

SUSTAINABLE DEVELOPMENT GOALS



7.4.2 Promote a public pledge toward 100% renewable energy beyond the university

Yes, the **University of Business and Technology (UBT)** actively promotes a public pledge toward achieving **100% renewable energy** by leveraging its research, innovation, education, and community outreach. These efforts extend beyond the university, engaging local industries, government entities, and the wider community to foster a collective commitment to renewable-energy adoption.

UBT's Renewable-Energy Commitment

As part of the Race to Zero campaign, UBT has pledged to transition its operations to nearly 100 % renewable energy by 2030. This ambitious commitment positions UBT as a regional leader in sustainable practices, demonstrating the feasibility and long-term benefits of adopting renewable-energy solutions.

Official communication with the Race to Zero Secretariat confirms UBT's participation in the campaign and the ongoing coordination to activate its membership.

To raise public awareness about this commitment, UBT produced a Race to Zero promotional poster and launched social-media and campus-wide campaigns encouraging stakeholders to join the renewable-energy movement. Through these actions, UBT is building a robust network of collaborators—including industries, government bodies, and individuals—committed to accelerating the shift to clean energy.

Figure 7.4.2 A – Email Confirmation of Race to Zero Pledge

Screenshot of UBT’s official correspondence with the Race to Zero Secretariat, confirming the university’s commitment to join the campaign and outlining the membership activation process. The communication verifies UBT’s pledge toward transitioning to 100 % renewable energy and its inclusion in the global higher-education network for climate action.

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From: Yusra Jamjoom <yusra@ubt.edu.sa>
Sent: 05 November 2024 10:45
To: EAUC <info@eauc.org.uk>
Cc: Weam Tounsi <weam@UBT.EDU.SA>
Subject: University of Business and Technology (UBT) (Race to Zero for Universities and Colleges)

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Dear Respected Race to Zero representative/s,

Greetings

This is Dr. Yusra Jamjoom, reaching out on behalf of the University of Business and Technology (UBT) in Jeddah, Saudi Arabia. I have just submitted our application through your website (google form) to join the Race to Zero for universities and colleges.

I am contacting you to confirm our interest and commitment to joining this initiative, in case our electronic submission did not successfully reach you. To ensure that all necessary information is available for your review, I have attached the required documents to this email.

Please let us know if there is any further information or additional steps required on our part. We look forward to the opportunity to be a part of this endeavor and are excited about the potential for collaboration and engagement.

Warm regards,

Dr. Yusra Jamjoom
Advisor to the University President
Head of UBT Mega Sustainability project
Associate Professor, College of Business Administration
University of Business and Technology
Jeddah, Saudi Arabia

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RE: University of Business and Technology (UBT) (Race to Zero for Universities and Colleges)

HT HUBBARD, Tove <thubbard@eauc.org.uk>
To: Yusra Jamjoom
Wed 11/6/2024 4:38 PM

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Dear Dr Yusra,

Thank you for your message regarding UBT’s participation in the Race to Zero campaign. I can confirm that your application has been received and that the information you have shared meets the criteria of the campaign. We require that your strategic action plan and carbon report are made publicly available on your website as we then link directly to them on our [current signatories](#) page – please can you send me web links for these documents and I will then be able to take your application forward?

Best wishes,

Tove

Tove Hubbard (she/her)
Sustainability Programme Manager
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Working hours: Monday to Thursday
[How to pronounce my name](#)

Figure 7.4.2 B – UBT Race to Zero Awareness Poster

Promotional poster designed and published by UBT to raise awareness of its Race to Zero commitment. The poster highlights the university's target to achieve nearly 100 % renewable energy by 2030 and encourages community-wide participation in the renewable-energy transition.



The poster features the UBT logo and the 'Race to Zero' logo at the top. The main text is in Arabic, followed by an English translation. At the bottom, it lists partner organizations: UN Environment Programme, EAUC, and Second Nature. Contact information and social media links are provided in a dark blue footer.

UBT
جامعة الأعمال والتكنولوجيا
UNIVERSITY OF BUSINESS AND TECHNOLOGY

RACE TO Zero
UNIVERSITIES & COLLEGES

تفخر
جامعة الأعمال والتكنولوجيا بانضمامها رسمياً
إلى مبادرة السباق نحو الصفر (الانبعاث الكربوني) لتكون ضمن
123 جامعة وكلية
حول العالم وخمس جامعات على مستوى المملكة

The University of Business and Technology is honored to officially join
The Race to Zero initiative (Carbon Emission)
Among **1,230 Universities and Colleges Worldwide**
and five Universities within the Kingdom

This campaign is run in partnership with EAUC, Second Nature and UN Environment Programme

UN environment programme | eauc | Second Nature

www.ubt.edu.sa 920000490 | ubt_edu

التعليم من أجل العمل وريادة الأعمال
Education for Job Opportunities and Entrepreneurship

Research, Innovation, and Industry Collaboration

UBT conducts research projects with industries and government agencies to develop innovative renewable-energy technologies. For example, the study *“Powering Tomorrow from Your Window Today”* explores integrating solar panels into urban infrastructure, providing practical solutions for large-scale adoption.

Recognition through the Makkah Excellence Award in the Environment Category further underscores UBT’s leadership in environmental sustainability and renewable-energy research.

Figure 7.4.2 C – Official Award Announcement Poster

Promotional poster shared through UBT’s official social media channels announcing the Makkah Excellence Award win. The poster highlights UBT’s achievement in environmental innovation and reinforces its regional reputation as a sustainability leader.



Figure 7.4.2 D – UBT Wins the Makkah Excellence Award

Group photo of UBT representatives receiving the Makkah Excellence Award in the Environment Category, recognizing the university's leadership in sustainability, renewable-energy research, and environmental impact initiatives.



Education, Outreach, and Capacity Building

Through workshops, training programs, and events such as **The BIG Challenge**, UBT engages professionals, students, and the public to foster a culture of sustainability. These programs emphasize the importance of renewable-energy transition while equipping participants with the technical knowledge and skills to support it.

Operations and Community Impact

UBT's campus operations are progressively shifting toward renewable-energy solutions, including solar-panel installations and energy-efficient systems. By showcasing its own transition, UBT inspires other institutions and organizations to adopt similar measures. Additionally, through Techno Valley, UBT provides consulting services, access to research facilities, and support for startups and businesses seeking to transition to renewable energy—empowering external stakeholders to take concrete steps toward fulfilling renewable-energy commitments.

Under Techno Valley, UBT also participates in international innovation platforms such as the Falling Walls Lab, where students and researchers present breakthrough ideas in clean energy, environmental technology, and sustainable development.

Figure 7.4.2 E – UBT at Falling Walls Lab Event

Photograph of UBT representatives presenting the award to the winner of the Falling Walls Lab competition, organized under Techno Valley. The event celebrates student-led innovation and entrepreneurship in renewable energy and sustainability, highlighting UBT's role in nurturing and recognizing breakthrough ideas in the clean-energy sector.

