

SUSTAINABLE DEVELOPMENT GOALS

17 PARTNERSHIPS FOR THE GOALS



17.4.3 Education for SDGs in the wider community

17.2.3 - Does your university as a body provide outreach, general education, upskilling and capacity-building to policy- and law-makers on relevant topics e.g. economics, law, technology, migration and displacement, and climate change?

Yes

Table of Contents

I. Introduction: The Mandate of Outreach Education.....	3
II. SDG 17.4.3 Compliance Requirements	3
III. Evidence of Compliance: Educational Outreach Activities	4
3.1 Upskilling and Capacity Building for Local Government.....	4
3.2 Youth and Career Development for Local Schools and Community	5
3.3 Alumni Engagement and Community Social Responsibility.....	8
IV. Conclusion: UBT's Role as a Community Educator	9

I. Introduction: The Mandate of Outreach Education

Sustainable Development Goal 17 emphasizes the need for comprehensive partnerships to achieve the 2030 Agenda for Sustainable Development. Within this critical goal, the metric focused on Education for the SDGs (Metric 17.4) ensures that universities extend their influence beyond their immediate student body.

This report documents the University of Business and Technology's (UBT) compliance with Indicator 17.4.3: Education for SDGs in the wider community. This indicator requires documented evidence of dedicated outreach educational activities for the wider community, which may specifically include alumni, local residents, or displaced people and refugees. By engaging these external stakeholders, UBT demonstrates its commitment to fostering sustainable development literacy and capacity building across society.

II. SDG 17.4.3 Compliance Requirements

Indicator 17.4.3 specifically measures the existence of educational outreach aimed at three distinct community sectors:

1. Alumni.
2. Local Community/Residents.
3. Displaced People and Refugees.

UBT provides extensive evidence of engagement with the Local Community and Alumni sectors through professional training, youth empowerment workshops, and large-scale public events centered on sustainability-related issues. The university views Education for SDGs as fundamental to its mission to create a better future and prepares students to lead sustainable and ethical practices.

III. Evidence of Compliance: Educational Outreach Activities

UBT actively targets external stakeholders—including government bodies, non-profits, youth in local schools, and alumni—with specialized educational content focusing on critical skills and national sustainable development priorities.

3.1 Upskilling and Capacity Building for Local Government

UBT demonstrated dedicated educational outreach by providing professional training to local government employees, thereby enhancing their skills in areas aligned with national sustainable growth strategies (SDG 8).

- **Intensive Training for the General Directorate of Education:** UBT's Community Responsibility Center and Training Center organized a one-week intensive training course for the staff of the General Directorate of Education in Jeddah.
- **Curriculum Focus (Education for SDGs):** The course included training on communications, marketing, advertising, community responsibility, and volunteering. Notably, one session specifically discussed the role of marketing in supporting Vision 2030, linking core professional skills to the Kingdom's main sustainable development framework.
- **Community Impact:** The training was hosted and executed efficiently and diligently by UBT, confirming the university's role in developing and investing in the human capital of various fields and sectors to achieve Vision 2030.

One-week intensive training course to the General Directorate of Education in Jeddah



3.2 Youth and Career Development for Local Schools and Community

UBT conducts educational outreach targeting young people and local residents who are not full-time university students, focusing on career readiness and essential life skills.

- Entrepreneurship Workshop for High School Students (Local Community): In collaboration with the Eduindustry initiative by the Global Shapers community in Jeddah, UBT hosted an entrepreneurship workshop on campus.
- Educational Goal: The initiative aimed to enhance high school students' understanding of the job market and equip them with essential skills, thereby guiding them toward exploring educational and career opportunities and contributing to a promising future for the community (SDG 4 and SDG 8).

UBT & Eduindustry Initiative



- Life and Professional Skills Training (Local Community): UBT collaborated with the Mutqen program (a community service arm) to deliver a training session titled “Discover Your Depths” for 60 participants. This training focused on enhancing self-awareness and developing career paths using the DISC personality assessment. The partnership aims to strengthen community service relations that contribute to the development of young people's abilities and qualify them for professional growth.

Mutqen program in UBT



- Public Seminar on Sustainable Volunteering (Local Residents): UBT collaborated with the AlBir Society Jeddah to organize a public seminar titled “Volunteering: A Leader’s Vision and a Nation’s Message,” which provided a platform to share experiences and exchange knowledge in community development. The discussion included the importance of sustainable volunteering and the efforts of organizations like AlBir Society to maximize the impact of volunteer work in line with Saudi Vision 2030.

Volunteering: A Leader’s Vision and a Nation’s Message



3.3 Alumni Engagement and Community Social Responsibility

UBT leverages its alumni network to deliver educational and inspirational messages focused on social good and volunteerism, meeting the "alumni" requirement of the indicator.

- **Alumna Inspiring Volunteerism (Alumni/Local Community):** UBT welcomed alumna Ms. Latifa Momenah, CEO and founder of Wesal Alkhair (a therapeutic riding program supporting individuals with physical, emotional, and cognitive challenges), for an inspiring talk on volunteerism.
- **Educational Call to Action:** Ms. Momenah used her journey, inspired by former UBT faculty, to encourage current students and staff (who become alumni) to register and get involved as volunteers with her therapeutic riding program. This event fosters a spirit of volunteerism and demonstrates UBT's dedication to building a socially conscious community.

UBT Hosts Alumni Guest Speaker, Ms. Latifa Momenah, to Inspire Volunteerism



IV. Conclusion: UBT's Role as a Community Educator

UBT demonstrates robust compliance with SDG 17 Indicator 17.4.3 by actively engaging in dedicated educational outreach activities for the wider community.

The evidence presented showcases UBT's effective targeting of two key community categories mandated by the indicator:

1. Local Community/Residents: Through the professional training provided to the General Directorate of Education staff and the skills workshops offered to young people via the Mutqen program and Eduindustry initiative.
2. Alumni: By hosting influential alumni like Ms. Latifa Momenah to promote social responsibility and volunteerism in the third sector.

These actions confirm UBT's alignment with its institutional commitment to fostering sustainable development through engagement. By extending educational resources on subjects ranging from entrepreneurship and vocational skills to Vision 2030 support, UBT successfully mobilizes knowledge and expertise for the benefit of non-university individuals and institutions, contributing significantly to community upskilling and sustainable societal capacity building.