

SUSTAINABLE DEVELOPMENT GOALS

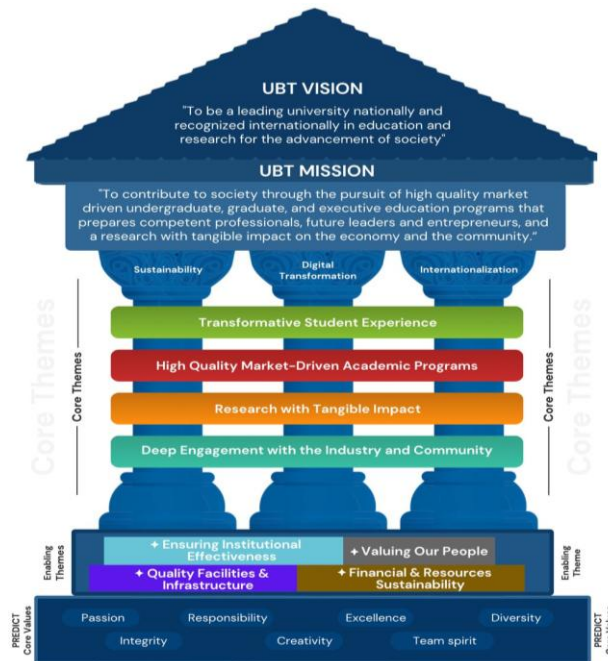


Does your university as a body deliver outreach programmes and projects in the local community (which can include student volunteering programmes) to improve or promote health & wellbeing including hygiene, nutrition, family planning, sports, exercise, aging well, and other health and wellbeing related topics?

Yes

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The University of Business & Technology

The University of Business and Technology (UBT) is keenly focused on the well-being of the community and promoting good health, aligning its strategic goals with United Nations Sustainable Development Goal 3 (SDG 3) to ensure healthy lives and promote well-being for all ages. Additionally, UBT aims to foster sustainability by educating learners, faculty, staff, and the broader community about sustainable development. This involves addressing societal challenges, minimizing the environmental and social impact of campus operations, and empowering students and staff to prioritize sustainability.

UBT's commitment to deep engagement with industry and community reflects its mission to enhance human capital development and contribute to cultural, social, and economic well-being locally and internationally. By investing resources to understand industry needs and designing responsive executive programs, UBT aligns itself with Saudi Arabia's Vision 2030 while striving for meaningful partnerships that maximize economic and social impact.

Moreover, UBT actively promotes sustainability by raising awareness of the Sustainable Development Goals (SDGs) among its internal community, integrating Education for Sustainable Development (ESD) into its curriculum and practices, prioritizing sustainability within research areas, and engaging in community advocacy through awareness campaigns and vocational training. UBT is committed to embedding SDGs into its governance, culture, and operations

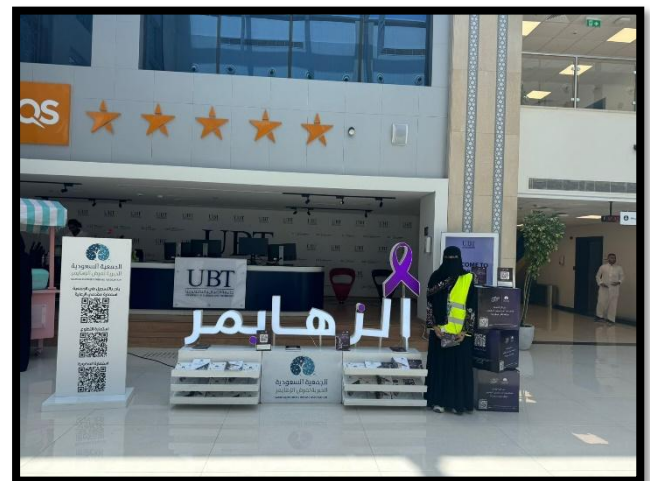
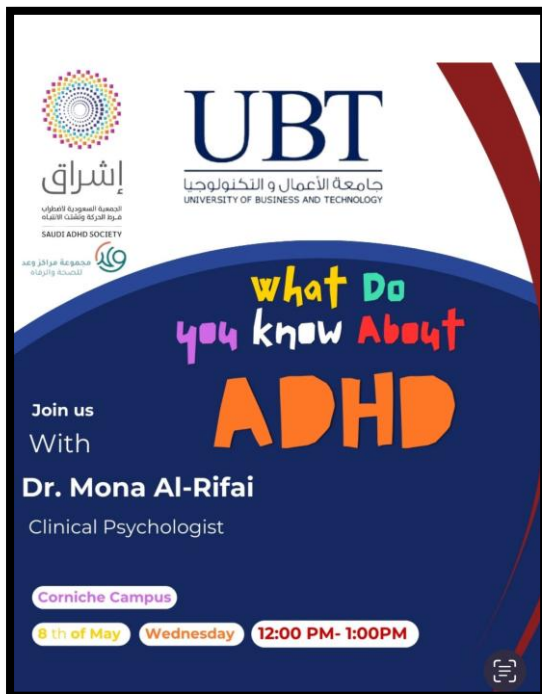
Health awareness and activities

The University of Business and Technology (UBT) has made significant strides in promoting health and well-being within its community through a variety of impactful outreach programs. These initiatives are designed to align with the United Nations Sustainable Development Goal 3 (SDG 3), which emphasizes the importance of ensuring healthy lives and promoting well-being for individuals of all ages. In 2024, UBT successfully partnered with various organizations to execute a range of awareness campaigns that address critical health issues facing students, faculty, and the broader community.

Among these initiatives was the "Better Sleep for a Healthy Life" campaign, which highlighted the essential role of sleep in maintaining overall health and wellness. This event was coupled with a campaign focused on the role of probiotics in gut health, helping participants understand how a healthy digestive system contributes to overall well-being. UBT also took an active role in emergency preparedness through the "Save Me Right" campaign, providing essential first aid training that equips students and staff with the skills necessary to manage emergency situations effectively.



Mental health awareness was another focal point, with the "Don't be ashamed and seek consultation" campaign, organized in collaboration with Motmaena Clinic, aimed at addressing the stigma surrounding mental health issues. By promoting open discussions and encouraging individuals to seek help, UBT facilitated a supportive environment for mental well-being. Additionally, the university hosted educational campaigns on attention-deficit/hyperactivity disorder (ADHD), drug prevention, and Alzheimer's disease, all designed to empower individuals with knowledge and resources to make informed health decisions.



UBT also demonstrated its commitment to social responsibility through the blood donation campaign titled "Every Drop Counts," which engaged students and staff in the vital act of giving blood—an initiative that underscores the importance of community involvement and humanitarian outreach. The university's participation in events such as the Eid Carnival at King Faisal Specialist Hospital further exemplifies its dedication to bringing joy and support to those in need.



Furthermore, UBT celebrated Jeddah's accreditation as a Health City by the World Health Organization (WHO) during an awards ceremony, highlighting the university's active support of urban health initiatives aimed at integrating health into community planning and development.



Overall, these health outreach programs reflect UBT's strategic goals of fostering a healthier campus environment and supporting the holistic well-being of its community. By engaging students, faculty, and staff in these educational efforts, UBT aims to enhance health literacy while promoting a culture of health consciousness. Through its ongoing partnerships and impactful initiatives, UBT is

committed to improving the quality of life for all, thereby creating a more informed, resilient society that prioritizes health and well-being. (Refer to Evidence No. 1: Health services collaborations)

Moreover, the University Clinic plays a vital role in these health initiatives by providing essential medical services, resources, and educational support to the UBT community. It serves as a primary healthcare provider on campus, offering preventive care and health screenings. Additionally, the clinic actively participates in outreach efforts by organizing workshops and informational sessions. By collaborating with the university's various outreach programs, the University Clinic not only enhances the overall health and well-being of the UBT community but also reinforces the university's commitment to fostering a culture of health that aligns with the objectives of SDG 3. (refer to Evidence Onsite Clinic Services, and Evidence No. 3: Pictures of Onsite Clinic Services)

Health and well-being, particularly for disadvantaged individuals and refugee communities

The University of Business and Technology (UBT) recognizes the pressing need to address health and well-being, particularly for disadvantaged individuals and refugee communities. Aligning itself with the United Nations Sustainable Development Goal 3 (SDG 3), UBT actively engages in initiatives and partnerships that promote healthy lives, empower vulnerable populations, and foster social inclusion. This report outlines UBT's recent initiatives focused on orphans, low-income families, and refugees, illustrating the university's commitment to enhancing community health and well-being. Refer to Evidence CRC Report and More Initiatives

Workshop on Empowering Orphans: On September 5, 2024, UBT took part in a workshop organized by "Ekhaa," aimed at improving services for orphans.



World Refugee Day: On June 28, 2024, UBT participated in a workshop with the United Nations High Commissioner for Refugees, promoting craftsmanship among refugees and raising awareness of their humanitarian crises, underlining UBT's advocacy for refugee rights.



For more details, refer to Evidence Disadvantaged people & Refugee communities

Sport activities:

Dodgeball Day: UBT's Sports Club organized a Dodgeball Day for 43 children from orphanages and low-income families, emphasizing the importance of sports for psychosocial well-being. The event included the distribution of Suhoor meals, highlighting UBT's commitment to both physical health and community.



Hosting the Physical Strength Olympics for the Intellectually Disabled



Participation of the University of Business and Technology team in the Jeddah Corniche Circuit



Saudi Tennis Federation - College of Business Administration



University of Business and Technology hosts pioneers in designing and manufacturing electronic games



Refer to Evidence Free Shared Sports Facilities

Al-Bir Society Launch: On January 24, 2024, UBT hosted the launch of Al-Bir Society's 2024-2027 strategic plan, focusing on sustainable social impact and support for disadvantaged individuals, reinforcing UBT's dedication to social responsibility.



Eid Clothing Campaign: From March 24 to 28, 2024, UBT collaborated with Kiswat Alsayyida Aisha for an Eid Clothing Campaign that collected donations to support underprivileged families, addressing their basic needs and promoting social equity.

UBT stands committed to advancing SDG 3 by actively engaging in initiatives that enhance health and well-being, particularly for disadvantaged individuals and refugee communities. Through workshops, sports programs, and community partnerships, UBT fosters empowerment, supports social inclusion, and champions the rights of vulnerable populations. By prioritizing these efforts, UBT not only fulfills its academic mission but also plays a significant role in nurturing a healthier, more inclusive society.

Mental Health:

UBT recognizes the critical importance of mental health awareness and is committed to fostering supportive environments for students and the community. By collaborating with medical students and local clinics, the university aims to integrate mental health education into broader health initiatives and create platforms for open dialogue. This involvement not only enriches the

educational experience for UBT students but also reflects the university's commitment to community health and well-being.

On May 8, 2024, Ibn Sina College medical students, in collaboration with Motmaena Clinic, hosted an impactful awareness campaign titled "Don't be ashamed and seek consultation." This initiative aimed to highlight the significance of mental and psychological health, encouraging individuals to seek help without stigma or fear. The campaign focused on building healthy practices and fostering an environment where mental well-being is prioritized alongside physical health. By providing educational resources and facilitating discussions, the campaign sought to reduce the stigma associated with mental health issues and promote the importance of seeking professional consultation as a vital step toward enhancing overall well-being. Refer to evidence Mental health



In a continued effort to promote public health, UBT's Intellectual Awareness Unit, in collaboration with the General Directorate of Narcotics Control, organized a Drug Prevention and Awareness Symposium on April 24, 2024. This event focused on reinforcing community understanding of the dangers associated with drug use from various perspectives—security, social, psychological, and health. The symposium served as a crucial platform for disseminating information about prevention strategies, addiction recovery resources, and the societal impacts of drug abuse. For more details, refer to evidence Intellectual Unit Activities



These initiatives Awareness symposium reflect UBT's overarching commitment to enhancing mental and physical health within the community. By actively engaging in collaborative efforts and promoting educational initiatives, the university aims to reduce stigma, foster open discussions, and enhance public awareness regarding significant health issues, ultimately contributing to a healthier, more informed society.

Moreover, The University Educational Support Center offers a wide range of services, including counseling, academic advising, and crisis intervention, tailored to address the diverse needs of the university community. Furthermore, it collaborates with various departments and organizations to host workshops, seminars, and peer support groups that focus on stress management, resilience building, and healthy coping strategies. Through these initiatives, the University Support Center not only enhances individual well-being but also strengthens the overall health culture at UBT. Refer to evidence Educational Support Center.

Smoke free campus

In alignment with its commitment to promoting health and well-being, UBT has implemented a comprehensive Smoke-Free Campus Policy aimed at creating a healthier environment for all students, staff, and visitors. This policy prohibits smoking in all facilities and outdoor areas within the campus, thereby minimizing exposure to secondhand smoke and encouraging individuals to adopt healthier lifestyles. The university actively educates the campus community about the dangers of smoking and provides resources for those seeking to quit. By fostering a smoke-free environment, UBT reinforces its dedication to enhancing public health and recognizes the critical role it plays in shaping a culture of wellness that prioritizes the physical and mental well-being of its community. Refer to the smoke-free policy

Conclusion

In summary, UBT is deeply committed to promoting health and well-being across its community. Through a diverse array of initiatives, UBT has established itself as a proactive advocate for public health and social responsibility and by integrating sustainability-focused practices into its operations and educational programs, UBT not only addresses immediate community health needs but also empowers current and future generations to prioritize wellness and sustainability in their lives. Collectively, these efforts reflect UBT's enduring mission to contribute positively to society, ensuring that it plays a vital role in building a healthier, more inclusive, and resilient community for all.