

Collaborate for Change:

Leveraging Social Entrepreneurship &
Intrapreneurship for University–Industry
Synergy in Sustainability

Prof. Charlou A. Bautista

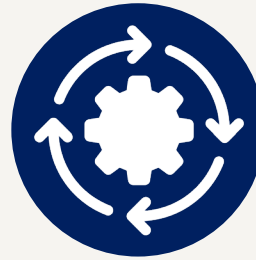
Mindanao State University Marawi



THE COMPLEXITY OF SUSTAINABILITY CHALLENGES



Sustainability issues are multi-dimensional: environmental, social, and economic.



Traditional siloed approaches can't address them effectively.



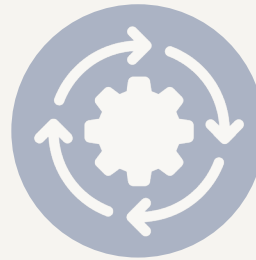
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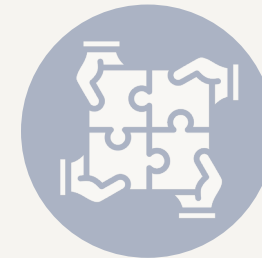
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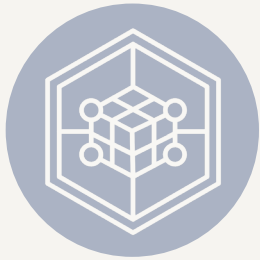
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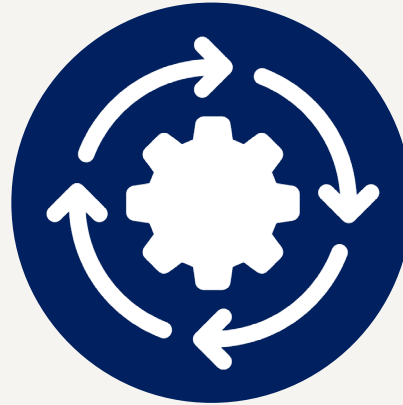
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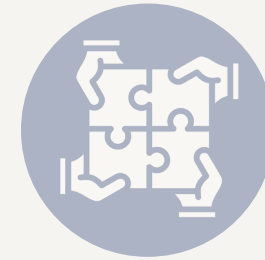
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The Mindanao State University



MSU's mandate why it matters for sustainability

Statutory role:

MSU's charter and system mandate prioritize service to
MINSUPALA (education + development)

Trilogy of functions:

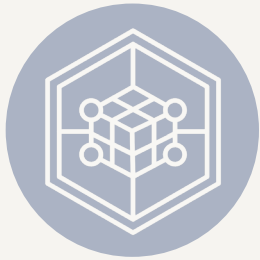
Instruction, research and
extension

Interdisciplinary capacity:

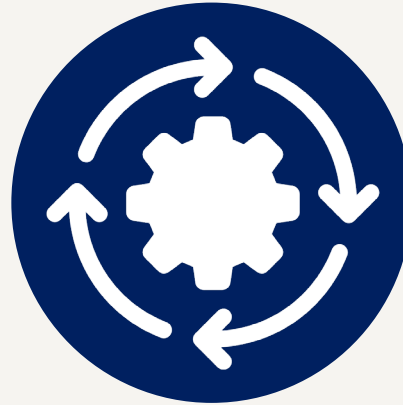
As a multi-campus system



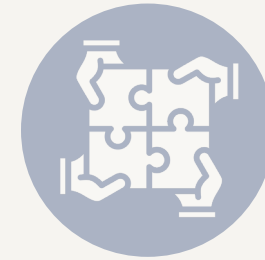
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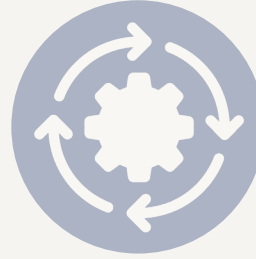
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MSU's Greatest Challenge

Operational risks: Insecurity raises real costs and risks for private partners.

Perception & reputation: Even where certain areas are stabilizing, perception of risk lingers and can block long-term industry commitments or technology transfer.



THE EVOLVING ROLE OF HIGHER EDUCATION INSTITUTIONS



- ◆ From instruction → **co-creation**
- ◆ Universities as **ecosystem builders**, not just educators.
- ◆ Universities must evolve from knowledge transfer to **knowledge co-creation**

THE EVOLVING ROLE OF HIGHER EDUCATION INSTITUTIONS



- ◆ MSU has mandate, regional legitimacy, and interdisciplinary capacity —the foundations of a co-creation hub.
- ◆ Main Blockage: The Translation Gap and Weak Entrepreneurial Mainstreaming

research → innovation → enterprise → impact

University–industry synergy thrives when academic innovation is paired with entrepreneurial capability and institutional support.

University as a Co-Creation Hub

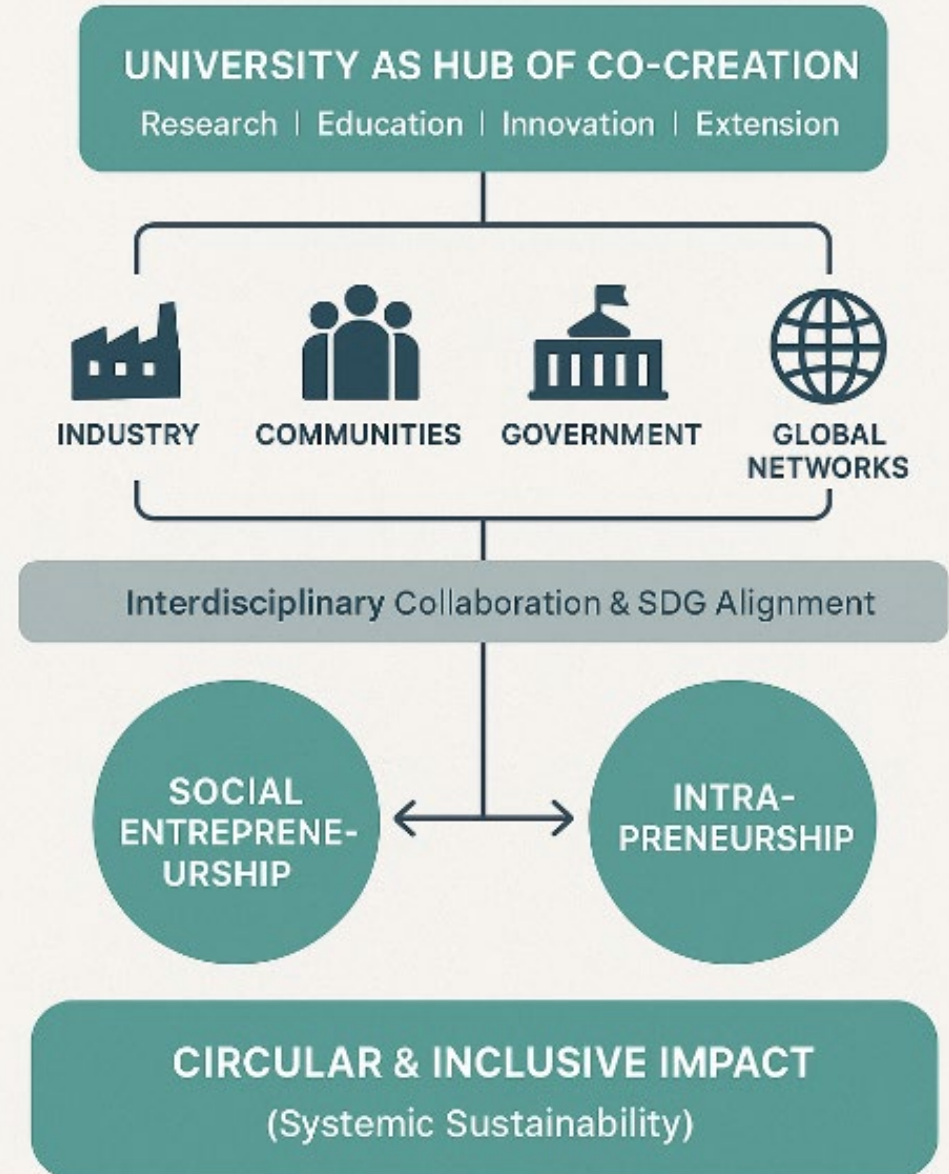
  Research |  Education |  Innovation |  Extension

 Works with industry, communities, government, and global networks.



CIST FRAMEWORK

(Co-Creation for Inclusive and Sustainable Transformation)



Social Entrepreneurship – Driving External Change



Provides pathways for researchers, students, and communities to transform innovations into socially impactful enterprises.



Integrates SDGs and ethical innovation.



Social entrepreneurs create tangible impact —from renewable energy startups to circular fashion like **NeoRanao** —proving that business can be both **profitable** and **purposeful**.

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THE NEORANAO STORY



NeoRanao



NeoRanao team neoranao of mindanao state university main campus



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NEO Mission

Nurture a sustainable fashion ecosystem by upcycling textile waste and promoting circular fashion practices.

Empower local artisans and communities by providing opportunities for ethical and eco-friendly fashion production.

Organize initiatives that advocate for environmental responsibility, social impact, and the preservation of Maranao cultural heritage.

Intrapreneurship

Innovating from Within



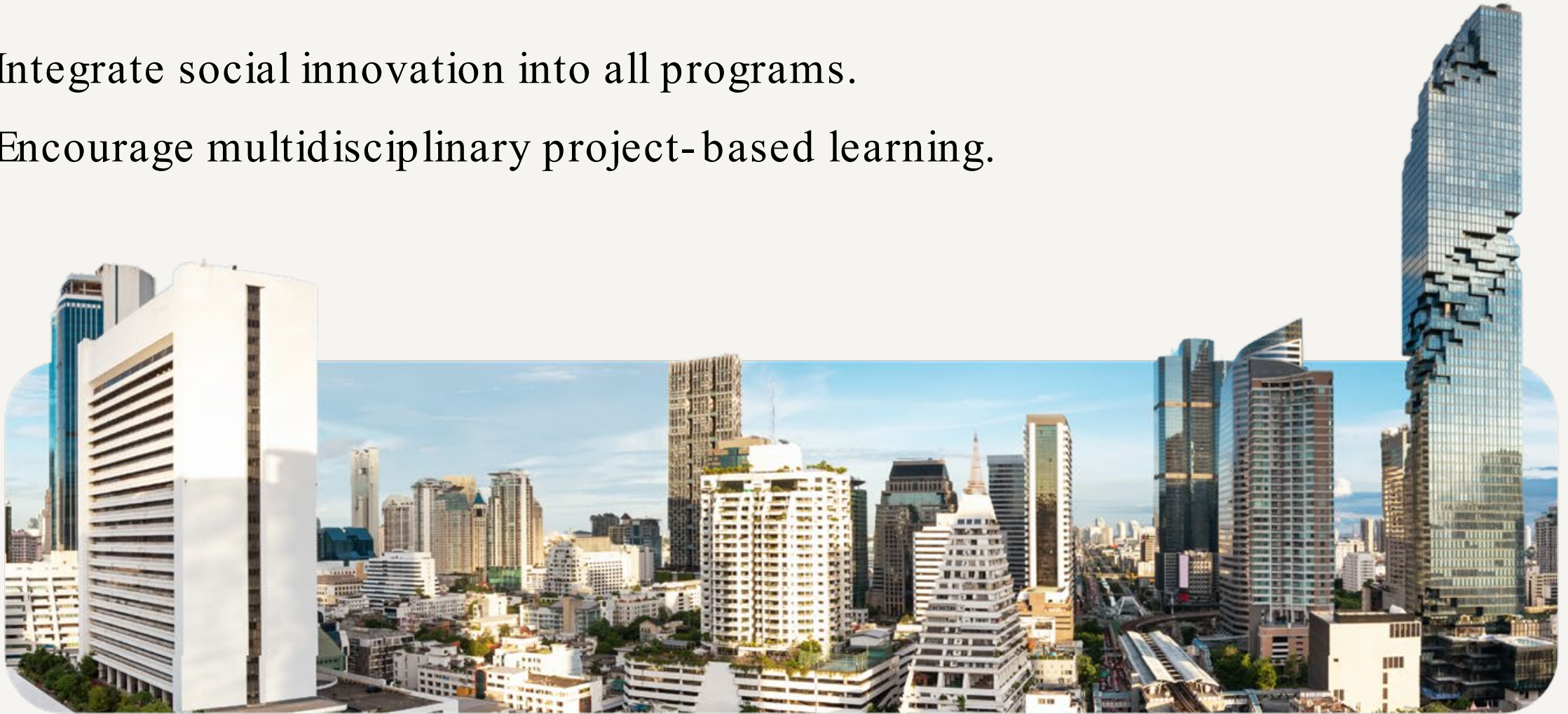
- ◆ **Internal innovation** within universities and industry.
- ◆ Encourages employees and interns to initiate **sustainable solutions**
- ◆ **Intrapreneurs act as change agents** within established systems, embedding innovation, efficiency, and sustainability into institutional practices.



Mainstreaming Social Entrepreneurship Across Disciplines

Integrate social innovation into all programs.

Encourage multidisciplinary project-based learning.





Internships as INTRAPRENEURIAL LABORATORIES

Internships become innovation labs where students prototype sustainable ideas within organizations, guided by both academic and industry mentors.

Key Features:

- Students identify sustainability challenges in host companies.
- They co-design pilot solutions with mentors.
- Their impact is evaluated on innovation, feasibility, and SDG contribution - ***Innovation-to-Incubation Pathway***

Industry as

Co-Educator and Innovation Partner



Partnerships move beyond CSR—industries benefit from academic insights while mentoring youth who can enhance their sustainability strategies.

- ◆ Industry as **co-educator and co-innovator**- from being passive recipients of academic research to **active co-creators**
- ◆ Provides R&D spaces and mentorship- Joint R&D leads to socially responsible, market-ready innovations.



Governance and Ethical Innovation

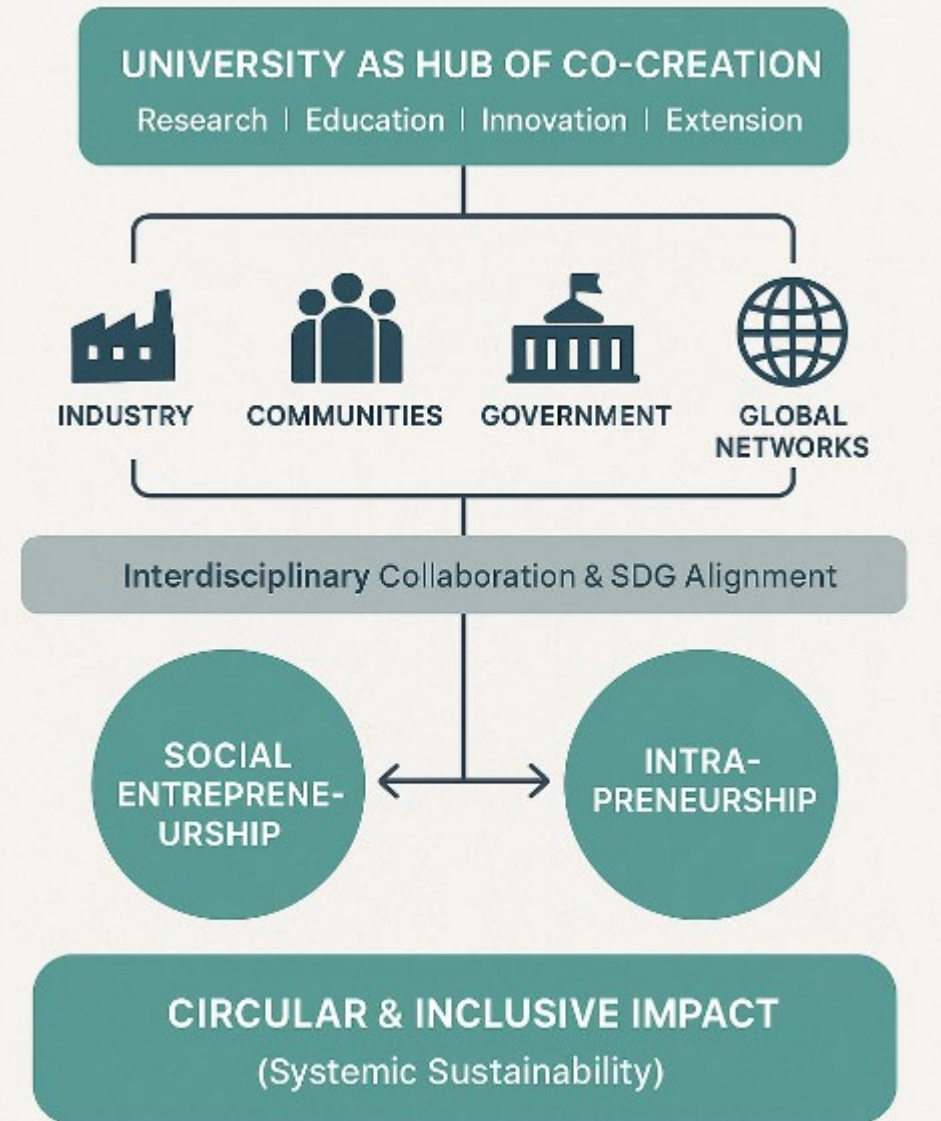
A critical component of sustainability co-creation is **governance**—ensuring ethical, inclusive, and transparent collaboration.

Essential mechanisms include:

- ◆ **Equitable IP-sharing frameworks** among university, students, and industry.
- ◆ **Ethical innovation policies** prioritizing community benefit over profit.
- ◆ **Open-access knowledge platforms** for collaborative learning.



Leveraging Social Entrepreneurship & Intrapreneurship



Institutionalization Pathways

- ◆ Integrate social innovation into curricula across all programs.
- ◆ Establish social innovation and circular economy labs.
- ◆ Redesign internship programs into intrapreneurship-based practicums.
- ◆ Adopt sustainability impact metrics (e.g., SROI, SDG mapping).
- ◆ Forge long-term partnerships with industry and government.



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STRATEGIC IMPLICATIONS





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Quadruple Helix Model

For Universities: Redefine success through community impact and sustainability integration.

- ◆ **For Students:** Becomes a changemaker capable of entrepreneurial and intrapreneurial innovation.
 - ◆ **For faculty:** Evolves into mentor, coach, and knowledge broker.
- 

STRATEGIC IMPLICATIONS

Quadruple Helix Model

For Industry: Shift internships toward collaborative innovation labs- **co-developing circular business models** and **piloting social innovations**.





STRATEGIC IMPLICATIONS

Quadruple Helix Model

For Government: Design policy incentives for university–industry SDG partnerships.





STRATEGIC IMPLICATIONS

Quadruple Helix Model

For Society: Empower citizens through education that fosters purpose-driven innovation - **co-implementers** and **beneficiaries**





The Future of Sustainable Collaboration

Future-ready universities will:



Embed SDGs and circular economy principles in every function.



Partner globally for transdisciplinary innovation.



Measure success not just in publications, but in *real impact*.

As circularity and inclusion become the metrics of progress, universities must redefine success as *the ability to co-create equitable futures*.



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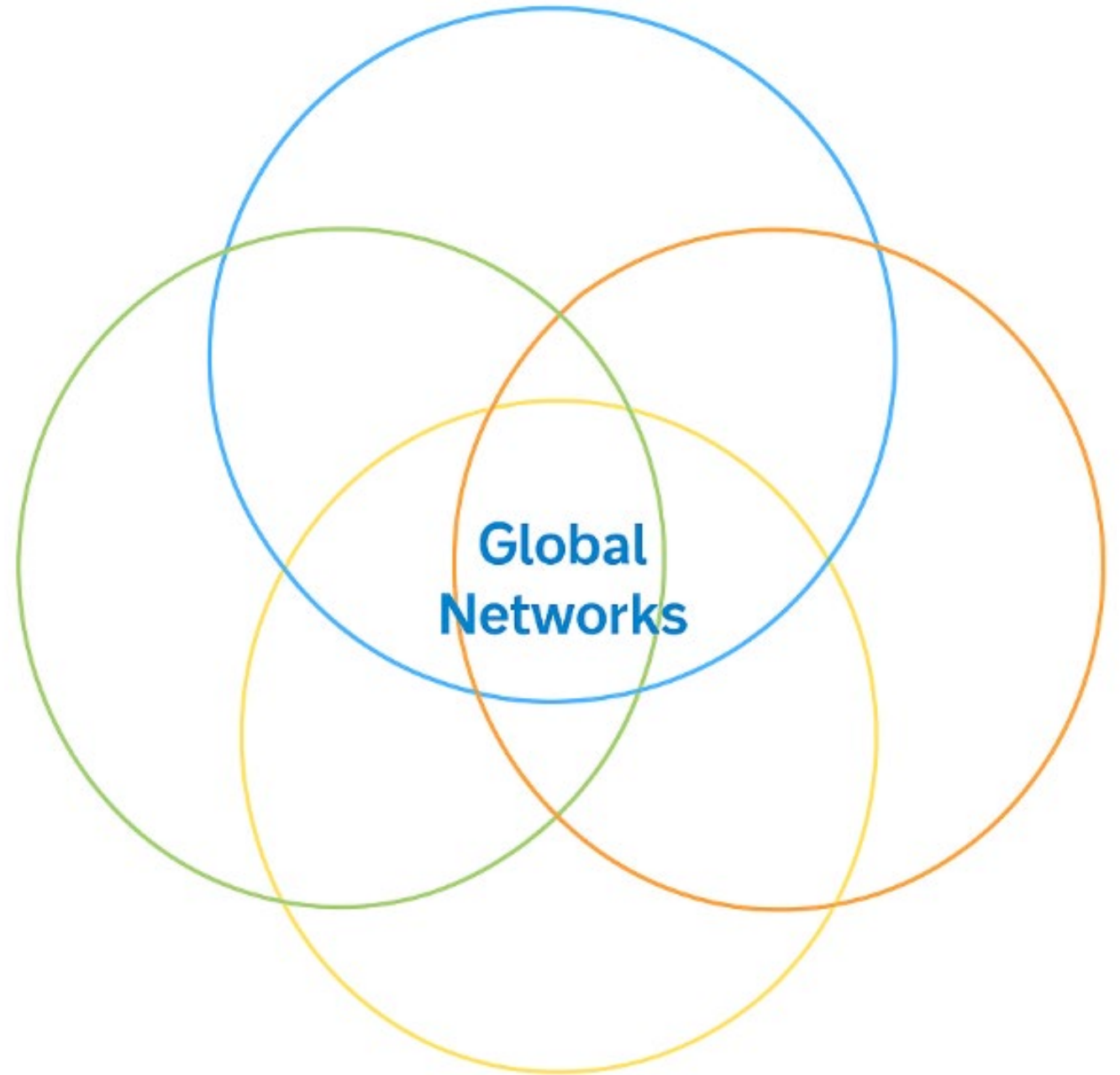
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Proposed Quintuple Helix Model



Conclusion: Collaborate for Change

In the spirit of Collaborate for Change, **universities must transition from knowledge silos to co-creation ecosystems**—where teaching, research, and industry partnership converge to solve humanity's most pressing challenges.

Social entrepreneurship and intrapreneurship are not separate paths but complementary forces. Together, they empower higher education to become a true engine of sustainable, circular, and inclusive transformation.

