

Terms of Reference for the EDHE CoP for Cultural Entrepreneurship (CoP for CE)

1. Introduction

The Entrepreneurship Development in Higher Education (EDHE) program aims to cultivate a culture of entrepreneurship within universities. This document outlines the Terms of Reference (TOR) specifically for the EDHE Community of Practice (CoP) for Cultural Entrepreneurship (CE).

In recognition of the growing economic and social significance of the Cultural and Creative Industries (CCIs), EDHE hereby establishes the Cultural Entrepreneurship Community of Practice (CE-CoP). The CE-CoP provides a structured, collaborative platform for higher education stakeholders to engage with cultural entrepreneurship as a field that intersects creativity, intellectual property (IP), authorship, ownership, digitalisation, tourism, and inclusive economic participation.

2. Background

The Entrepreneurship Development in Higher Education (EDHE) Programme was established to address graduate unemployment and promote entrepreneurial thinking in universities. The EDHE Communities of Practice (CoPs) foster knowledge sharing, collaboration, and policy influence among university stakeholders, supporting the development of a comprehensive entrepreneurial ecosystem. Through these communities, universities advance entrepreneurship education, research, and practice, driving economic growth and innovation.

South Africa's Cultural and Creative Industries contribute meaningfully to GDP, employment, and cultural tourism, positioning artists and creatives as both cultural producers and economic actors. However, the sector is characterised by structural inequalities, concentrated market returns, limited IP literacy, uneven digital access, and ongoing tensions between individual and communal authorship.

Cultural entrepreneurship in the South African context is deeply embedded in heritage, indigenous knowledge systems, and informal modes of production. Existing intellectual property regimes—largely derived from Western legal traditions—often inadequately recognise collective authorship and traditional cultural expressions. At the same time, digital platforms and global markets offer new opportunities for visibility and monetisation, while introducing heightened risks of appropriation, misattribution, and exploitation.

Against this backdrop, the CE-CoP adopts a developmental and inclusive approach to cultural entrepreneurship. It reframes intellectual property not only as a legal construct, but as an enabling mechanism for empowerment, sustainability, and equitable participation in cultural and economic value chains.

3. Scope

This CoP is open to university leaders, academics, and support professionals involved in entrepreneurship development. The focus is on universities, and activities related to entrepreneurship development in other sectors are omitted.

The CE-CoP focuses on cultural entrepreneurship within the higher education ecosystem, with particular attention to:

- Cultural and creative disciplines housed within universities; - University-linked creatives, students, academics, and cultural practitioners;
- Institutional mechanisms that support IP development, commercialisation, and protection;
- Linkages between CCIs, tourism, digital platforms; and
- Global markets.

4. Purpose

The purpose of the CE-CoP is to strengthen institutional, academic, and practitioner capacity to support cultural entrepreneurship in an equitable, sustainable, and contextually grounded manner. Key objectives include:

- **IP Literacy and Capacity Building:** Enhancing understanding of intellectual property, authorship, ownership, and licensing among cultural entrepreneurs within universities.
- **Recognition of Diverse Authorship Models:** As part of the planned Higher Education National Entrepreneurship Policy, the CoP will support advancing dialogue and policy thinking that recognises both individual and communal authorship, including indigenous knowledge systems and traditional cultural expressions.
- **Digital Platform Equity:** Exploring strategies to improve access to digital infrastructure, platforms, and tools that enable fair attribution, visibility, and monetisation of cultural works.



- **Inclusive Commercialisation Pathways:** Supporting models of cultural entrepreneurship that link creatives to tourism, heritage economies, and global markets while mitigating risks of appropriation and exploitation.
- **Knowledge Sharing and Research:** Facilitating interdisciplinary research, case studies, and scholarship on cultural entrepreneurship and IP in the South African context.
- **Policy Influence:** Contributing evidence-based insights to institutional and national policy discussions related to CCIs, IP, and entrepreneurship.

5. Membership

5.1. Leadership

- Chair and Deputy Chair:
 - Employed by a Higher Education Institution of affiliated organisation
 - Possess relevant expertise in cultural entrepreneurship, CCIs, IP, or related fields.
 - Hold at least a postgraduate qualification or equivalent professional experience.

5.2. Members

Membership is open to individuals and organisations who:

- Are employed by, or formally affiliated with, a Higher Education Institution or relevant partner organisation.
- Are involved in cultural entrepreneurship, creative practice, IP management, technology transfer, tourism, or related support functions.
- Demonstrate a commitment to advancing inclusive and ethical cultural entrepreneurship.
- Actively involved in entrepreneurship-related initiatives at their HEI or affiliated organisations (advantageous).
- Able to commit time to CoP activities.
- Possess a postgraduate qualification (advantageous).
- Experience with entrepreneurship or business management (advantageous).
- Available to attend at least three annual meetings (virtual).

6. Membership Term

- The Chair and Deputy Chair serve a three-year term, renewable subject to performance and CoP endorsement.
- General membership is reviewed annually to ensure relevance, diversity, and opportunities for new participation.

7. Key Focus Areas and Projects

The CE-CoP may initiate, and support projects aligned to its mandate, including but not limited to:

7.1. Cultural Entrepreneurship and IP Capacity Programme

Development of workshops, toolkits, and short courses on IP literacy, authorship models, licensing, and commercialisation for creatives and support staff within universities.

7.2 Research and Knowledge Production

Collaborative research on cultural entrepreneurship, communal authorship, digitalisation, and market access, including policy briefs and academic publications.

7.3 Digital Platforms and Market Access Initiative

Exploration of ethical digital platforms, direct-to-consumer models, and strategies to enhance equitable visibility and monetisation for cultural entrepreneurs.

7.4 Cultural Entrepreneurship Dialogues and Indabas

Convening national or regional dialogues that bring together universities, creatives, policymakers, tourism bodies, and industry stakeholders. This includes contribution in the form of speakers, panels and breakout rooms as part of the EDHE Indaba and Lekgotla.

7.5 Student and Emerging Creative Support

Alignment with EDHE student entrepreneurship initiatives to ensure cultural and creative entrepreneurs are meaningfully included, such as supporting the EDHE Entrepreneurship Intervarsity.

8. Approach

The CE-CoP will operate through:

- Knowledge sharing and peer learning;
- Interdisciplinary collaboration;
- Replication and scaling of effective institutional practices;
- Research-informed engagement;
- Strategic partnerships with public, private, and social sector stakeholders;
- Advocacy for inclusive, context-sensitive policy frameworks.

9. Governance and Reporting

- The CE-CoP operates under the auspices of the EDHE Programme.
- Activities and outputs will be reported to EDHE in line with agreed reporting cycles.
- Sub-committees or working groups may be established to advance specific thematic areas.

10. Review and Amendment

These Terms of Reference are living document and may be reviewed periodically to ensure alignment with EDHE priorities, sector developments, and stakeholder needs.

11. Conclusion

The EDHE Cultural Entrepreneurship Community of Practice provides a critical platform to reposition cultural entrepreneurship as both a creative and economic endeavour. By centering authorship, ownership, and opportunity, the CoP seeks to ensure that South Africa's cultural producers are not only recognised for their contributions but are empowered as rightful beneficiaries of the value they create.

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