

**Najib Launches Social Public Private Partnership To Develop Projects In Social Sphere**  
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PUTRAJAYA, July 2 (Bernama) -- A new social service model for the government and private sector to collectively move forward towards developing projects in the social sphere - Social Public Private Partnership (Social PPP) - was launched today.

Prime Minister Datuk Seri Najib Tun Razak when launching the Social PPP here today said it was a new approach that had never been tried in Malaysia before.

"Under this model, the interventions by the social-purpose organisations (SPOs) will be measured in terms of social impact and the outcomes evaluated for scaling up in the future," he said.

For a start, he said, the government and the private sector had created a small but symbolic pooled fund of RM1 million to facilitate various projects on education and capability development for youth.

Najib said the Social PPP could simply be described as a social service model that taps into the strengths of the government, the private sector, and social-purpose organisations to address social disparities.

Under the model, he said, the government and the private sector would align their resources in terms of funds and other in-kind contributions and leverage on the creativity, passion, skills and experience of SPOs, in addressing social issues.

"As Malaysia progresses towards a developed nation status, we see that societal dynamics are becoming increasingly complex.

"We can no longer work in silos if we want to improve the lives of the Rakyat. To tackle the issue at hand, we need fresh perspectives and creative new solutions. Most importantly, we need to work together," he said.

Najib said the Social PPP was among a number of initiatives under the National Blue Ocean Strategy (NBOS), to transform the country by focusing on the 'people economy' and bringing the government closer to the rakyat, as well as realise Vision 2020.

Najib said the Social PPP also related to the vision of the 11th Malaysia Plan (11th MP) and the six game changers in the plan.

"These game changers, if successfully applied, will fundamentally change the trajectory of the country's growth. This will enable better coordination as well as sharing and testing of ideas to create new value," he noted.

In this regard, Najib said Social PPP was the starting point for promoting a whole-society

approach and social financing model to addressing social issues, as envisioned in the 11th MP.

"Indeed, leveraging on the power of partnerships, and recognising the strengths within different sectors is essential, and through that the impact to the Rakyat can become exponential," he said.

Najib also took the opportunity to thank the partners namely Credit Suisse, DiGi Telecommunication Sdn Bhd, Hap Seng Group, Hong Leong Foundation, Westports Malaysia Sdn Bhd, Yayasan Siti Sapura Husin dan YTL Foundation, to come forward to support this initiative.

Agensi Inovasi Malaysia (AIM) Chief Executive Officer Mark Rozario in a press conference later said he was confident that the Social PPP would take off well, with Klang being the first location in delivering the social services.

"The Social PPP Programme will not only help in delivering these social services but it will also help the non-government organisations in achieving the missions effectively and systematically," he said.

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