



# Street Legacy

HERITAGE MONTH EDITION SEPTEMBER 2025

NEWSLETTER



**CONFIDENCE NDLOVU**

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University of Mpumalanga

“CHAMPIONING BACKBONES OF OUR ECONOMY”

Heritage edition



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# STREET LEGACY FOUNDATION

## HERITAGE MONTH EDITION

### September 2025

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# EDITOR'S NOTE



Sibusiso Cedrick Mntambo

Dear Street Legacy Foundation Community,

Every September, as the nation turns its gaze towards Heritage Month, I am deeply moved by the reminder of who we are and what we stand for. Heritage Month, and Heritage Day in particular, offers us a sacred pause. A moment to breathe in the richness of our shared identity, to honour the traditions and stories passed down through generations, and to celebrate the cultural tapestry that makes our country the vibrant Rainbow Nation it is.

Heritage is not only about the past; it is about the present we inhabit and the future we are building together. It lives in our eleven official languages that carry our truths and wisdoms, in the meals that unite families and neighbours, in the dances and songs that echo through our communities, and in the values of ubuntu, resilience, and creativity that continue to shape us.

From the beadwork of isiZulu culture to the poetry of isiXhosa praise singers, from the soulful rhythms of African drums to the spice-rich cuisine of the Cape Malay community, South Africa is not merely diverse, it is abundant.

At the Street Legacy Foundation, we stand at the intersection of culture and entrepreneurship. We are more than an entrepreneurial giant; we are custodians of stories, advocates for identity, and champions of creativity. Our work is driven by the belief that economic growth and cultural preservation are not opposing forces, they are partners. Heritage fuels entrepreneurship by inspiring innovation rooted in authenticity, and entrepreneurship, in turn, sustains heritage by giving it platforms to flourish in modern markets.

This unity is perhaps best expressed on Heritage Day itself, when braai fires are lit across the country. In these shared moments, laughter with friends, stories with family, meals enjoyed with neighbours, we see the very essence of our shared humanity. It is a reminder that unity in diversity is not just a motto, it is a lived reality that strengthens our nation and inspires our mission as a Foundation.

As we celebrate this Heritage Month, let us continue to preserve, to innovate, and to build. Let us embrace the truth that our differences are our strength, and that in the weaving together of many threads, we create a fabric strong enough to carry generations.

**Enjoy the read!!**



# Preserving Our Heritage Through Entrepreneurship





# Can heritage be a competitive edge and benefits rural tourism centres?

By Nokuthaba Zikhali

**H**eritage is no longer only a culture; it is now a business strategy due to the intense competition in today's

tourism industry. By showcasing traditional music and cuisine, conserving cultural landscapes and customs, and promoting heritage as a viable product, rural residents are boosting tourism and preserving their culture. Still, it's unclear if this strategy offers a long-term competitive edge and if rural residents are actually taking advantage of it. One aspect of heritage tourism is that it encourages authenticity. In contrast to other types of tourism, like urban entertainment centres or coastal resorts, rural tourism destinations depend on their distinct history, culture, and customs to draw tourists. This uniqueness provides an unreplicable kind of competitive advantage.

Centring tourism to cultural attract niche markets, especially cultural tourist who usually spend more and normally stay longer for the authentic experience thus grows both the tourism sector and enhance cultural diversity therefore sustaining cultural legacy. In order to stand out in a crowded business, tourism hubs can, for example, maintain museums, provide guided heritage tours, or promote local handicrafts when South Africa hosts traditional festivals and invites all tribes to demonstrate their culture. Heritage thus serves as a selling point and a branding element.

In addition to facilitating cross-cultural interactions, heritage tourism fosters strategic thinking by providing chances to preserve cultural customs that are

in danger of disappearing. Oral histories, dance, music, and crafts all become more relevant when they draw paying audiences, which encourages innovation and originality. Second, because residents cherish their own cultural identity, it promotes a sense of community pride. Thirdly, especially in rural places, tourism creates jobs and revenue when other sectors might not be as prevalent.

Heritage tourism is the worldwide trend of tourists seeking for unusual, significant, and sustainable experiences, this is significant for the nation's economy. Heritage offers a low-cost, high-value method of differentiation for places without significant infrastructure or contemporary attractions.

Nevertheless, there are serious hazards associated with using ancestry as a competitive advantage, even with these advantages. The risk of "staged authenticity," in which traditional customs are modified or exaggerated to cater to tourists, is one significant obstacle. The very authenticity that first draws people to heritage may be undermined by this.

However, it's crucial that historical tourism helps rural communities by bringing in money from local performances, homesteads, traditional craft markets, and local cuisine. In fact, there are instances where rural residents have effectively made their heritage a source of income, with local business owners, youth organisations, and women's cooperatives employing tourism as a means of subsistence.

However, this typically turns into a disadvantage because rural residents need access to resources, marketing assistance, and training in order to fully capitalise.

Furthermore, the community should continue to own and manage heritage initiatives rather than outside parties. Heritage tourism runs the risk of perpetuating inequality rather than resolving it in the absence of these prerequisites.

Without a question, heritage gives tourist destinations a unique edge over rivals, especially in rural areas with few other economic options. It attracts tourists looking for genuine experiences, preserves cultural customs, and generates revenue. Its drawbacks include the potential for cultural commodification, reliance on tourist seasons,

and exclusion of the same community it is intended to assist. The ability of rural residents to capitalise on their background is the true test of success.

Heritage may, in fact, become a competitive advantage as well as a cultural asset with the right kind of support, equitable ownership arrangements, and sustainable management. However, without these protections, it runs the risk of turning into a tactic that favours outsiders over the local community that originally protect the legacy.



**M**eeet Thulisile Shongwe, proud reseller of Bayede Wines, a brand that embodies South African royalty, culture, and heritage. “Bayede!” means “Hail the King!” in Zulu, reflecting its royal legacy. The brand offers exceptional wines like The Prince Cabernet Sauvignon and King Goodwill Shiraz, crafted with local producers to showcase South African excellence.



Thulisile Shongwe

Bayede Wines goes beyond fine wine it creates jobs for women in rural areas and uplifts communities, making it a true testament to preserving heritage through entrepreneurship. Recognized as the first Royal ‘By Appointment’ brand in Africa, Bayede proves that culture and commerce can thrive together.



# Confidence Ndlovu: From UMP's First Master's Graduate to Inspiring the Next Generation of Innovators



Confidence Ndlovu

**Confidence Ndlovu**  
**Lecturer, Business Development**  
**Manager & Faculty Advisor:**  
**University of Mpumalanga**

When Confidence Ndlovu walks through the gates of the University of Mpumalanga (UMP), she does so with pride not only as

an academic, but as a living symbol of how passion and purpose can build legacies. Born and raised in Bushbuckridge, a community she still calls home, Confidence has become a beacon of inspiration as the first Master's graduate from the University of Mpumalanga and now serves as an Associate Lecturer in the School of Development Studies.

Her journey with ENACTUS UMP began in 2016, when the university was still finding its footing as one of South Africa's youngest institutions. That same year, she was approached by Professor Ferdinand, who was helping establish UMP's first Enactus team. After an interview process, Confidence was appointed as the **first secretary** of the team, a role that would shape her leadership path and entrepreneurial vision.

Reflecting on that defining moment, she recalls, "I took it upon myself to be responsible for the administration of the team and the presenters." That sense of responsibility soon gave birth to their first project, **Hatching Hope**, an initiative that focused on empowering local communities through poultry farming. The team partnered with a construction company to build chicken coops, which was a response to the growing demand for small-scale poultry businesses in rural areas.

Confidence credits Enactus as a life-changing experience that opened her eyes to the possibilities of indigenous entrepreneurship. She passionately believes that innovation is not a foreign concept to rural communities. As she explains, "Innovation has always been there in rural communities. The challenge has been defining it and that's where organisations like Enactus help, by introducing concepts such as design thinking."





Her perspective on entrepreneurship was also deeply shaped by her family. Her mother, a traditional healer who also designs traditional attire, has been a model of creativity and resilience. “My mother has always been innovative,” Confidence reflects. “She taught me that entrepreneurship is about using what you have to create value for others.”

Her brother’s carpentry business, which began as a barter trade arrangement and grew into a thriving enterprise, further cemented her belief in the power of local ingenuity. She also speaks fondly of her best friend Vanessa, who co-owns a successful butchery with her husband. “To rural communities, unemployment isn’t a today thing,” Confidence says thoughtfully. “People have always found ways to make ends meet entrepreneurship is in our DNA.”

Today, as a faculty advisor for the Enactus UMP team, Confidence has come full circle mentoring students who now walk the same path she once did. She proudly shares stories like that of Kholofelo, a BSc Agriculture Master’s student who joined Enactus as part of the Marketing team, learned valuable business skills, and now works in marketing and media.

Through Enactus, students gain not only entrepreneurial skills but also a sense of community and courage to take a chance. Initiatives such as the Ford CR Special Competition and MTN Challenge have provided platforms for mentorship, funding, and practical business development.

Confidence appreciates how these competitions are structured ensuring accountability through processes like invoice-based funding and continuous monthly workshops. “It’s not just about giving money,” she explains, “it’s about guiding young entrepreneurs so they can sustain and grow their ideas.”

For Confidence Ndlovu, the journey from student leader to academic mentor is more than a personal success story it’s a testament to what is possible when education, entrepreneurship, and community come together. Her story embodies the spirit of UMP’s mission: to nurture innovative thinkers who drive development from the ground up.

And as she continues to teach and inspire the next generation, Confidence remains rooted in the community that shaped her proving that when passion meets purpose, hope truly hatches.





# Unlocking Heritage Entrepreneurship: Rethinking Policy for South Africa's Cultural Future

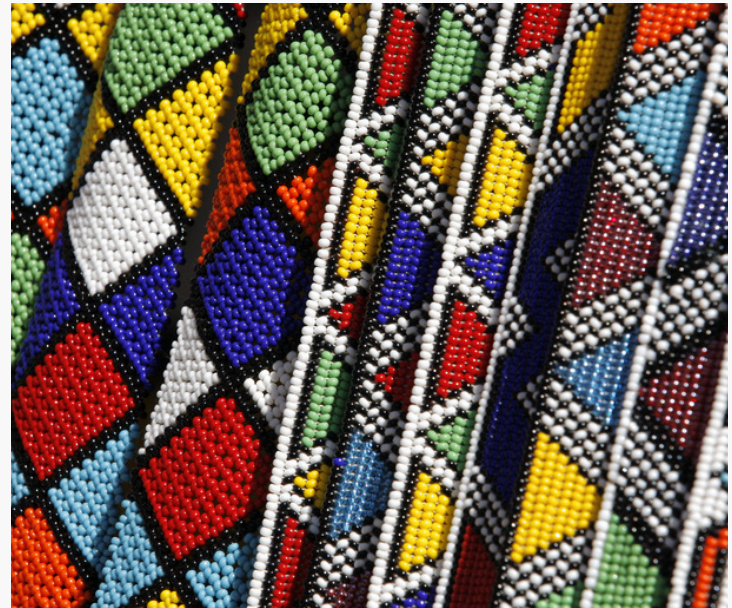
By **Sibusiso Cedrick Mntambo**

South Africa's entrepreneurial landscape is often celebrated for its innovation and resilience. Yet, when it comes to accommodating cultural heritage and Indigenous enterprises, such as those of Herbalists and Sangoma's, our policies have not fully risen to the occasion. Despite noble intentions, legislative frameworks still struggle to meaningfully integrate cultural businesses into the mainstream entrepreneurial ecosystem.

## The Promise of Cultural Heritage as an Economic Driver

Cultural heritage is more than memory – it is a living, breathing asset. It holds within it communal knowledge, spiritual traditions, artistry, and resilience that have shaped our nation's identity. Entrepreneurially, it opens doors to cultural tourism, creative artefact production, and traditional healing, all of which are deeply intertwined with community participation (Wyszomirski & Goldberg-Miller, 2015). When properly supported, heritage-based enterprises can elevate local economies, spark innovation, and foster social cohesion while preserving authenticity.

The State has already laid down a foundation. The Indigenous Knowledge Systems Policy (2004) and the Indigenous Knowledge Act (2019) legally recognise Indigenous knowledge as intellectual property, safeguarding it against exploitation. Similarly, the Traditional Health Practitioners Act (2007) created a regulatory framework to formalise the role of sangomas and herbalists in healthcare.



These measures represent progress towards validating traditional industries within a modern economic context.

## The Implementation Gap

However, implementation tells another story. The roll-out of the Indigenous Knowledge Act has been painstakingly slow, leaving communities without practical tools to protect or commercialise their knowledge (Kutut et al., 2021). Intellectual property law, designed for individual inventors, remains ill-suited for protecting knowledge that is communal and ancestral in nature. Moreover, many cultural entrepreneurs operate in rural areas, where poor infrastructure, limited access to financing, and exclusion from formal markets continue to constrain growth.

Added to this is the persistence of stigma. Traditional healers, for instance, are often viewed through a lens of suspicion, their practices dismissed as “unholy” or relegated to superstition.

Such perceptions undermine not only livelihoods but also dignity, obstructing market acceptance and meaningful policy impact.

### **Balancing Profitability with Preservation**

Globally, heritage-based entrepreneurship is recognised as a delicate balancing act: profitability on one side, and preservation of authenticity on the other (Bolek, 2009; Kutut et al., 2021). Public-private partnerships offer promise by pooling resources for conservation and adaptive reuse of heritage sites (Gravagnuolo et al., 2018). But without safeguards, these partnerships risk privatising collective heritage, reducing sacred traditions into commodities. South Africa must thus adopt business models that are both innovative and respectful of cultural identity, integrating community voices at every level of decision-making (Gustafsson & Amer, 2023).

### **Towards a Transformative Policy Approach**

If entrepreneurial policy is to be truly transformative, it must be rooted in the lived realities of cultural entrepreneurs. This requires:

#### **1. Financial Inclusion for Indigenous**

Enterprises Establish targeted funding mechanisms for traditional businesses, including microfinance tailored to community-based enterprises and state-backed guarantees for entrepreneurs unable to use communal land as collateral. Such perceptions undermine not only livelihood

#### **2. Legal Empowerment and IP Reform Reform**

intellectual property frameworks to protect communal and ancestral knowledge.

Expand the mandate of the Indigenous Knowledge Systems Office to actively assist communities with registration, enforcement, and benefit-sharing agreements.

#### **3. Destigmatisation and Public Education**

Launch national campaigns to reposition traditional healers and cultural practitioners as respected entrepreneurs. Public education is critical in shifting perceptions from superstition to recognition of value, healing, and heritage.

#### **4. Heritage Entrepreneurship Hubs**

Develop urban-rural linkages through heritage entrepreneurship hubs that combine incubation, training, and marketing support. These hubs should integrate cultural tourism, creative industries, and wellness entrepreneurship, making heritage enterprises more visible and accessible.

5. Circular Economy for Heritage Adopt a circular economy approach by reinvesting cultural tourism revenue back into communities for conservation, training, and innovation (Gravagnuolo & Varotto, 2021). This ensures sustainability while reinforcing cultural identity as a renewable economic resource.

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## Conclusion: A Call to Action South Africa

stands at a crossroads. On the one hand, we possess a rich tapestry of Indigenous knowledge and cultural practices; on the other, we risk losing them to neglect, commodification, or stigma. Entrepreneurial policies have acknowledged the value of heritage, but acknowledgment alone is not enough. It is time to humanise the law, empower traditional entrepreneurs, and reimagine heritage as both a moral

responsibility and an economic opportunity. As Faki (2012) reminds us, markets and economics are merely tools – the true goal is to realise the value of heritage. For South Africa, this means building a future where herbalists, sangomas, artists, and cultural custodians are not on the margins, but at the centre of an inclusive, resilient, and proudly African entrepreneurial economy.

# Charged-Up Entrepreneurship Africa Network: Igniting Change Through Pitching



The poster features a black background with gold and white text. At the top left is a small circular logo with 'UP'. The main title 'CHARGED UP Entrepreneurship Africa Network' is in large, bold, gold and white letters. To the right is a gold circular logo with 'UP' and a gold outline of the African continent. Below the title, a dark grey box contains white text about a pitching masterclass and competition supported by Sedfa. At the bottom, there is a gold banner with white text for the date, time, and venue, and a small circular logo on the left.

**CHARGED UP**  
**Entrepreneurship**  
**Africa Network**

**Pitching Masterclass and pitching competition supported by Sedfa.**

**All entrepreneurs are welcome to register**  
**Winners will be announced on the**  
**Charged Up Entrepreneurship Africa Network Main Event.**

**RSVP : +27 72 231 4262**

**DATE: 31 OCTOBER 2025** **TIME: 09:00 AM**

**VENUE: UNIVERSITY OF MPUMALANGA**



UNIVERSITY OF  
MPUMALANGA





Ntsako Mahlaule  
CEO & Founder

Many small, medium, and micro enterprises across South Africa are struggling to obtain funding, which is a barrier to the growth of their businesses. Funding is one of the crucial resources, especially for small businesses that have no capital. There are many young people with great innovative ideas, where most of them are social enterprises that could solve pressing issues to elevate the human living standard.

However, these ideas remain in the ideation phase since the SMMEs lack Capital to kick-start their business journey. The financial barrier is a trap to the opportunity cost of SMMEs being unable to contribute to the economy and create employment opportunities for others. In most cases, the funding opportunities are not inclusive, and SMMEs from rural areas are not well exposed to such opportunities.

Although there is an exclusion gap between rural and urban opportunities, Charged-Up Entrepreneurship Africa Network promotes entrepreneurship as the best tool to be used for youth to fight the crisis of youth unemployment. Charged-Up Entrepreneurship Africa Network, led by Ntsako Mahlaule, the CEO and Founder, will be hosting a pitching competition for SMMEs across Mpumalanga on the 31st of October at the University of Mpumalanga Center of Entrepreneurship.

SMMEs from different sectors will be pitching for funding opportunities. On the 31st of October, participants will be given equal pitching opportunities. Each participant will be given 3 minutes to deliver the presentation. It's only the top 30 successful applicants will be able to pitch. Charged-Up promotes inclusion by catering to entrepreneurs from townships, urban, and rural areas.





Charged-Up strategically partnered with ABSA, Buscor, and MTN for various prizes. The top 10 winners will receive funding from ABSA and MTN, while the digital company will provide tablets. Buscor will offer winners a mentorship program and funding opportunities. The top ten winners will be announced at the main event, scheduled for November 1, 2025, at Mnothweni Arena Conference Center.

A select number of SMMEs will showcase their products at the event to gain exposure to potential customers. Charged-Up believes that offering opportunities like a pitching competition is the best way to encourage young people not just to observe but to take control of their future, turning from unemployed to employer.

## Young Innovator Paves the Way with Eco-Polish



Sandile Mzimba

**S**andile Mzimba, a passionate young innovator from the University of Mpumalanga who is proving that great ideas can start small even from discarded plastic. As the founder of Eco-Polish, Sandile has created a unique, eco-friendly polish made entirely from recycled plastic waste. His product works on shoes, furniture, cars, and floors but what truly makes it shine is the purpose behind it. For Sandile, Eco-Polish is more than just a product; it's a solution gaining traction. By turning plastic waste into something useful, he's tackling two major challenges facing South Africa today environmental pollution and youth unemployment

His polish gives waste a second life and provides an affordable, high quality, sustainable cleaning option for households and small businesses.

What started as a simple idea has grown into a symbol of hope and innovation. Sandile's story shows how creativity and determination can turn everyday problems into real opportunities. His journey with Eco-Polish has already gained recognition the venture reached the Top 10 in the Mpumalanga ABSA YAEI Competition and took first place at the 2025 Sustainable Development Solutions Network (SDSN) Innovation Challenge, winning R30,000 in funding.

Sandile believes that sustainability begins with action. Through Eco-Polish, he's not only creating a cleaner environment but also inspiring other young people to see value where others see waste.



# How She Uses Storytelling to Empower Businesses to Win Investors' Hearts



Omphile Makoe

Omphile Makoe is a young lady from Johannesburg whose voice carries more than words. It carries impact.

A Bachelor of Commerce graduate, Omphile completed her degree cum laude and earned a VC Scholarship, reflecting her dedication both inside and outside the classroom. But her journey goes beyond academics. She is a public speaker, presenter, and aspiring voice-over artist who has found a unique way to use her gift of storytelling to help others succeed.

Omphile uses her public speaking skills to empower young entrepreneurs especially those who struggle to communicate the value of their businesses. Many young innovators have great ideas but often face challenges when it comes to pitching them effectively. That's where Omphile steps in. She takes their stories the problems they've identified, the impact they've made, and the solutions they've built and presents them with clarity, confidence, and emotion.

Through her work with Enactus University of Mpumalanga, Omphile has helped several enterprises secure funding and recognition. Her powerful storytelling and presentation skills have contributed to major achievements, including NextGen Sell, which secured second place at the Enactus National Exposition, Ehlanzeni Star School, which earned first place in 2025 and M&M which won first place at EDHE Regional competition. These victories are a testament to her ability to transform ideas into compelling narratives that inspire action. She presented on an international stage and received the Best Pitch Award for her outstanding performance.

But beyond her achievements, Omphile is driven by purpose. She believes that every entrepreneur deserves to be heard and that storytelling can bridge the gap between innovation and opportunity. Her leadership and impact have not gone unnoticed she is also a recipient of the Vice-Chancellor's Female Leadership Award, recognizing her role as both a presenter and a leader.

