

CSR, Public-Private Partnerships, Social Entrepreneurship and SDGs : The Malaysian Context



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SDGs – OUR COMMON GOALS



Partnerships between

- Government
- Private sector
- Community/NGOs

THE CONCEPT

Corporate Social Responsibility (CSR)

The assumption of responsibility of companies whether **voluntary** or **by virtue of statute** in discharging socio-economic obligations to society.

Public-Private Partnership (PPP)

A **long-term contract** between a private party and a government entity, for providing a **public asset or service**.

Social Enterprises

Organisations that have a **social cause** as their primary mission and use a **private sector business model** to sustain themselves.

CSR IN MALAYSIA

- **1970's** – CSR began in the form of small contributions driven by religions and racial motivations.
- **Overtime** - Influenced from the west – more multinational companies are formed – became more structured and linked to corporate strategies.
- **Currently**
 - Increased focus and promotion of CSR
 - Policies and regulations
 - Framework for CSR
 - Yearly budget report
 - 5 years Malaysia Plan
 - Tax and fiscal incentives
 - Endorsement through awards



FRAMEWORKS AND REGULATIONS FOR CSR IMPLEMENTATION

1. Silver Book (2006)	<ul style="list-style-type: none"> Guidelines for Government-linked Companies (GLC) Part of GLC's Transformation Programme
2. CSR Framework (2006)	<ul style="list-style-type: none"> Guidelines for Public listed Companies (PLC) Developed by BURSA Malaysia (Malaysian Exchanged Holding Company) Mandatory reporting of CSR activities Focus areas: Environment, Workplace, Community, Market Place
3. Business Sustainable Programme (2010)	
4. Environmental, Social and Governance Index for PLCs	

CSR IN MALAYSIA

Government linked Company (examples)



Public Listed Company (examples)



CSR – TENAGA NASIONAL BERHAD



Empowering the Community – Kampung Kuantan (Fireflies park)

In partnership with the State Government, community and NGOs:

- Fireflies protection
- Replanting of Trees
- Campaign and awareness programmes



Tree For A Tree – Tree Planting in Port Dickson

In partnership with the State Government, community and NGOs:

- Trees planting
- Campaign and awareness programmes

CSR – THE ACHIEVEMENTS



Programmes

1. Welfare initiatives
2. Education support
3. Environment conservation
4. Child protection
5. Health programmes
6. Housing for the bottom 40%

PUBLIC-PRIVATE PARTNERSHIP IN MALAYSIA



Enabling Framework

- Formation of Public Private Partnership Unit (UKAS) under the Prime Minister's Department
- Main roles:
 - Processing and evaluation of PPP Project.
 - Propose potential projects to the government
- Projects : Infrastructures, Facilities, Services
- Guidelines and Master plan for Privatization



PUBLIC-PRIVATE PARTNERSHIP IN MALAYSIA

Public Private Partnership Guidelines (2009)

Key Principles

- socio-economic impacts
- value for money and cost savings to the Government
- quick delivery of the project and service enhancement
- increased level of accountability, efficiency and effectiveness

Key Features

- Risk transfer
- Long term contract
- Output specification
- Competition
- Performance-based payment
- Value for money

PUBLIC-PRIVATE PARTNERSHIP – THE ACHIEVEMENTS

- More than 500 privatized projects
- Saving in capital expenditure : RM161 billion (estimated RM25 billion over 25 years)
- Reduce government administrative expenditure following privatization of 58 government agencies
- Provided world class infrastructure (north south highways, LRT, Ports, KLIA)
- Successfully created local conglomerate – Tenaga Nasional Berhad (National Electricity Board). TELEKOM Malaysia, etc.
- Development and maintenance of infrastructure and facilities

SOCIAL ENTERPRISE BLUEPRINT IN MALAYSIA

Three strategic thrusts to meet the challenge of creating a thriving ecosystem for social enterprises in Malaysia... ..realised by enabling initiatives that will culminate in a thriving ecosystem for Malaysia

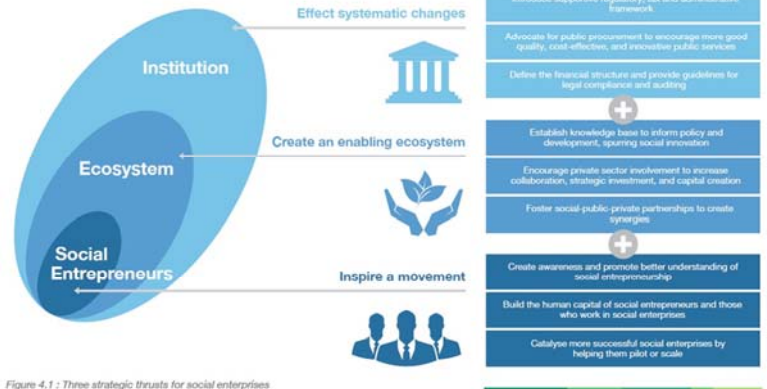
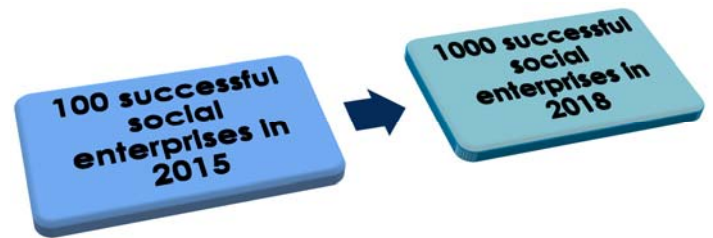


Figure 4.1 : Three strategic thrusts for social enterprises

SOCIAL ENTERPRISES IN MALAYSIA

<p>The folks in Kakiseni are fighting the good fight for Arts in Malaysia. Revenue: Events and training program</p>	<p>Provides HIV/AIDS education and support programs for communities. Revenue: User fees at drop-in centres</p>
<p>One-stop-hub for volunteering in Malaysia Revenue: Licensing its technology and arranging volunteering opportunities</p>	<p>Bridging the urban-rural divide through building houses for aboriginal families. Revenue: organizing workshops</p>

SOCIAL ENTERPRISES – THE ACHIEVEMENTS



SOCIAL PUBLIC PRIVATE PARTNERSHIP (SOCIAL PPP)



It is an initiative under the National Blue Ocean Strategy (NBOS).

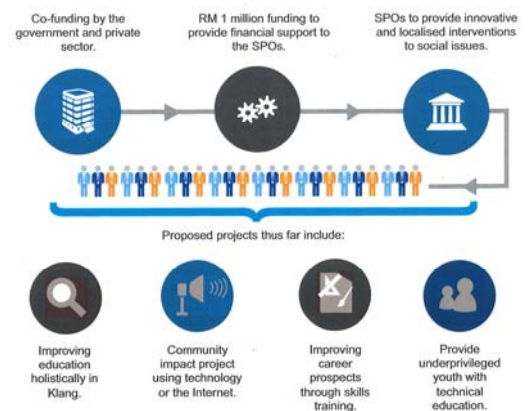


Social PPP is a collaborative initiative between Malaysia Innovation Agency (AIM) and UKAS

It relooks at traditional ways of delivering social services, tapping into strengths of government, social-purpose organisations (SPOs) and the private sector to address social disparities.

SOCIAL PUBLIC PRIVATE PARTNERSHIP (SOCIAL PPP)

How Does Social PPP Work?



SOCIAL PUBLIC PRIVATE PARTNERSHIP 4 Pilot Projects (Completed 2016)



Malaysian Collective Impact Initiatives (MCII)

- An innovative model for multi-sectoral partnership for corporate CSR involves 7 corporate funder



School Retention Programme (subset of MCII)

- Peer tutoring and mentoring programme to increase student's Maths and English proficiency



Youth Up Skilling (subset of MCII)

- To up skill disadvantaged and at-risk youth towards employment by providing opportunities



Scalable, Commission based telemarketing Center

- An establishment of a virtual call center service, allowing 18 disabilities and impaired person the opportunity to be financially independent and contribute to the society

SOCIAL PUBLIC PRIVATE PARTNERSHIP 6 Projects (coming up)

- 1 • After School STEM Programme
- 2 • Empowering Single Mother
- 3 • Building Library for the Autism Children
- 4 • Using Technology to Address Social Issues
- 5 • Developing Local Center in Urban Low Cost Housing Area
- 6 • Free on-line Tuition for Studentn with Disabilities

THE CHALLENGES

Social development & environmental conservation are not growing at the same pace with economic development

Traditional ways of delivering social services are not fully effective, and consume a huge portion of public expenditure



Measurement of performance and targets for the existing CSR/PPP/SE initiatives towards Sustainable Development

Social purpose organizations lack of the resources and professionalism to scale and achive wide impact

THE WAY FORWARD

- To link CSR,PPP, SE and Social PPP with sustainable development and SDG's
- To embed environmental and social safeguard in targets and goals
- To develop performance measurement towards sustainable development
- To replicate the initiatives at city scale
 - creating policies and guidelines to achieve SDG's Goals,
 - identify projects for partnerships.
- To promote and extend the initiatives to small and medium industries (SME's)

SUCCESS STORY AT THE CITY LEVEL: THE PARKLIFE - CITY OF SHAH ALAM



Thank You

PLANMalaysia

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<http://www.townplan.gov.my>

