

# URDANETA CITY UNIVERSITY STRENGTHENS POLICY AND ACTION TO PREVENT MARINE POLLUTION FROM LAND-BASED ACTIVITIES



Urdaneta City University (UCU) actively upholds its environmental responsibility by implementing policies and programs that aim to prevent and reduce marine pollution, particularly those caused by land-based sources such as plastic waste, wastewater discharge, and improper waste disposal. Guided by its Sustainable Development Goals (SDG) Framework and Institutional Sustainability and Development Agenda, the University integrates pollution prevention and environmental protection into its campus operations, research, and community outreach.

Through the Center for Community Development and Extension Services (CCDES) and the Environmental Management Unit, UCU conducts educational campaigns and clean-up drives that address waste management and pollution control at the community level. Programs such as “Bayanihan sa Unibersidad” and “War on Waste” promote responsible waste segregation and the reduction of single-use plastics to prevent debris from entering waterways that flow into coastal and marine environments.

UCU also enforces policies on proper waste disposal and campus cleanliness, supported by regular monitoring of sanitation practices and coordination with the local government’s solid waste management offices. The University promotes sustainable consumption practices and eco-friendly campus operations, including the installation of low-flow water systems and rainwater harvesting units, which help minimize runoff and pollution.

Beyond campus boundaries, UCU’s outreach and research activities address the impact of pollution on aquatic ecosystems. Through its aquaculture and freshwater management training programs, the University educates local communities and fisherfolk about sustainable practices that reduce water contamination and promote the responsible use of natural resources.

These efforts reflect UCU’s strong alignment with SDG 14 (Life Below Water) and SDG 6 (Clean Water and Sanitation), reinforcing its role as an advocate for environmental protection. By maintaining proactive policies and engaging both students and partner communities, Urdaneta City University continues to contribute to the prevention of marine pollution and the preservation of healthy aquatic ecosystems.

**MAKE SDG#14 A REALITY**

