

UNIVERSITY EFFORTS TO PRESERVE INTANGIBLE CULTURAL HERITAGE SUPPORTING SDG 11

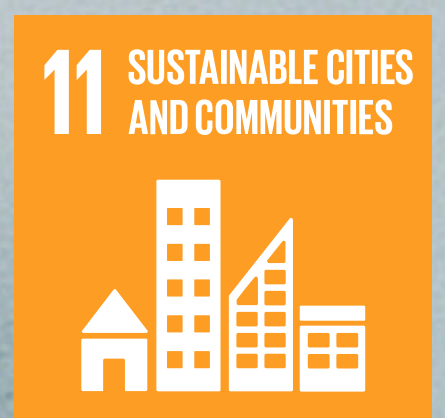
The university demonstrates a strong commitment to cultural preservation and community development by implementing “projects that record, document, and safeguard intangible cultural heritage”, including “local folklore, traditions, languages, and indigenous knowledge systems”. This initiative supports “Sustainable Development Goal (SDG) 11: Sustainable Cities and Communities”, particularly target 11.4, which aims to strengthen efforts to protect and preserve the world’s cultural and natural heritage.

Through research programs, community immersion activities, and cultural documentation projects, the university works closely with local communities including displaced and marginalized groups to collect and preserve oral histories, traditional practices, and regional dialects. These efforts ensure that valuable cultural expressions are recorded, studied, and passed on to future generations.

In addition, the university integrates the promotion of cultural heritage into academic curricula, seminars, and exhibitions. Students and faculty collaborate to produce publications, multimedia archives, and performances that celebrate and revitalize local culture.

By undertaking these initiatives, the university serves as a guardian of cultural identity and continuity, ensuring that traditions and knowledge systems remain alive and appreciated. These actions reflect the university’s vital role in achieving the goals of SDG 11, by fostering inclusive, resilient, and culturally sustainable communities.

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URDANETA CITY UNIVERSITY PRESERVES PANGASINAN'S INTANGIBLE CULTURAL HERITAGE

Urdaneta City University (UCU) is taking significant steps to preserve the rich intangible cultural heritage of Urdaneta City and the wider Pangasinan province, focusing on local folklore, traditions, language, and community knowledge. Recognizing the importance of safeguarding these cultural expressions for future generations, the university implements projects that document, record, and celebrate the living heritage of the region.

Through close collaboration with local communities, UCU students and faculty conduct field research, oral history projects, and multimedia documentation to capture traditional storytelling, indigenous music, rituals, crafts, and linguistic heritage specific to Pangasinan. These efforts ensure that the unique knowledge of both longstanding residents and newly settled or displaced communities in the area is preserved.

The university integrates these cultural preservation projects into its academic programs, enabling students in education, social sciences, and the arts to actively participate in heritage documentation and dissemination. By combining research, technology, and community engagement, UCU transforms intangible heritage into accessible educational and cultural resources that highlight Pangasinan's unique identity.

These initiatives not only strengthen local cultural pride but also promote intergenerational knowledge transfer, encouraging communities to value and maintain their traditions. Through its focused efforts in Urdaneta City and across Pangasinan, Urdaneta City University demonstrates how higher education institutions can protect cultural heritage while fostering community engagement, social cohesion, and respect for diversity.

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