:00 – 15:00 Blue Room	Track 1: "Awakening The Entrepreneurial Spirit in Students, Quickly and Cost Effectively: Combining Education and Side Hustle"	Mr Willem Gouws, The Human Entrepreneur
14:00 – 15:00 Peter Suzman Room	Track 2: Start-up funding: Funding for sustainable businesses – improving funding readiness.	Ms Tinah Sebusse Mohlamme, Business Development & Stakeholder Relations Manager: SME Development Funding, Old Mutual Masisizane Foundation
14:00 – 15:00 Main Plenary	Track 3: Export potential: Cultivating an export culture among studentpreneurs	Facilitator: Mr. Kwanele G Mkhwanazi, Director: Export Development, The dtic



		<p>Ms Nothile Mpsi, Founder and Managing Director of Fervent Minds, former Acting CEO and Executive of The innovation Hub</p> <p>Mr Mzwanele Memani, Director: Value Chain Support and Acting Chief Director for Value Chain and Market Access.</p> <p>Ms Sibahle Sisonke, Business Development Manager: Advanced Agriculture & Food · Council for Scientific and Industrial Research (CSIR)</p> <p>Mr Raymond Oliphant , Managing Director: Izintaba Crocodile Farm</p>
15:00 – 15:20	Tea/Coffee break	
	SESSION 2 (1D) Track 1-3	
15:20 – 16:20	Parallel Breakaway Tracks	
15:20 – 16:20 Main Plenary	Track 1: The EDHE Student Woman Economic Empowerment Programme (SWEEP): "Finding Meaning in Sisterhood - My Circle of Strength"	<p>Facilitator: Ms Karen Snyman, Specialist Student Entrepreneurship, Student Governance & Development, Nelson Mandela University and Chairperson of the national EDHE Student Entrepreneurship Coordinator's CoP</p> <p>Panellists: SWEEP Chapter Executives</p>
15:20 – 16:20 Blue Room	Track 2: Part 1: The future of Work – what does that look like for student entrepreneurs? Part 2: Generative AI's influence on future entrepreneurs and talent.	<p>Facilitator: Dr Semukele Mlotshwa, University of the Witwatersrand</p> <p>Professor Wesley Rosslyn-Smith, Director: Centre for the Future of Work, University of Pretoria</p> <p>Dr Sean Kruger, Senior Lecturer: Centre for the Future of Work, University of Pretoria</p>
15:20 – 16:20 Peter Suzman Room	Track 3: Entrepreneurship, Sustainability, Impact	<p>Facilitator: TBC</p> <p>Ms Leah Molatseli, Founder of Contract Alchemists</p>
16:20 – 16:30	Move to main plenary	
16:30 – 17:00	CLOSING SESSION (1E)	
16:30 – 16:50	Overview of day 2: Quest Visits	
16:50 – 17:00	Closing	EDHE Studentpreneurs CoP
17:30 – 19:00	EVENING SESSION: Welcome reception & networking social hosted by Wits	Wits Main Dining Hall (Matrix Building, East Campus, 1st floor)
17:30 – 18:00	Entrepreneurship Hub Tour or arrival (Ground floor, Matrix Building)	Wits



	Networking, entertainment & refreshments	
18:00 – 18:15	Opening and Welcome	Wits
	Wits Showcasing their Student entrepreneurship Ecosystem	Wits
	Guest speaker	Wits
18:45 – 19:00	EDHE Studentpreneur CoP Pin Ceremony	EDHE
	Closing	Wits
	Networking social	
19:15 – 19:30	Departure	
Day 2: Friday 6 September		
7:30 – 8:00	Bus arrivals	
8:00 – 8:15	Registrations	
8:15 – 8:30	Departure	
8:30 – 8:50	Tour 1 (on campus): Arrival tea/coffee and registrations	
8:00 – 12:00	MORNING SESSIONS: QUEST VISITS Theme: Spotting Challenges and Crafting Solutions	Company/Business name
Tour 1: Technology (Quest 1 & 2) 8:30 – 10:00, 10:00 – 12:00	Startups and Innovation Hubs: Visit local tech startups and innovation hubs to understand the process of creating and scaling tech products.	Wits Tech Hub - TBC
	Software Development Firms: Gain insights into the software development lifecycle, project management, and the importance of continuous learning.	Tshimologong Precinct
Tour 2: Green Economy (Quest 3 & 4) 8:30 – 10:00, 10:00 – 12:00	Renewable Energy Companies: Learn about sustainable energy solutions, the challenges in the industry, and the impact on the environment.	Indalo Inclusive South Africa NPC
	Eco-Friendly Product Manufacturers: Discover how businesses are creating sustainable products and the importance of eco-conscious entrepreneurship.	Tshepo Jeans
Tour 3: Creative Industries (Quest 5 & 6) 8:00 – 10:00, 10:00 – 12:00	Advertising and Marketing Agencies: Explore the world of creative marketing, brand building, and digital strategies.	Lerato Agency by: Pat Mahlangu



	Fashion Designers: Understand the fashion industry's entrepreneurial aspects, from design to production and marketing.	TBC
Tour 4: Social Enterprises (Quest 7 & 8) 8:00 – 10:00, 10:00 – 12:00	Non-Profit Organizations: Learn how social enterprises address societal issues while maintaining financial sustainability.	SA Harvest
	Community Development Projects: Visit projects aimed at uplifting communities, understanding their models, and the impact they create.	Gcwalisa by: Miles Kubheka
Tour 5: Food and beverage (Quest 9 & 10) 8:00 – 10:00, 10:00 – 12:00	Local Restaurants and Cafes: Meet chefs and restaurant owners to learn about the culinary business, customer service, and operational challenges.	Kushinda Academy by: Nonhlanhla Manganye
	Food Startups: Discover innovative food products, sustainability in food production, and the journey from concept to market.	Neighbourroots Urban Farm by: Zandi and Kaelo Moroke
Tour 6: Food security & nutrition (Quest 11 & 12) 8:00 – 10:00, 10:00 – 12:00	Local Restaurants and Cafes: Meet chefs and restaurant owners to learn about the culinary business, customer service, and operational challenges.	Wakanda Food Accelerator Dark Kitchens by: Miles Kubheka
	Food Startups: Discover innovative food products, sustainability in food production, and the journey from concept to market. Focusing on food nutrition.	Matomani by: Wendy Vesela
Tour 7: Retail (Quest 13 & 14) 8:00 – 10:00, 10:00 – 12:00	E-commerce Businesses: Understand the dynamics of online retail, digital marketing, and logistics.	TBC
	Brick-and-Mortar Stores: Gain insights into the operations of physical retail spaces, inventory management, and customer experience.	Udarkie by: Mongezi Masombuka



Tour 8: Manufacturing (Quest 15 & 16) 8:00-10:00, 10:00 – 12:00	Manufacturing Start-ups: Learn the importance of streamlining processes to maximize productivity and minimize waste. Learn problem-solving skills by troubleshooting production issues and finding innovative solutions to operational problems.	Houtlander by: Phillip Hollander Spor Produce
12:00 – 12:30	Arrival back from Quests	
12:30 – 13:30	CLOSING SESSION	
12:30 – 13:30	Quest visits feedback sessions: Round Table Discussions	Student Entrepreneurship CoP as Facilitators
13:30 – 13:45	Vote of thanks	EDHE
13:45 – 13:40	Closing remarks	Wits
14:00	Lunch	Lunch packs
	Departure	

9. Briefing notes

Details regarding the following will be developed for speakers, facilitators, session coordinators, and Quest Coordinators in relevant Briefing Notes for the Indaba:

- Audience
- Programme participant roles
- In-person & Virtual Speaker notes
- Presentation requirements and notes
- Stage & technical set-up
- Session briefing notes (in case of a panel or else)
- Technical Support available
- Organisers and Contact Details

10. Publications

Event Report

A report of the Indaba will be published for accessing as a Pdf copy electronically. The report will also be available on the EDHE website.

Articles



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Articles highlighting the event, topics and speakers will be published to the EDHE website, and the DHEN. We encourage the WITS team to also share the articles as they would be highlighting the event.

Highlights videos

A highlights video will be recorded of the 2-day event as well as the Quest Tours and will be made available on the EDHE Website.

Build up to the Indaba

Marketing campaign

Digital marketing tools will be used to build up to the event. This will include

- A webpage dedicated to the Indaba on the EDHE website. All promotional materials will direct users to this webpage for more information and for registrations.
- Social media posts Instagram, Facebook, X, and LinkedIn.
- Press releases distributed to student and entrepreneurship focused media platforms.
- Paid social media posts targeting student entrepreneurs.
- Wits university website banners and news articles.
- DHET social media platforms.

Social Media Handles

Please see below the EDHE and SWEEP social media handles with links to the pages:

- LinkedIn: @Student Women Economic Empowerment Programme (SWEEP) - <https://www.linkedin.com/showcase/student-women-economic-empowerment-programme-sweep/?viewAsMember=true>
- LinkedIn: @Entrepreneurship Development in Higher Education (EDHE) - <https://www.linkedin.com/company/entrepreneurship-development-in-higher-education-edhe/?viewAsMember=true>
- Instagram: @edheentrepreneurship - <https://www.instagram.com/edheentrepreneurship/>
- Facebook - @EDHE - Entrepreneurship Development in Higher Education - <https://www.facebook.com/EDHEentrepreneurship>
- X - @EDHE - Entrepreneurship Development in Higher Education - <https://x.com/EDHEOfficial>

Social Media Consent

We encourage active engagement on social media platforms to enhance the event's reach and impact. If participants choose to share content related to the event on their personal or



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& training
Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA



professional social media accounts, we will request that participants use the official event hashtag(s) and handle(s) when applicable. By doing so, participants help us curate a cohesive online presence for the event.

- #SustainableEntrepreneurship
- #EDHEStudentpreneursIndaba2024
- #EDHE
- #SWEEP
- #SWEEPSisterhood

EDHE social media platforms:



EDHE Student
Entrepreneurship



@EDHEStudentEntrepreneurship



Entrepreneurship
Development in Higher
Education (EDHE)



@EDHEStudents

11. Consent

As part of the event proceedings, we aim to capture and share the experience through various means, including photography, videography, YouTube, and social media. To ensure that everyone's comfort and privacy are respected, we will request consent regarding the use of specific content during the Indaba.

Photography and videography consent

By registering for this event participants grant the organisers permission to capture and use photographs or video recordings of participants during speaking engagements. These images may be used for promotional, documentation, and archival purposes related to the event.

12. Conference cost

“The Early Bird” ticket price for two days will be **R400** per person and are open from **24 July to 16 August**, thereafter general tickets will be **R500** per person till 28 August after which registrations will be closed.

Complimentary tickets, with a private access code will be provided to the EDHE CoP Members for the Studentpreneurs CoP and Student Entrepreneurship CoP and all EDHE



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REPUBLIC OF SOUTH AFRICA



CoP Chairpersons, including speakers.

No tickets will be sold on the day and any queries should be directed to Zamaswazi Shabangu, Project Coordinator, before the 28th of August.

Partner Exhibition Stands

10 Partner/Stakeholder (private or public sector) exhibition stands will be made available at **R1500** for **Thursday 5 September from 9:00 – 17:00** only.

Stands will be marketed on Glue-up and will require the following:

- High Res Logo
- Description of the business
- Social Media Post wording

Exhibition Stand Details

Each exhibitor will have a designated space of 2 meters by 2 meters, complete with a table and a chair. You are encouraged to bring your pull-up banners, media banners, marketing materials, table cloth, and other promotional items to enhance your stand. Note that no formal exhibition structure will be set up as we have only allocated 10 stands, each positioned for maximum visibility throughout the event.

Access and Security

Details about access to the exhibition area and parking arrangements will be outlined in a briefing document.

Student Market

University Student Businesses will have the opportunity to showcase their business in an immersive environment that brings it to life. Limited spaces will be made available.

Students can secure a space at the Studentpreneurs Market for Thursday the 5th of September. Information about the Studentpreneurs Market will be made available on the EDHE Website. Visit the [EDHE Official Website](#).

Merchandise

Selected merchandise will be sold on the day – more information about items, prices, and payment methods will be communicated on GlueUp.

13. Conference Organising Team

Indaba Project Task Team

An Indaba Project Task Team has been established and is composed of representation from Wits, DHET, USAf/EDHE, Industry Stakeholder, and EDHE CoP Members. Among others, it

will advise on the theme, the sequencing and structuring of the programme; operations, speakers; and other related matters.

Project Planning Team

A Project Task Team has been established, consisting of EDHE, DHET, and Wits which main purpose is to oversee the planning and execution of the Studentpreneurs Indaba. The following team members will form part of the core project planning team.

Org	Name	Designation	Email	Project Role/Task Team
EDHE	Edwell Gumbo	EDHE Director	edwell@usaf.ac.za	Partnerships
EDHE	Zana Boshoff	Project Manager	zana@usaf.ac.za	Project Manager & Lead
EDHE	Zamaswazi Shabangu	Project Coordinator	zamaswazi@usaf.ac.za	Project Coordination, registration, Procurement, Logistics
EDHE	Sandile (Task Team Lead)	Senior Student Engagement Officer	sandile@usaf.ac.za	Production
EDHE	Khutso (Task Team Lead)	Marketing & Media Officer	khutso@usaf.ac.za	Marketing, Communications, Branding
EDHE	Lerato Makgonyane	Administrator	lerato@usaf.ac.za	Speaker confirmations
Wits	Tshegofatso Mogaladi	Deputy Dean: Student Affairs		Project Lead
Wits	Neo Tiamo	Senior Program Advisor : DLU (Development and Leadership Unit)		Project Manager
Wits	Reaobaka Mosimanegape	Project Assistant, Activations and Promotions : DLU		Project coordinator
Wits	O'bidie Maunze	Brand Manager		Marketing & Branding

We look forward to an unforgettable experience with you!

END