

18th IEEE UAE Student Day

Community Service



YOUR PLANET NEEDS YOU



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Change starts with you!

Introduction:

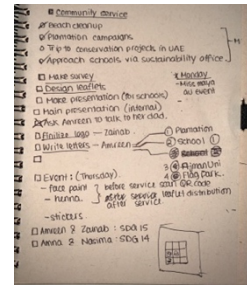
"Your Planet Needs You" is an environmental project dedicated to raising awareness about the crucial Sustainable Development Goals (SDGs) 14 (Life Below Water) and 15 (Life on Land). Recognizing the urgent need for environmental conservation and sustainable living, our team embarked on a mission to educate and inspire action within our community. This report outlines the comprehensive approach we took, detailing our planning, organization, delivery, and the tangible contributions and impacts of our initiatives.

Phase (1) Planning:

The planning phase of our project was crucial to ensure its success in raising awareness about SDGs 14 and 15.

The UAE has announced 2024 as the Year of Sustainability, confirming its commitment to preserving nature. This is a vision Ajman University has wholeheartedly embraced as it is one of the nature-positive universities.

We seized this as the perfect opportunity to launch an all-out campaign on sustainability as our community service. Meeting with the Office of Sustainability we found a large gap in educating our community through all ages about sustainable practices. To combat this, we worked closely with the Office of Sustainability to ensure that our combined efforts are effective.

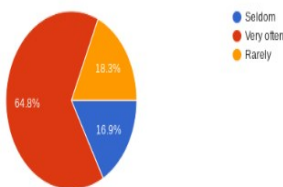


Phase (2) Organization:

Our main goal is to raise awareness regarding SDGs 14 and 15 and to encourage a sustainable way of living. Therefore, first and foremost we formed and conducted a survey that appraises the insight of people regarding these goals. We were able to achieve 70 plus respondents, and their responses gave us an idea of what was the average level of understanding regarding these goals and how we could help them participate in this regard.

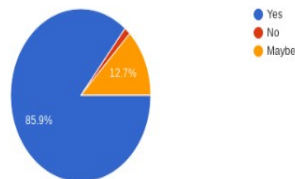
How often do you see plastic bottles on waterbodies?

71 responses



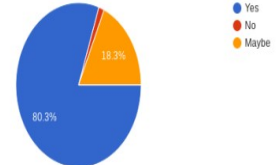
Do you think awareness regarding sustainability goals is crucial?

71 responses



If given the opportunity, would you volunteer to positively impact the environment?

71 responses



After conducting the survey, we contacted the Office of Sustainability at Ajman University. We shared our ideas with them and decided which events we could accomplish.

Our first event was on the mangrove plantation at Al Zorah Golf Club, Ajman. We encouraged our university's students to participate in this event and help preserve mangrove ecosystems.

Considering our goal is to raise awareness, we did not limit ourselves to our age group. Rather, we also organized events engaging students at elementary school. Hence, we reached out to Al Ma'arifa

International Private School and helped organize a session that would enlighten the students of grades 3 and 4 regarding SDG 14 and SDG 15.

To promote a sustainable way of living, we organized an event by reaching out to the female dorm authority. For this event, we planned to give away reusable grocery bags to female residents and encourage their use instead of plastic bags that disrupt life on land and underwater.

To further encourage a regenerative lifestyle, we organized an event to give away reusable grocery bags to the faculty at our university.

In order to educate regarding these goals, we made flyers that detail the status quo. It describes the significance of SDG 14 and SDG 15 and how it is crucial to save lives on land and underwater. It also has solutions mentioned that the general public can partake in and make our planet sustainable. It includes links that give further insight into these goals. Initially, we planned to print these flyers out and distribute them in and outside our university. However, we later realized that it goes against what we want to preach, which is to also reduce the use of paper. Therefore, we digitally promoted our flyers and went through them with our university's students to raise awareness.

Phase (3) Delivery:

Al Ma'arifa School Presentation:

We organized an educational session at Al Ma'arifa School, and according to the learning levels of the students, we suited our approach for each student from grade 1 to grade 4. We highlighted and explained the importance of SDGs 14 and 15 to the children. We made the session interactive by using discussions and questionnaires that encouraged their curiosity and awareness about keeping our planet safe. One event highlight was an activity where students promised to protect the Earth by stamping their fingerprints, symbolizing their commitment to the environment.



Digital Awareness Campaign:

We created awareness among our peers through the usage of digital flyers, where we educated them on the outcomes of our actions and suggested ways to improve the situation. Simultaneously, we encouraged university students to respond to a survey on carbon footprints and plastic usage. The purpose of this survey was to estimate the total carbon footprint and, in return, raise awareness of environmental issues and the desire to take sustainable actions.



Reusable Recycle Bags:

We distributed reusable grocery bags to female hostel dormitory staff, students and to our university professors to reduce one-time plastic bag usage. This would instill a sustainability culture within the campus community to ensure that individuals make eco-friendly choices in day-to-day activities.



Mangrove Plantation Event:

We created awareness and attendees for the mangrove plantation event, aiming at increasing the participation of students for greater involvement in environmental conservation activities. Students were educated on the importance of mangroves in coastal ecosystems and how their protection is urgently needed. By raising the awareness level and increasing the number of attendees for the event, we were motivated to act together to save our planet's biodiversity.



Phase (4) Contribution and Impact:

After executing a variety of engaging and interactive activities, we were overwhelmed with the significant response from the students.

Ajman University Awareness Campaign:

Our events made both students and professors more aware of their contribution to bettering the well-being of our planet. Students at AU were better apprised of the activities organized by the Office of Sustainability. The reusable bag distribution among the professors made them more perceptive of their day-to-day activities and made them realize how a small change could lead to a big impact.

Mangrove Plantation:

The hands-on opportunity of planting mangroves greatly inspired students to be more proactive and made them more eager to start planting at their places. The activity also made them realize the importance of mangroves in conversing with our environment.

Al Ma'arifa International Private School Awareness Campaign:

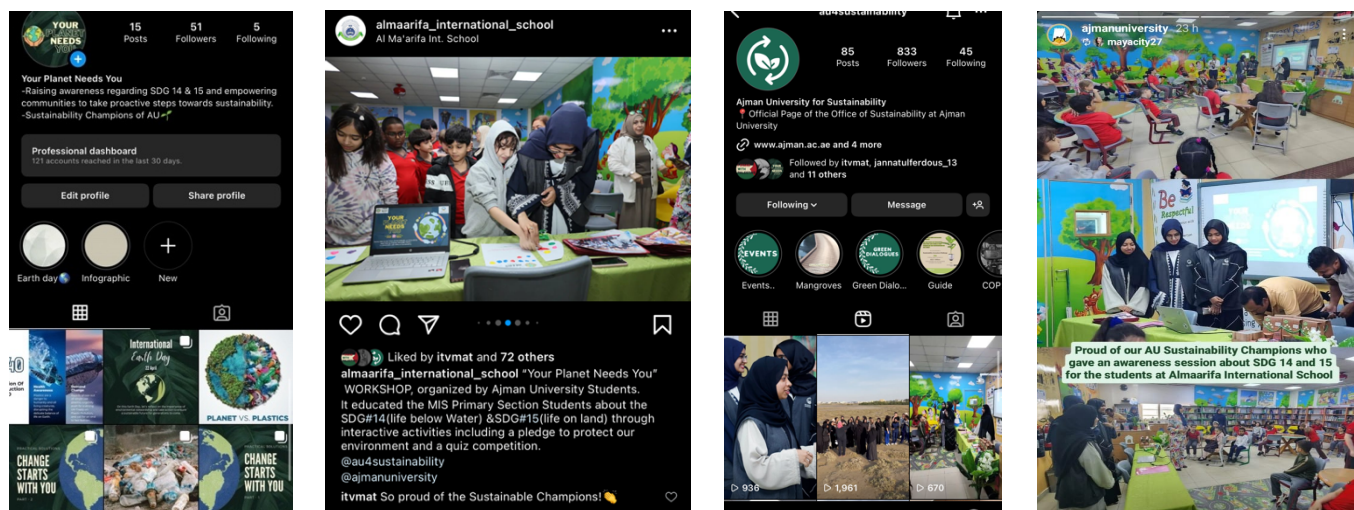
The preschool students were instilled with powerful, sustainable living inspiration that would greatly impact their thinking process. Hence, building a generation who is concerned about their planet and take it as their responsibility to utilize the available resources wisely, leading to a sustainable future.

Ajman University Female Hostel Awareness Campaign:

The reusable bags served as a symbol of sustainable living among the residents, making them aware of how detrimental one-time plastics can be for the environment. This helped raise awareness among the female residents and made sure they could make a change by taking a simple step.

Social Media Awareness Campaign:

The power of social media is undoubtedly one of the strongest forms of campaigning. Since our events were covered on various social media platforms, we believe they helped us take our voices to a global scale. Our Instagram page and article published on the official website of Ajman University helped us gain a broader audience, which is not only limited to the UAE but aided us in reaching an international audience.



The screenshots above serve as a testament to our social media awareness campaign. Our school event that was live broadcasted by the official page of the Office of Sustainability at AU, got nearly 1000 views.

Our successful event was also covered by the official AU website, screenshots attached below, which showcased our campaign and served as an opportunity to raise awareness.

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Ajman University's Office of Sustainability Organizes an Awareness Session and Workshop titled "Your Planet Needs You" at Al Maarifa International Private School

Monday, Mar 18, 2024



In its ongoing efforts to promote environmental awareness and sustainability, the Office of Sustainability at Ajman University hosted an awareness session and workshop titled "Your Planet Needs You" for students at Al Maarifa International Private School. This initiative aligns with Ajman University's affiliation with the Greening Education Partnership's "Greening Communities" pillar. The awareness session, presented by Ajman University students Amreen Fatima, Zainab Mohiuddin, and Nasima Mohammad Helal, aimed to inspire sustainable practices for everyday life and empower participants to become environmental stewards in their communities.

The awareness session covered a diverse range of topics, emphasizing the significance of sustainable development goals (SDGs) and their relevance. It specifically focused on SDG 14: Life Below Water and SDG 15: Life on Land, highlighting their importance in environmental conservation. Additionally, the awareness session offered practical and innovative solutions aimed at promoting sustainability in both marine and terrestrial environments.

The awareness session and workshop also featured a quiz game to assess students' understanding of sustainability, with eco-friendly prizes awarded to winners to reinforce positive environmental choices. Moreover, students participated in a pledge activity, imprinting their fingerprints on a pledge paper to symbolize their personal commitment to environmental protection.

The Office of Sustainability at Ajman University fosters environmental awareness and sustainability throughout its community by organizing various events and initiatives for students, faculty, and staff members. Students are actively encouraged to participate in awareness-raising activities and sustainable initiatives. These endeavors contribute to nurturing a responsible generation dedicated to preserving the planet and promoting sustainable development.

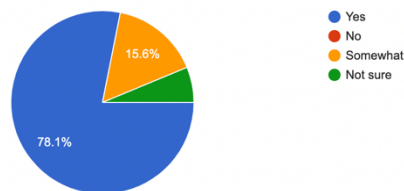


Surveys:

Surveys that were conducted allowed us to plant food for thought among the respondents. This meant that more people were now aware of the sustainable development goals and were conscious of their daily activities. The surveys also helped us realize our impact on our audience.

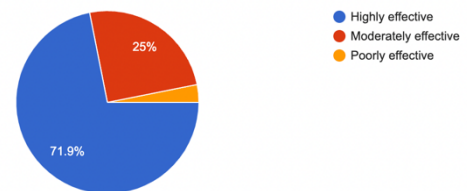
Has our awareness campaign helped you learn more about SDG 14 (Life Below Water) and SDG 15 (Life on Land)?

32 responses



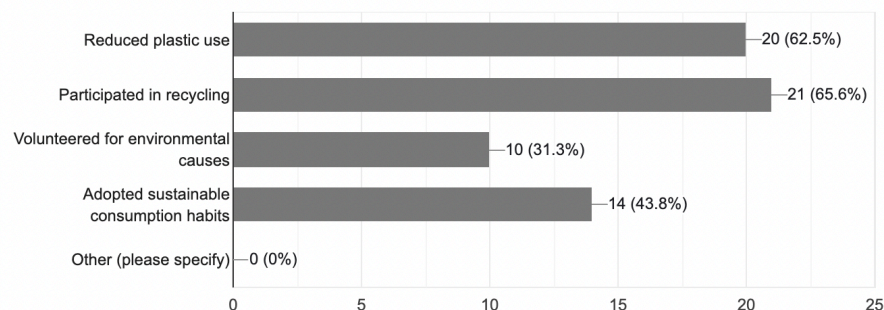
Feedback on how effective are our current initiatives in raising awareness and engagement with SDG 14 (Life Below Water) and SDG 15 (Life on Land)?

32 responses



If yes, what changes have you made after learning about SDG 14 and 15? (Check all that apply)

32 responses



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