

SUSTAINABLE DEVELOPMENT GOALS

5 GENDER EQUALITY



5.3.4 Does your university as a body encourage applications by women in subjects where they are underrepresented (through university outreach / through collaboration with other universities and/or community groups and/or government and/or NGOs in regional or national campaigns)?

YES

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Yes, In alignment with Saudi Arabia's Vision 2030 and its commitment to ensuring all UBT female graduates secure employment post-graduation, UBT has launched several initiatives to bridge the gender gap across a range of professional fields. Each UBT program is uniquely designed to offer meaningful career opportunities for female students in traditionally underrepresented sectors, such as retail management, engineering, law, insurance, supply chain management, Sport management and recently Tourism management. To inspire women to pursue these fields, UBT actively engages in outreach efforts including school visits, orientation sessions, seminars, and workshops, alongside partnerships with non-governmental organizations.

UBT is dedicated to promoting and supporting women's applications in areas where female representation is low, understanding the critical role that diversity and inclusion play in today's workforce. Through a wide array of initiatives and strategic collaborations, UBT aims to foster an inclusive environment that supports women in pursuing diverse career paths and contributing to the Kingdom's evolving professional landscape.

Below are some of the ways UBT promotes the inclusion of women in fields where they are underrepresented

1-University Outreach (Schools Visits):

UBT is actively engaged in outreach programs to encourage women to pursue fields where they are underrepresented. These efforts include visits to girls' high schools, organizing events, workshops, and seminars, and highlighting the career opportunities available in these disciplines (Refer to Evidence No. 1: School Visits).





UBT & Distinguished Initiatives Association

UBT plays a strategic role in the future Industrialist initiatives of the distinguished initiative association. The idea of the initiative is to launch a project targeting students in public schools by opening a new window for them through getting to know the industrial power in the Kingdom, specifically in the Makkah Al-Mukarramah region, represented by Jeddah Governorate, which is in line with the direction of the Kingdom's Vision 2030 in raising the economic wheel in the country, of which the industrial sector is the most important tributary. Through this program, we seek with our partners to raise the motivation of our male and female students to work in the industrial field and open a partnership gateway with the private sector to qualify them and provide them with full support (<https://futureindustrialist.com>)



UBT & NASA Space Hackathon

UBT is proud to have hosted the NASA Space Apps Hackathon in Jeddah, in collaboration with Geeks Valley and strategic partners like the Saudi Space Agency, which concluded with resounding success, highlighting groundbreaking innovations in space technology. This multi-day event brought together 12 teams with approximately 50 participants, more than half of whom were female. Guided by UBT faculty mentors, these talented individuals tackled complex, real-world challenges in science, technology, and engineering, reflecting the event's commitment to fostering inclusion and empowering female students to explore fields where they have historically been underrepresented (See Evidence No 2 UBT & NASA Space Hackathon).

The hackathon not only celebrated technical skills but also served as a powerful gateway for young women to consider careers in space technology. This experience offered invaluable exposure and hands-on opportunities to develop creative solutions to pressing space exploration issues. Examples of proposed solutions included:

- An interactive game using NASA data to educate players about climate change and renewable energy.
- A solution to protect solar panels in harsh environments, enhancing their durability.
- A game to engage astronauts during extended missions.

- A camera system for continuous sky monitoring and automatic detection of astronomical events.



UBT & IEEE programming competition

UBT has forged strategic partnerships with esteemed organizations like IEEE to provide mentorship and support for students including female students in science and technology. These collaborations are designed to offer students valuable networking opportunities, cultivate essential technical skills, and deepen their knowledge, all of which enhance their preparation for successful careers in these fields.

A prime example of this collaboration is UBT's participation in the IEEE Xtreme Programming Competition, a highly regarded global challenge where teams of IEEE Student members, guided by an IEEE advisor and supported by an IEEE Student Branch, compete in a 24-hour span to solve complex programming problems. Each year, UBT students achieve remarkable results, with this year's female student team proudly securing second place nationally and ranking 34th internationally. This accomplishment highlights their talent and dedication on both national and global platforms, embodying UBT's commitment to empowering women in STEM.



Team	Score (max: 1000)	University	Region
UBT	2576.760	University of Business and Technology	
UBT (Female)	2540.000	Princess Sultan University	
UBT (Male)	2520.000	Princess Sultan University	
UBT (Mixed)	2480.000	Princess Sultan University	
UBT (International)	2470.000	Princess Sultan University	
UBT (National)	2470.000	Princess Sultan University	
UBT (Regional)	2470.000	Princess Sultan University	

Discounts on certain University programs

The university also offers exclusive discounts to encourage students to pursue specializations in fields where increased female participation is needed, such as supply chain management, retail management, insurance and risk management, Sports management, mechanical engineering, electrical engineering (Refer to Evidence No. 3: Scholarships).

Through these initiatives and collaborations, we are actively empowering women in fields where they are traditionally underrepresented. We believe that fostering a diverse and inclusive educational environment enriches our students' experiences and benefits the broader community and society. Our commitment to these efforts underscores our dedication to promoting equality and broadening opportunities for all students, regardless of gender.