

URDANETA CITY UNIVERSITY CULTIVATES SUSTAINABILITY THROUGH THE 2024 GREEN THUMB PROJECT: “MAGTANIM NG GULAY AT HALAMAN PARA MAY BUHAY”

Urdaneta City University (UCU) once again reaffirmed its steadfast commitment to sustainability, community development, and environmental stewardship through the **Green Thumb Project: “Magtanim ng Gulay at Halaman Para May Buhay”**, launched in **2024** within the university premises.

The initiative was spearheaded by the **Office of the Vice President for Administrative Affairs**, in partnership with the **Center for Community Development and Extension Services (CCDES)**. This project was established as a proactive response to the **rising prices and shortage of food commodities**, both within the community and among university personnel. Through the creation of a sustainable garden, UCU aims to promote **food security, self-sufficiency, and environmental awareness** across the university community.

Faculty members, staff, and students from various colleges actively participated in cultivating **vegetables and ornamental plants**, demonstrating the collective spirit of unity, resourcefulness, and environmental care that defines the UCU community. Beyond providing a source of healthy food and green spaces, the project serves as a living classroom for sustainability practices—encouraging participants to value agriculture, responsible consumption, and ecological balance.

This initiative also reflects **Urdaneta City University’s unwavering support for all the United Nations Sustainable Development Goals (SDGs)**, with particular emphasis on **SDG 15: Life on Land**, which promotes the protection, restoration, and sustainable use of terrestrial ecosystems. Through the Green Thumb Project, UCU not only strengthens its advocacy for sustainability but also takes concrete action toward achieving environmental resilience and social well-being.

The project continues to inspire other sectors within the university to develop similar initiatives that contribute to a greener and healthier environment. It has also opened opportunities for research and innovation on sustainable farming practices, waste management, and organic production methods that can be shared with local communities.

With the success of the Green Thumb Project, UCU proves that sustainability begins with collective effort and a shared vision for a better future. The university remains steadfast in nurturing a culture of environmental responsibility, ensuring that its campus—and its people—continue to thrive in harmony with nature.

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