

The Fourth Triple Helix Model: University as an Epicenter of the Triple Helix Movement

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ABSTRACT

Cooperation among academia, government, and business grows rapidly in recent years. Etzkowitz (2002) captured the phenomenon by a term called the Triple Helix model. According to him, there are three Triple Helix Models. First model called a statist model that the government controlling academia and industry. Second model a laissez-faire model with industry, academia, and government separate and apart from each other, interacting only modestly across strong boundaries. The third shows the institutional spheres overlap and collaborate and cooperate with each other.

Triple Helix theory stated that industry inline with production, government with regulation and university as a basic research sources. Indonesian government takes the role as an initiator in various programs, in order to implement the first model of The Triple Helix. University in this theory seems as static mass which has many moving particles in it, waiting others finding those as a valuable source. It should not be like that. In Indonesia, a university has more flexibility than that of industries and governments in term of both ideas and activities.

Universitas Paramadina was able to apply Etzkowitz Triple Helix theory through Paramadina Latto Furniture Design Challenge (PLFDC) project. This furniture design competition created as a venue for the students to work as real designers. Government takes the facilitator role, in this case NAFED (Indonesia's National Agency for Export Development), as an institution under the Ministry of Trade that provided an exhibition spot for the students in the International Trade Fair. In the fair, students presented their works and met potential global buyers. Latto Pacific Ltd. As an industry produced and sold the students' works through its worldwide network. The students received royalty from each piece of sold furniture product that used their designs. An open-mindedness of each party is the strong foundation for this model to work. The result shows that in order to make the Triple Helix works, the university should be the leading party because of its non-profit motives, objective orientation, and positive point of view on the endeavor to expand knowledge.

Keywords: *Triple Helix, NAFED, trade, furniture, design, Etzkowitz, Latto*