

# SUSTAINABLE DEVELOPMENT GOALS

## 17 PARTNERSHIPS FOR THE GOALS



### 17.2 Relationships to support the goals

17.2.2 - Does your university as a body initiate and participate in cross-sectoral dialogue about the SDGs, e.g. conferences involving government/NGOs?

Yes

## I. Introduction: The Imperative of Cross-Sectoral Dialogue

Sustainable Development Goal 17, "Partnerships for the Goals," underscores the fact that global challenges cannot be solved by any single entity, requiring linkages between institutions, governments, companies, non-governmental organizations (NGOs), and people across the world. SDG 17 holds a uniquely critical position in sustainable development assessment frameworks, being the only compulsory goal for inclusion in the overall rankings and accounting for 22% of the total score in the *Times Higher Education* (THE) Impact Rankings.

This report documents the University of Business and Technology's (UBT) rigorous compliance with Indicator 17.2.2: Cross-sectoral dialogue about SDGs. This metric measures how universities demonstrate that they initiate and participate in collaborative efforts where parties from different societal sectors pool resources to provide solutions to SDG-related issues.

## II. SDG 17.2.2 Compliance: Definition and Requirement

The core compliance mandate for Indicator 17.2.2 is to document efforts to initiate and participate in cross-sectoral dialogue about the SDGs, which includes organizing conferences involving government or NGOs.

A *cross-sectoral dialogue* refers to a collaborative event or ongoing interaction where parties from diverse societal sectors—such as academia, government, non-profits (NGOs), and the private sector (industry)—come together to discuss and seek solutions for SDG-related issues.

UBT provides comprehensive evidence of fulfilling this role by hosting and participating in major international and local events that convene multi-stakeholder groups to address specific SDG targets, ranging from responsible consumption to health and community empowerment.

### III. Evidence of Compliance: Initiating and Participating in Dialogue

UBT consistently demonstrates its commitment to fostering multi-stakeholder partnerships (UN Target 17.17) by hosting or actively participating in high-level dialogues involving governmental, NGO, and industry sectors.

#### 3.1 Global and Regional Forums on Sustainability and Responsible Business

UBT utilizes international platforms to engage in cross-sectoral discussions on sustainable development, climate action, and responsible business practices.

- PRME Middle East Chapter 10th Regional Forum (Academia + Industry + Government): UBT, as a proud signatory of the Principles for Responsible Management Education (PRME), participated in this forum themed "Climate Leadership and Societal Impact: Shaping the Future Together".
  - Dialogue Focus: UBT's representative shared best practices in responsible management education and actively worked on fostering collaboration between academia, industry, and government for a sustainable future.
  - Specific Event: UBT led a workshop titled, "Connecting the Dots: Industry & Academia together in the theme of Responsible Production and consumption" (SDG 12). This event explicitly facilitates dialogue between academia and industry on a critical SDG theme.



- Arab SMEs Summit 2024 (Academia + International Agencies): UBT faculty members attended this summit in Doha, organized by the United Nations Economic and Social Commission for Western Asia (ESCWA) and the International Labor Organization (ILO), alongside Qatar University.
  - Dialogue Focus: Dr. Saad Basaad (UBT Assistant Professor) participated in a distinguished panel discussion titled, “Advancing Responsible Business Conduct in the Arab Region: Institutional Roles and Collaborative Strategies,” emphasizing the role of education, research, and strategic partnerships in promoting responsible business practices. This demonstrates engagement in cross-sectoral dialogue with high-level international and governmental agencies on topics tied to SDGs.

**UBT Faculty Participate at the Arab SMEs Summit 2024 in Doha, Qatar**



### 3.2 Local Dialogues Bridging Academia, NGO, and Civil Society

UBT actively initiates and supports dialogues aimed at local community development, often bringing together NGOs and government-affiliated civil society groups.

- Volunteering Seminar with AlBir Society Jeddah and Saudi Red Crescent Authority (Academia + NGO + Civil Society/National Authority): UBT collaborated with the AlBir Society Jeddah (NGO) to organize a seminar titled, “Volunteering: A Leader’s Vision and a Nation’s Message”.
  - Dialogue Participants: Speakers included representatives from the AlBir Society Jeddah, the Saudi Red Crescent Authority in Jeddah (a national authority managing volunteering), and Jeddah Tribe (a private/civil society founding partner).
  - Goal: The event served as a platform to exchange experiences and expertise in volunteer work, promote a culture of volunteering, and exchange knowledge in community development, reinforcing UBT’s role in multi-sector coordination on local social issues.



- World Mental Health Day Panel (Academia + NGO + Industry): UBT (College of Business Administration and Community Responsibility Center) partnered with the Global Shapers Community Jeddah Hub (an NGO/civil society organization) to host a panel discussion titled “Mindful Careers”.
  - Dialogue Participants: The panel featured experts from the private sector, including the Senior Manager of Healthcare Services at Bupa Arabia, a life coach, and a senior psychologist.
  - Goal: The event provided a platform that encouraged open dialogue on mental health (related to SDG 3: Good Health and Well-being) among students and faculty, bringing together academia, NGOs, and industry professionals.

### **World Mental Health Day: UBT Leads Conversations on Well-being and Mental Health Awareness**



### 3.3 Multi-Stakeholder Forums on Technology and Government Vision

UBT actively engages government and diplomatic sectors in focused dialogues on technology, urbanization, and national development strategies.

- Sustainable Technologies and Smart Cities Workshop (Academia + Government):  
UBT, in collaboration with the U.S. Consulate in Jeddah, organized a workshop led by Ms. Kate Wright, Executive Director of Climate Mayors.
  - Dialogue Focus: The workshop addressed environmental challenges and discussed sustainable solutions implemented in urban areas. The discussion explicitly praised the innovative thinking and sustainable solutions embraced by the Kingdom of Saudi Arabia in light of Vision 2030, framing the dialogue within national developmental goals and relevant SDGs (like SDG 11 and SDG 13).



- National Center for Family Businesses Visit (Academia + Non-Profit/Institutional):  
The CEO of the National Center for Family Businesses visited UBT to discuss collaboration.
  - Dialogue Focus: The meeting focused on establishing a strategic partnership involving scientific research, executive training, and social responsibility. While focused on a specific institutional relationship, this dialogue serves to align UBT's core functions (research and training) with a major national institutional partner promoting economic stability and sustainability (SDG 8/SDG 17).

### National Center for Family Businesses Visit For UBT



#### IV. Conclusion: UBT as a Catalyst for Multi-Stakeholder Solutions

The evidence confirms that UBT fully complies with SDG 17 Indicator 17.2.2 by actively initiating and participating in cross-sectoral dialogues designed to advance sustainable development objectives.

UBT transcends the traditional role of a university by consistently serving as a neutral platform and convening space (similar to SDG 16.3.4 guidance) where academia, NGOs, civil society, governmental entities, and private industry can mobilize and share knowledge and expertise. Key collaborations, such as the PRME Forum, the Volunteering Seminar, and the Mental Health Panel, demonstrate UBT's commitment to addressing SDG-related issues (e.g., responsible consumption, health, and community service) through structured, multi-stakeholder discussions that lead to effective integration and solutions.

By facilitating these dialogues, UBT effectively aligns its research, education, and engagement resources to strengthen the global partnership for sustainable development, fulfilling the requirement for multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources (Target 17.17).