



# UCU'S PROGRAMS AND INCENTIVES TO PROMOTE AQUATIC STEWARDSHIP

Urdaneta City University (UCU) has taken an active role in promoting sustainable water management and environmental responsibility across Pangasinan. The university's ongoing programs blend research, community extension, and policy collaboration to encourage responsible use of aquatic resources. Through initiatives that connect local livelihoods with environmental protection, UCU is building a culture of aquatic stewardship that extends beyond campus and into partner communities.

One concrete example is UCU's collaboration with Pangasinan State University – Binmaley Campus on June 27 2023, where UCU's Center for Research & Development, College of Engineering & Architecture, and the Center for Community Development & Extension Services (CCDES) joined a site visit on aquaculture and "hito" culture technologies. The insights gained were to be adapted into UCU's own sustainable aquaculture and hydroponics programs, thereby linking aquatic stewardship with livelihood innovation. ([ucu.edu.ph](http://ucu.edu.ph))

UCU's extension arm, CCDES, has emphasized people-participation and community education as core components of its mission, aiming to transfer knowledge and technology from university research to end-users. ([ucu.edu.ph](http://ucu.edu.ph)) This creates incentives for households and barangays to adopt practices such as responsible aquaculture, water-conserving technologies, and ecological monitoring helping align local livelihood with aquatic ecosystem health.

In addition, UCU has structured capacity-building and training programs targeted at community partners and youth. In March 2023, UCU held a training session on community partnerships and the Sustainable Development Goals (SDGs) for the heads of its academic and administrative units. This training underscores UCU's intention to embed aquatic stewardship in institutional culture and extension frameworks. ([ucu.edu.ph](http://ucu.edu.ph))

By linking research, extension, training and community livelihood initiatives, UCU's programs and incentives provide multiple entry points students, faculty, barangays, aquaculture groups for encouraging behaviours and practices that protect aquatic systems.

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