

SUSTAINABLE DEVELOPMENT GOALS

4 QUALITY EDUCATION



4.3.2 Does your university as a body host event at university that are open to the general public: public lectures, community educational events?

Yes.

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Public events (lifelong learning)

The University of Business and Technology (UBT), based in Jeddah, Saudi Arabia, plays a pivotal role in fostering lifelong learning and community engagement. As a leading private institution, UBT extends its influence beyond academia by offering a diverse range of public lectures, educational workshops, conferences, and events that are open to the general public. These initiatives are strategically aligned with Saudi Vision 2030, which seeks to enhance education, foster innovation, and promote sustainable development across various sectors of society. By hosting public events, UBT not only enriches the learning experience for its students but also serves as a platform for knowledge sharing and social interaction, contributing to the overall intellectual and cultural growth of the community. The University of Business and Technology (UBT) has hosted various educational events at the University that are open to the public in 2024. Some events are hosted together with other entities, such as the one involving the UBT College of Law and the Saudi Bar Association.

UBT's Strategic Vision and Public Engagement

UBT's 5-year strategic plan focuses heavily on societal impact, emphasizing the importance of connecting with the community through educational initiatives. This vision is reflected in the wide range of public events the university hosts, which align with the goals of Saudi Vision 2030. UBT is committed to becoming a hub of lifelong learning, and its two campuses in Jeddah—North Obhur and Corniche Campus—serve as ideal venues for these public events. These campuses not only provide state-of-the-art facilities for academic purposes but also act as social spaces where the community can gather for knowledge sharing, networking, and cultural exchanges.

UBT's focus on public engagement is further demonstrated by its participation in community-oriented projects, such as the Summer Edutainment Program, where students interacted with entrepreneurial initiatives during Jeddah Season. This program illustrates how UBT merges education with entertainment, allowing students and the public to learn in informal, engaging settings.

The Scientific Forum on the Civil Transactions System at the University of Business and Technology

The University of Business and Technology, represented by its College of Law, in cooperation with the Saudi Bar Association and under the supervision of the Association's branch in the Makkah region, hosted the Scientific Forum on the Civil Transactions System on October 13th and 14th, 2024. Several topics related to the Civil Transactions System were discussed, including its importance and the clarification of the legal provisions contained in its various sections and chapters. A select group of legal experts, including those who participated in drafting the system, spoke at the forum, which was attended by more than 1,300 people. The public forum was distinguished by its intensive enrichment of the legal knowledge of specialists in the judicial field, including lawyers, academics, university students, and all segments of society in the Makkah region.





Al-Bir Society Launch of 2024–2027 Strategy (1/24/2024)

UBT hosted Al-Bir Society's ceremony launching its 2024–2027 strategic plan on 24th January 2024. The society aims to achieve sustainable social impact by offering innovative and sustainable development initiatives to beneficiaries. The Society's strategic plan came in response to its social role and the developmental impact it undertakes, keeping pace with the changes in charitable work, and aimed at deepening the concept of effective community contribution, and improving the mechanisms and methods of work. The strategic plan of the Society, which was adopted, embodies the important role it plays in serving the targeted groups of families, orphans, kidney patients and other segments of society, with the aim of empowering them and achieving the quality of life for them by upgrading their living patterns, and mobilizing their efforts to play their active roles that contribute to advancing the development process. A total of 700 attendees from universities, NGOs, and government entities engaged in aligning with Al-Bir Society's strategic goals and initiatives. This event was opened to the public as many are interested in this charitable organization.



Jeddah Literary Cultural Club

UBT sponsored and participated in the 20th edition of the "Text Reading Forum," on 31 January 2024, organized by the Jeddah Literary Cultural Club under the theme 'Literary and Critical Discourse: Readings and Reviews of the Jeddah Literary Cultural Club.' Participation of 150 literary and cultural experts, fostering dialogue on critical discourse and cultural development. This event was opened to the public.



Cognia Impact Conference

UBT hosted the IMPACT Cognia School Conference on 2 February 2024, aimed at providing teachers with the latest best practices and learning strategies to enhance schools' educational experience. Sessions on accreditation, culture of learning, leadership for learning, engagement of learning, and growth in learning were offered. This conference was opened to the public, and 300 international and local participants benefitted from the conference. UBT did not charge anything for the conference.



The poster is a vertical rectangle with a blue gradient background. At the top, it features the UBT logo in white, with the university's name in Arabic and English below it. The main text is centered and reads: 'Welcome IMPACT Cognia International Conference February 2024'. Below this, the Coral International School logo is displayed, featuring the word 'Coral' in red and blue, with 'مدرسة المرجان العالمية' and 'Coral International School' in Arabic and English. At the bottom, there is a black banner with the Cognia logo and the text 'MAKE A LASTING IMPACT CONFERENCE 2023-24'.