



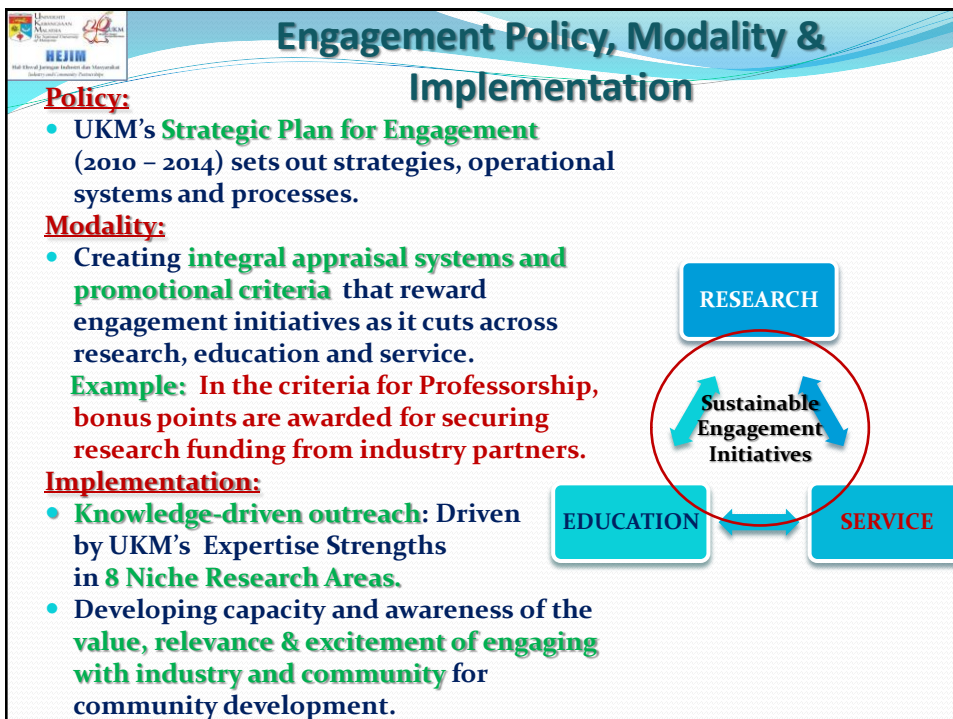
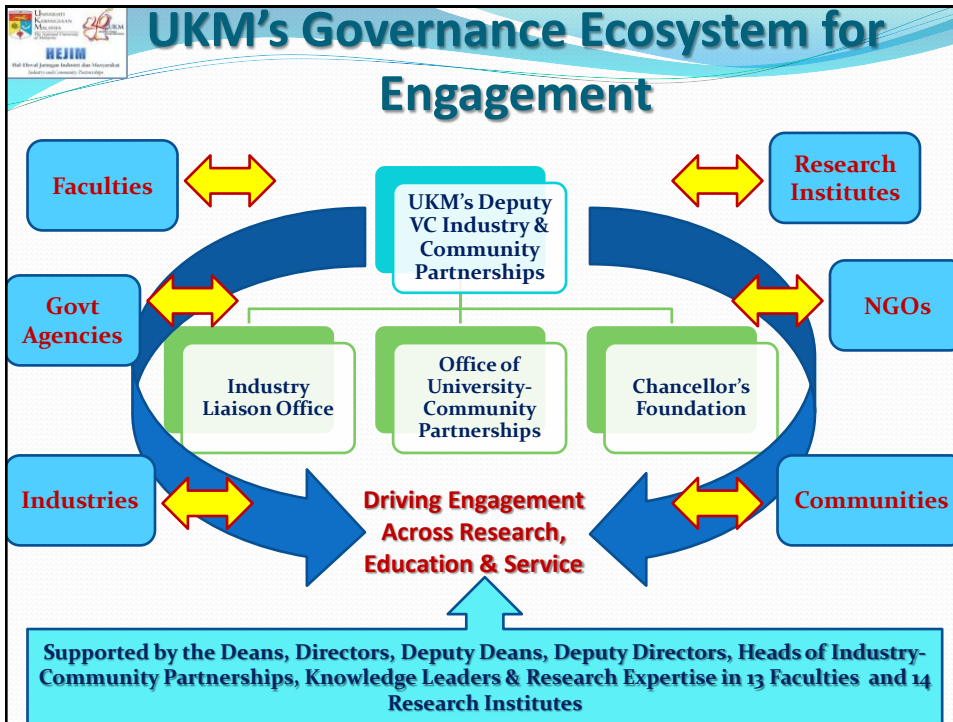
**TRANSFORMING HIGHER
EDUCATION THROUGH SOCIAL
RESPONSIBILITY AND
SUSTAINABILITY ACROSS THE
ASIAN REGION**

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**Social Engagement and Tertiary
Education: New Imperatives**
2010 OECD/IMHE General Conference
**"Higher Education in a World Changed Utterly:
Doing More with Less"**

“Social engagement has moved beyond institutional outreach to address the challenges of the 21st century. Engagement is now a mindset ensuring that tertiary education can meet its multiple responsibilities: creating a culture of learning, directing research and teaching to sustainable development and **strengthening links with social & (industry) partners are now an inescapable obligation for institutions.**”



Engagement for Research at UKM

UKM encourages researchers to work together with the industry and community to leapfrog multi-disciplinary knowledge creation to address social, economic, environmental and health challenges of the nation/region:

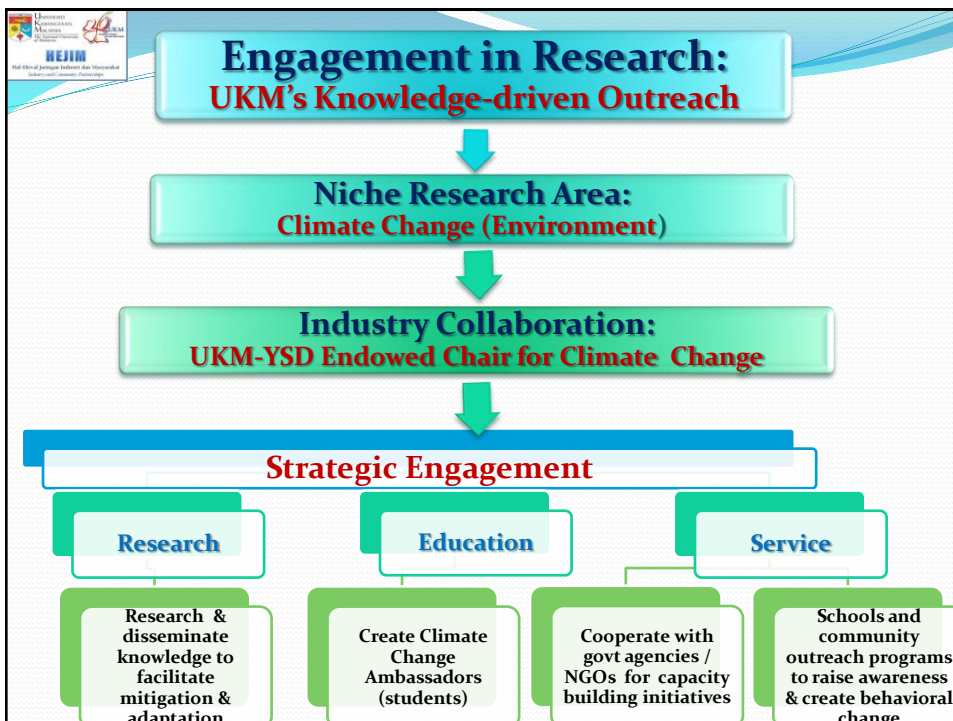
University-industry research grant

University-community research grant

Seed funding is provided by UKM for research projects that demonstrate the following criteria:

- Engage the community in collaborative research through consultative process or community profiling to identify needs and challenges of the community.
- Demonstrate sustainability by securing matching contribution from private sector stakeholders.
- Demonstrate clear and measurable outcome in terms of research output and the impact on community development.

The grants have succeeded in securing substantial funding for collaborative research initiatives that impact community development.





Creating a Multiplier Effect Across Asia

Regional Cooperation:

- Need to consolidate efforts and share best practices among diverse stakeholders for engagement that has greater impact on the social, economic and environmental development of regional communities.

Policies:

- Need to establish governance systems, policies, strategies and actions on three levels – national, regional and institutional - to drive trans-disciplinary social responsibility initiatives across the region.

Capacity Development:

- Need to develop knowledge and competencies for academics and students in key areas of regional importance to facilitate knowledge driven engagement.

Sustainability:

- Need to ensure sustainability of engagement initiatives through knowledge transfer, social impact assessment and funding to benefit various communities.



Potential Mechanism: ATNEU

In March 2010, The Talloires Network brought together 20 higher education leaders at the Rockefeller Foundation in Bellagio, Italy for a unique discussion on **“Higher Education Responding to Social Needs”**.

The Talloires Network is a global association of over 190 institutions in 59 countries, committed to strengthening the social responsibilities of higher education.

UKM was invited to lead in the development of a regional chapter of the Talloires Network, **the Asia-Talloires Network of Engaged Universities (ATNEU)** dedicated to drive trans-disciplinary social responsibility initiatives between higher education institutions and diverse stakeholders, **to promote collaborations that enhance the quality of life for Asian communities.**

