



The Quadruple Helix Innovation Model in Fostering the Social and Solidarity Economy Ecosystem in ASEAN:

An Invitation to China

以【四螺旋】创新模式
推动东盟社会与团结经济生态系统发展

Presenter: Zoel Ng



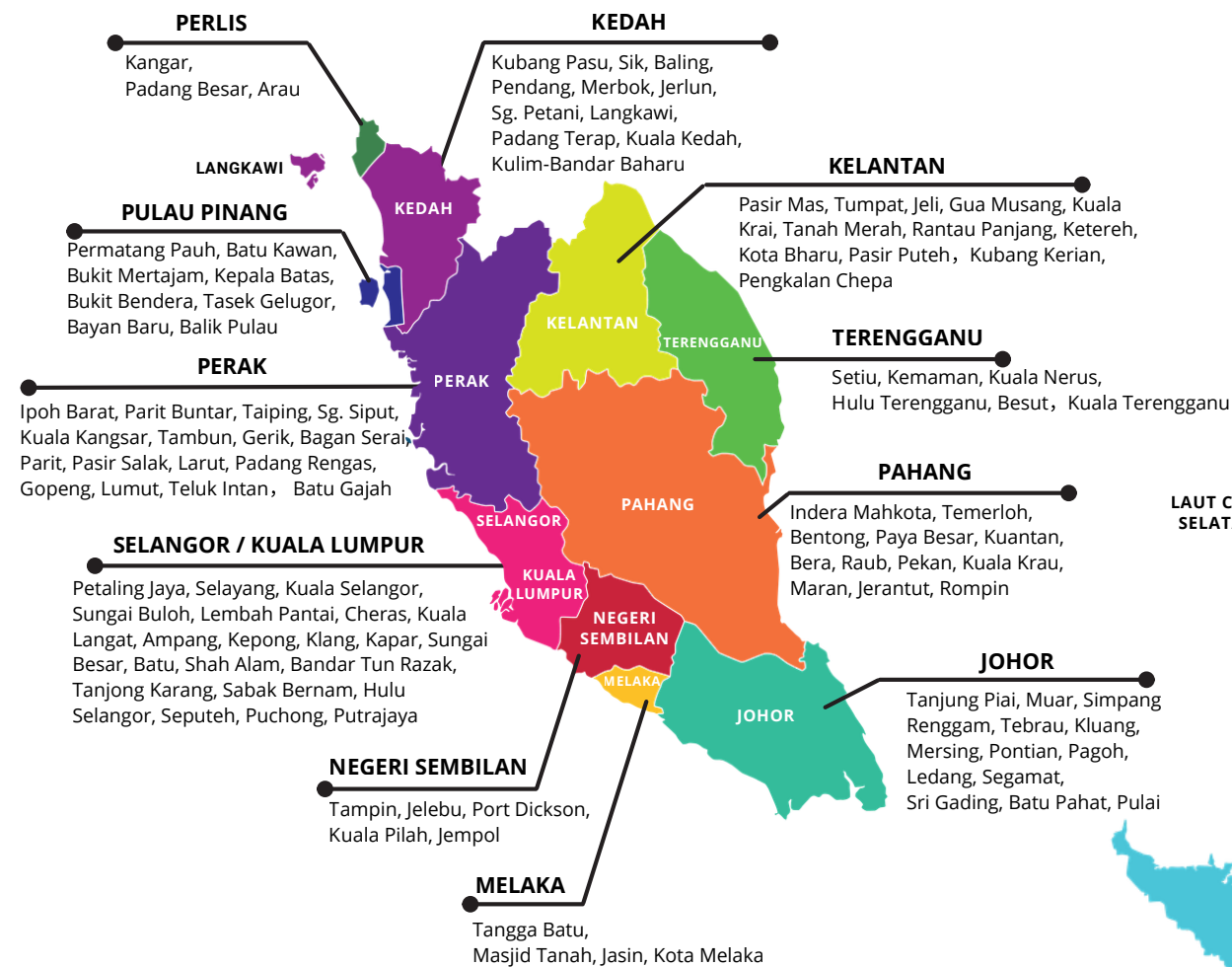
All-Party Parliamentary Group Malaysia for Sustainable Development Goals (APPGM-SDG)

LOCALISING SDGS WITH MEMBERS OF PARLIMENT - 2020 - 2026

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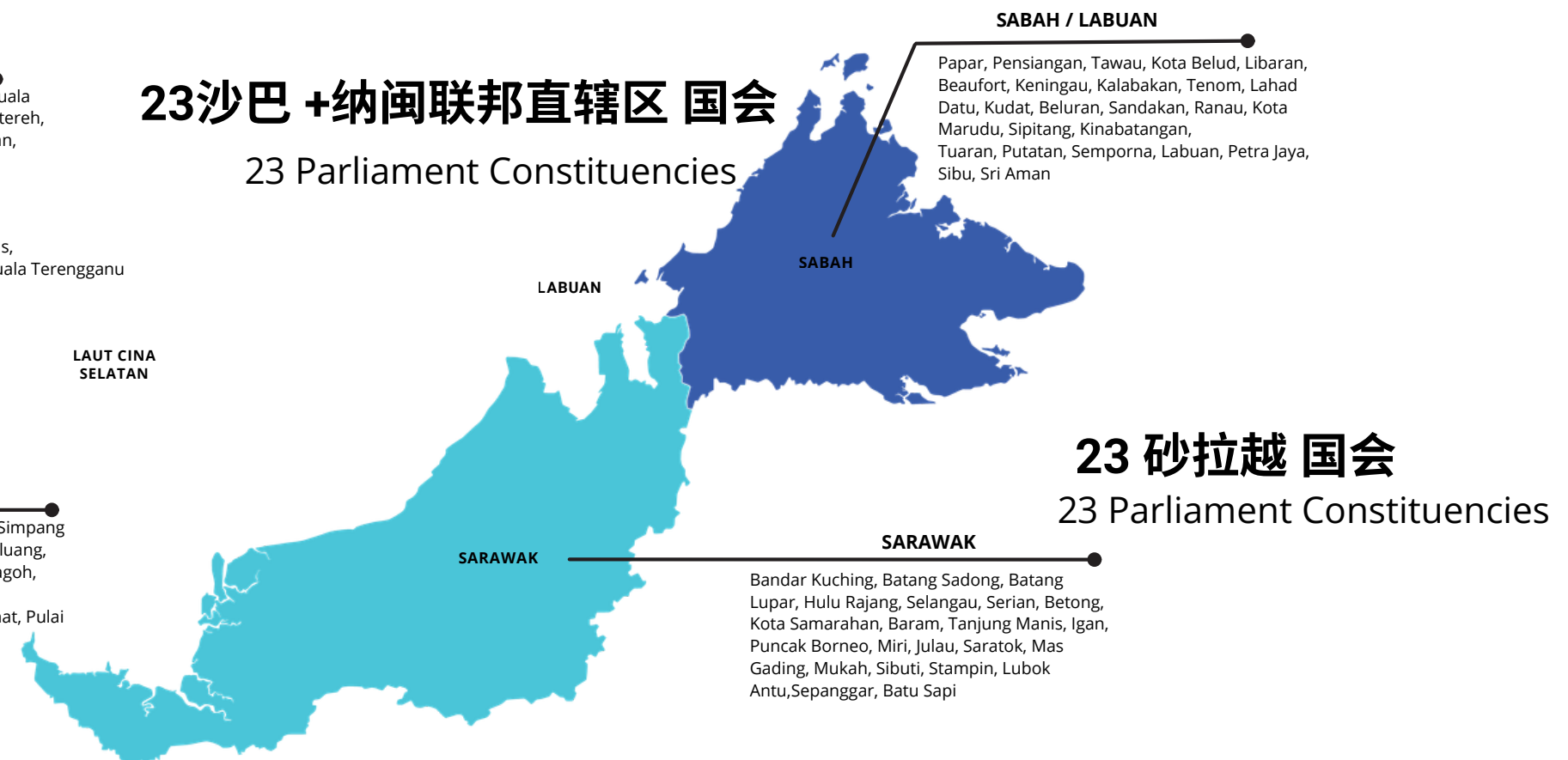
113 西马+【布城 + 吉隆坡联邦直辖区】国会

113 Parliament Constituencies



23沙巴 + 纳闽联邦直辖区 国会

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23 Parliament Constituencies

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Research → Micro Solution Project → Capacity Building → Policy Advocacy → Impact Evaluation



Capacity Building + Ecosystem-Building arm of APPGM-SDG.

2024- Expanded to ASEAN Countries for SDG- SSE





October 15, 2024

The UN Secretary-General's report Promoting the social and solidarity economy for sustainable development

Akademi



Academy

Social Solidarity Economy (SSE) as a Vehicle for Building Local Economies and Accelerating the Localising of Sustainable Development Goals (SDGs): Initiatives of the United Nations and Lessons for Malaysian Parliamentarians

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WHAT IS SOCIAL AND SOLIDARITY ECONOMY?

社会与团结经济



Alternative business models
that contribute to inclusive
and sustainable development.

People & Planet > Profit

The social and solidarity economy (SSE) encompasses enterprises, organizations and other entities that are engaged in economic, social, and environmental activities to serve the collective and/or general interest, based on the principles of voluntary cooperation and mutual aid, democratic and/or participatory governance, autonomy and independence, and the **primacy of people and social purpose over capital** the distribution and use of surpluses and/or profits as well as assets.

SSE entities aspire to long-term viability and sustainability, support the transition from the informal to the formal economy, and operate in all sectors of the economy.

They embody **values** such as care for people and planet, equality and fairness, interdependence, self-governance, transparency and accountability, and the attainment of decent work and livelihoods.

Source: International Labour Organization. (2022). Resolution concerning decent work and the social and solidarity economy (110th Session of the International Labour Conference, Resolution II). <https://www.ilo.org/resource/record-decisions/ilc/110/resolution-concerning-decent-work-and-social-and-solidarity-economy>



不要只看“漂亮”，要看“社会系统”
deeply embedded in families, communities,
mutual dependence and local social relations.



The social and solidarity economy (SSE) encompasses enterprises, organizations and other entities that are engaged in economic, social, and environmental activities to serve the collective and/or general interest, with democradic governance system. According to national circumstances, the SSE includes **cooperatives, associations, mutual societies, foundations, social enterprises, self-help groups and other entities** operating in accordance with SSE values and principles. (ILO, 2022)



ASEAN SDG-SSE ROADMAP (2026-2030)

The ASEAN SDG-SSE Movement



Grassroots Focus

Prioritizing marginalized communities, indigenous groups, and informal workers, **shifting from wealth extraction to shared prosperity.**



Democratic Governance

Ensuring **collective ownership and participatory** decision-making within cooperatives, associations, and social enterprises.



SDG Alignment

Embedding **localized Sustainable Development Goals directly** into the operational frameworks of community-based organizations.

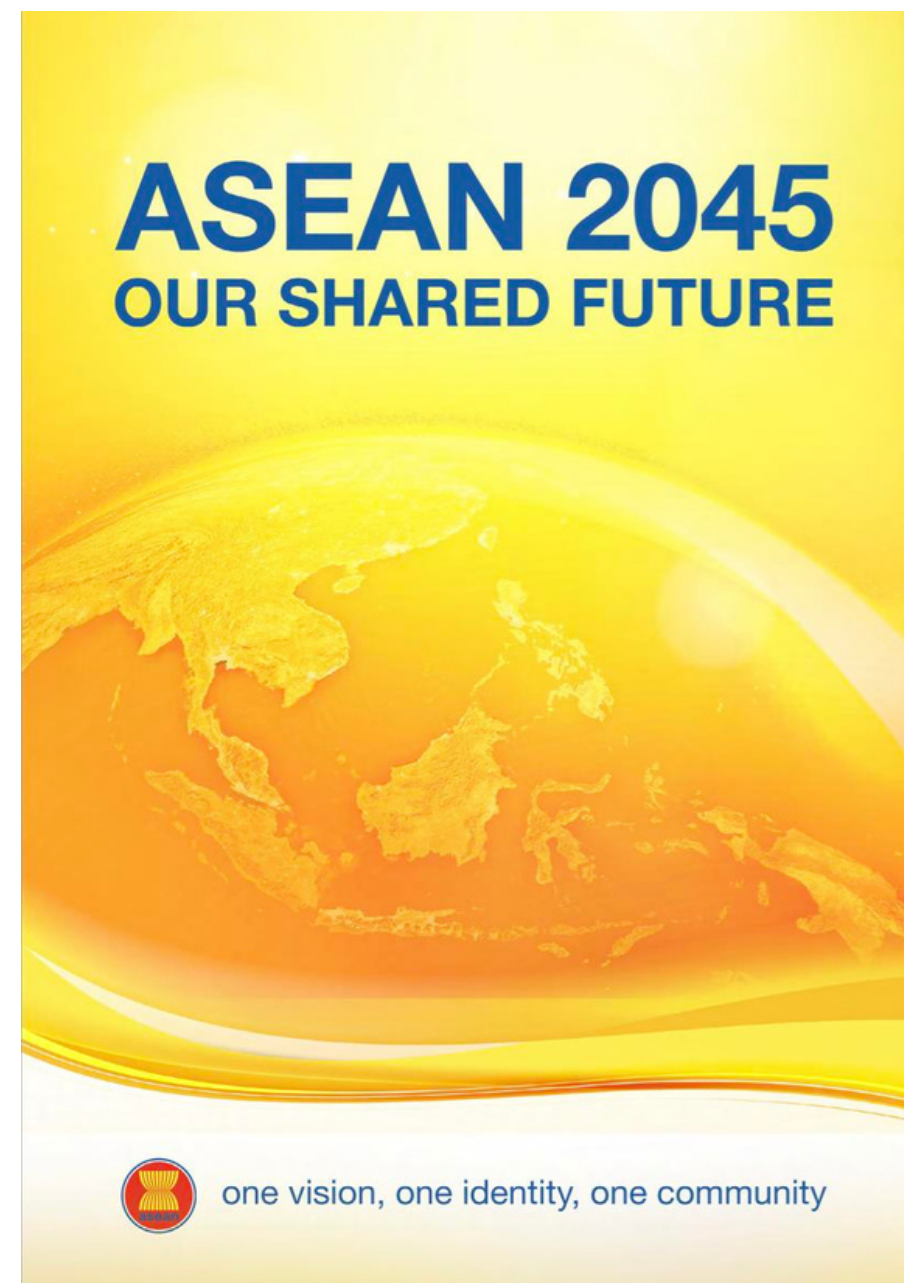
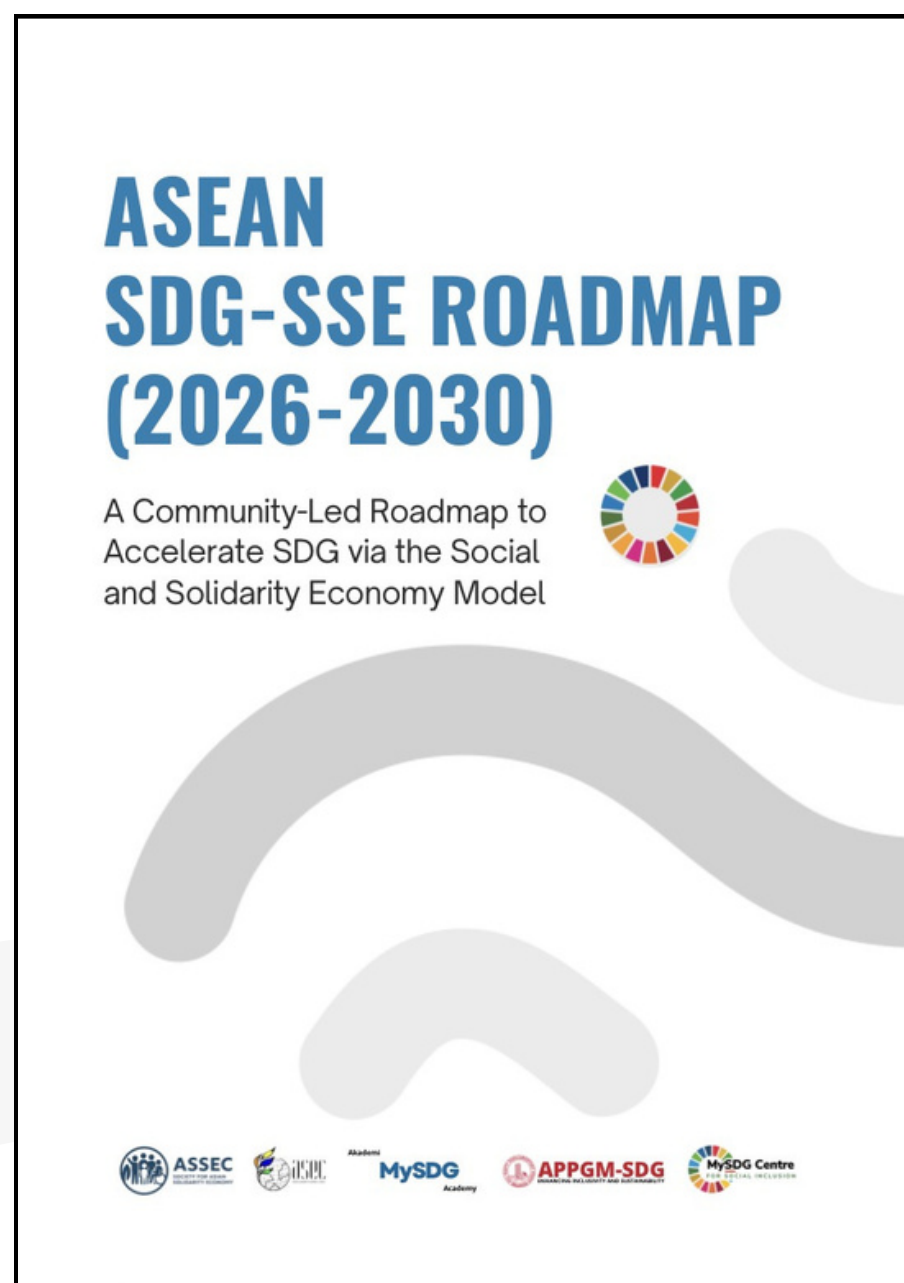


MoU Signing between ASSEC & MySDG Academy, witnessed by YB Dato' Hajjah Hanifah Hajar Taib



Partners from ASEAN Country

1. About the ASEAN SDG-SSE Roadmap



Goal 1



Popularise the SDG-SSE thematic areas

Goal 2



Strengthening partnerships

Goal 3



Building a data system based on SDG-SSE community generated data

Goal 4

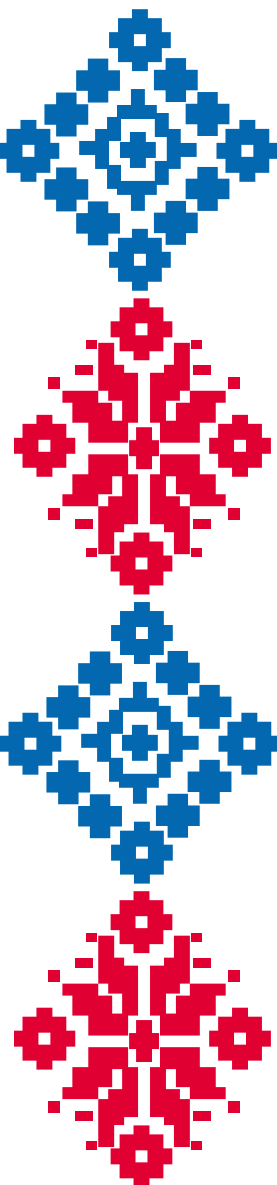


Building the business (marketing, financing, capacity & sustainability) potential of SSE initiatives

Goal 5



Building solidarity among SSE grassroots communities and tapping the potential of next generation of young leaders in ASEAN



Whole National Approach

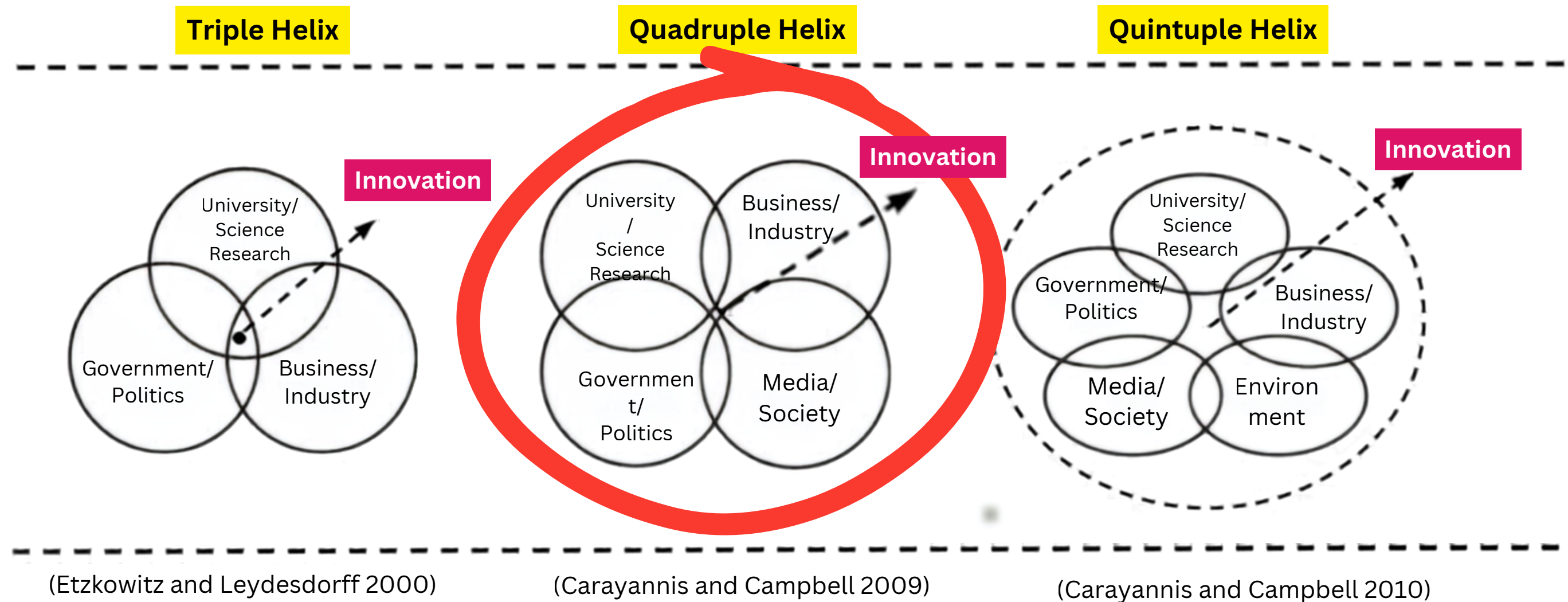
“The quadruple helix model will be utilized to promote innovation in resource management.”

- page 1-12, (Kementerian Ekonomi, 2025)



A Quadruple Helix Innovation Model

The Evolution of Triple, Quadruple, and Quintuple Helix Innovation Ecosystem Models

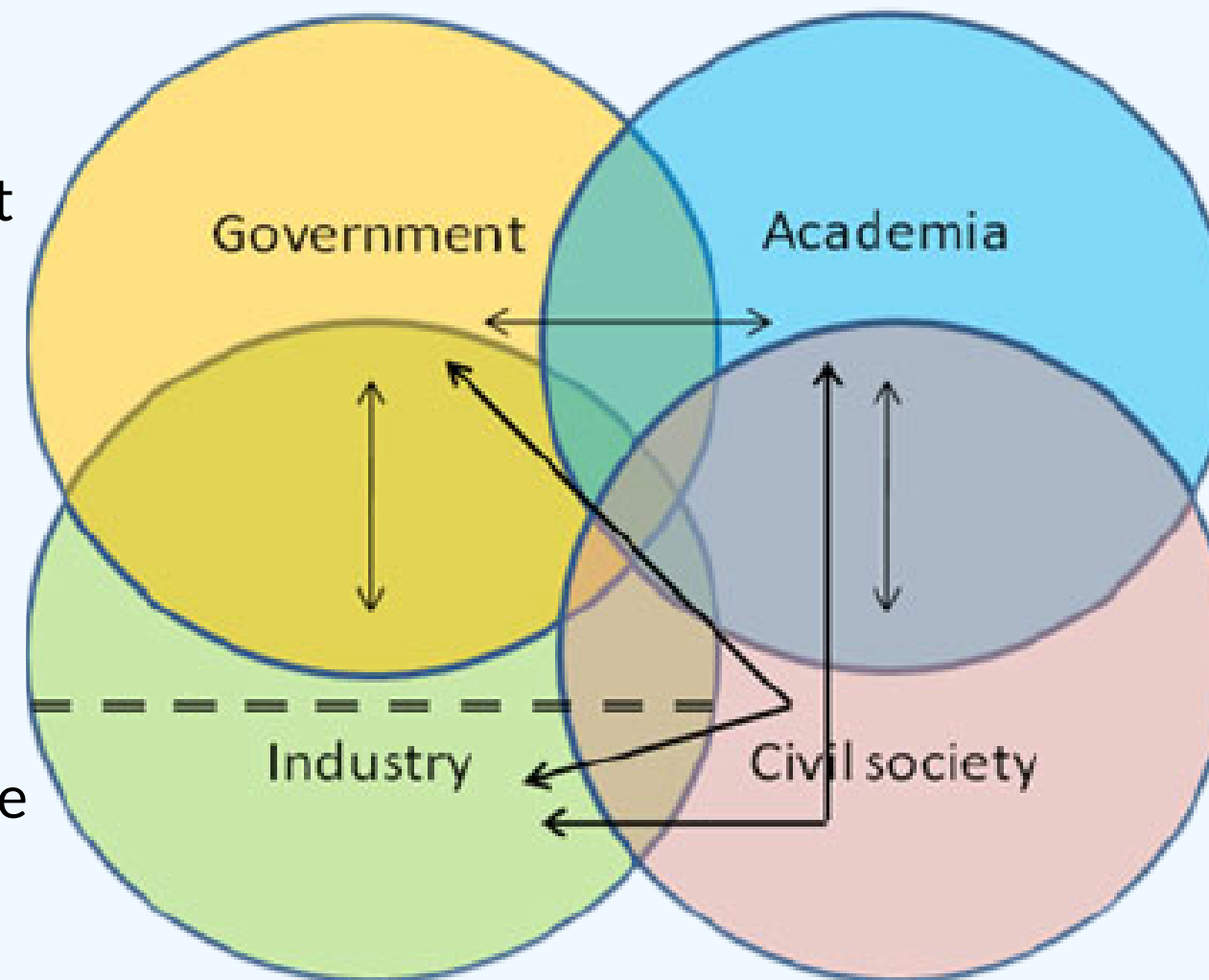


Source: [Bartoloni, S., Calò, E., Martinelli, L., Pascucci, F., Dezi, L., Carayannis, E., Revel, G. M., & Gregori, G. L. \(2022\)](#). Towards designing society 5.0 solutions: The new quintuple helix-design thinking approach to technology. *Technovation*, 113, 102413.

Partnerships in Accelerating Impact with the Spillover and Flywheel Effect

- Financing
- Policy Formulation
- Innovation Support
- Advisory Services

- Entrepreneurial Venturing
- Product and service development



- R&D
- Education
- Incubators
- Spin-Offs

- Collaboration platform
- Legitimizing link
- Competence & process development
- Carrying individual and structural perspectives.

(Lindberg, Lindgren, & Packendorff, 2014)

SDG 17
- Partnerships for Goals





ASEAN SDG-SSE ROADMAP (2026-2030)



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Dr. Benjamin R.
Quiñones, Jr.



Helix I: State & Public Policy

- **Enabling Environment** : Leveraging on 13th Malaysia plan, bridging national policy with localized, community-driven sustainable development projects
 - **Financial Support Mechanisms**: Gov-backed seed funding, and subsidies help mitigate early-stage risks for community initiatives.
 - **Institutional Integration**: urge to formally recognize and legalize SSE special task force ensure grassroots voices directly influence national socio-economic planning.
- ASEAN Example:** The APPGM-SDG in Malaysia ; Quezon City Public Employment Service Office (QC PESO)



Helix II: Academic Incubation

- **Academic Program:** In 2022, the Quezon City Public Employment Service Office (QC PESO) partnered with Quezon City University (QCU) to launch a program for out-of-school youth.
 - **Physical Incubation:** providing youth with a dedicated workspace on campus. This physical incubation allowed the youth to organize into product-focused associations, manufacture goods (like soaps and agricultural products), and successfully transition their training into active market participation
 - **Action Research:** Institute of Asian Studies, Chulalongkorn University, demonstrating how academic researchers play a key role in documenting, assessing, and evaluating the impact of grassroots social solidarity initiatives
- **ASEAN Example:** Embracing Social Solidarity Economy in Quezon City University, Philippines & Institute of Asian Studies, Chulalongkorn University, Thailand



Helix III: Industry & Markets

- **Interdependence & Fair Pricing:** HNTB acts as a collective economic unit based on the principle of interdependence among home-based women worker groups. It operates strictly on Fair Trade and Social Solidarity Economy (SSE) principles, guaranteeing members a fair price for their handmade, cultural, and organic products.
- **Sustainable Marketing Channels:** By establishing robust online and offline marketing channels, HNTB facilitates the transition of women workers from the informal to the formal economy, boosting their livelihoods and social recognition
- **ASEAN Example:** Social and Economic Empowerment of Home-based Workers through HomeNet Thailand Brand (HNTB)



Helix IV: Civil Society Action

- **Massive Grassroots Mobilization:** SPP is a powerful peasant-led civil society movement that organized rural communities to actively claim their rights to land through agrarian reform. Under their collective banner, they successfully distributed 194,000 hectares of arable land to 51,000 households.
 - **Alternative System Building:** Rather than relying on state or market structures, SPP took direct civil action by establishing its own primary and secondary schools (Sekolah SPP) to promote education and literacy, and setting up women-led village cooperatives to manage local economic activities.
- **ASEAN Example: Serikat Petani Pasundan (SPP), Indonesia (Grassroots Peasant Movement)**



Conclusion

1- Unlocking untapped community economic power

- Grassroots cooperatives, faith groups, youth networks, and social enterprises are **productive nodes – but under-organized**. The roadmap gives them scaffolding.

2- Strengthening civil-society-state partnership governance

- Good governance is no longer only about public institutions; it's about **“whole-society_governance.”** The roadmap operationalises that ethos.

3- Connecting Research with Community for solution

- The interplay between academic **theory and civil society's lived experience** yields highly robust, culturally appropriate solutions. Knowledge flows bilaterally, ensuring interventions are both scientifically sound and practically viable for local communities.





ASEAN SDG-SSE ROADMAP (2026-2030)

Invitation

1. EXPLORING COLLABORATIVE RESEARCH
2. CASE STUDY COLLECTION (说好我们共同富裕的故事)

BETWEEN MALAYSIA/ ASEAN AND NANJING UNIVERSITY/ CHINA



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Building Sustainable Futures Together
through the power of 6 Helix Innovation Model

Knowledge & Partnerships for Sustainable Development

MySDG Academy serves as the networking, knowledge, and talent-development arm of APPGM-SDG—fostering partnerships and innovative solutions for Malaysia's sustainable future.

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ASEAN SDG-SSE Forum 2025 — 22-23 May — 110 participants from 7 ASEAN countries + Japan & China, marking the development of the ASEAN SDG-SSE Roadmap (2026-2030).

