



EMPOWERING COMMUNITIES THROUGH CULTURE AND LIVELIHOOD: UCU STRENGTHENS TIES WITH JAPAN

In 2024, Urdaneta City University (UCU) once again demonstrated its firm commitment to promoting the United Nations Sustainable Development Goals (SDGs)—particularly SDG 1: No Poverty—through a meaningful international collaboration that combines education, culture, and livelihood development.

As part of its ongoing partnership with a Japanese organization, UCU launched a Community and Cultural Exchange Program that provided both educational support and livelihood training to parents and pupils from local communities. The initiative sought to empower families by addressing immediate needs while fostering long-term self-sufficiency through skill development and cultural understanding.



One of the highlights of the program was a livelihood training session conducted by the Japanese partners, where parents of participating children learned how to make authentic Japanese delicacies. This hands-on activity was designed not only to encourage cross-cultural learning but also to serve as a sustainable income-generating opportunity. By mastering these food-making skills, parents are now able to produce and sell Japanese delicacies locally, helping them earn additional income and support their families—an initiative that clearly embodies the spirit of SDG 1: No Poverty.





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The program also featured several components aimed at supporting child development and community welfare:

- Cultural Awareness: Filipino and Japanese participants engaged in interactive cultural exchange activities to foster mutual respect and understanding between the two nations.
- Educational Support: Pupils from partner schools received essential school supplies, easing the financial burden on low-income families and equipping learners for the academic year.
- Health and Nutrition: A nutritious feeding program was conducted to promote the physical well-being of participating children, emphasizing the importance of balanced nutrition in academic performance and daily life.
- Civic Engagement: UCU students, faculty, and staff actively volunteered throughout the program, serving as cultural ambassadors and advocates for sustainable community empowerment.

Through this partnership, **Urdaneta City University** continues to exemplify how education and international cooperation can effectively contribute to **poverty alleviation and sustainable development**. By integrating cultural exchange with livelihood initiatives, UCU bridges global understanding and local action—empowering individuals to build better lives and stronger communities.

This initiative reflects UCU's broader institutional vision of aligning all programs and activities with the **Sustainable Development Goals**, ensuring that every project—whether academic, social, or cultural—creates a meaningful impact. The University's dedication to **SDG 1: No Poverty** demonstrates its belief that education must go beyond the classroom to address real-world challenges, transforming lives through compassion, collaboration, and action.

With initiatives like this, **Urdaneta City University** continues to lead as a **beacon of hope and empowerment**, nurturing globally minded citizens who work together toward a future where no one is left behind.