

URDANETA CITY UNIVERSITY STRENGTHENS CAMPUS INITIATIVES TO REDUCE PLASTIC WASTE

Urdaneta City University (UCU) continues to reinforce its commitment to environmental sustainability through programs and policies that aim to minimize plastic waste on campus. Anchored on its Sustainable Development Goals (SDG) Action Plan, the University promotes responsible consumption and waste management practices that contribute to cleaner surroundings and healthier ecosystems.

Through the joint efforts of the Center for Community Development and Extension Services (CCDES), the Environmental Management Unit, and various student organizations, UCU implements initiatives such as waste segregation campaigns, recycling drives, and clean-up activities under the “Bayanihan sa Unibersidad para sa Malinis na Pasilidad” program. Now in its third year, this university-wide campaign encourages students, faculty, and staff to take an active role in maintaining cleanliness within the campus and reducing single-use plastic consumption.

UCU’s “War on Waste” project proposal and ongoing clean-up programs reflect the institution’s integrated approach to plastic reduction. These initiatives not only focus on collection and segregation but also emphasize education and behavioral change. Posters, classroom reminders, and awareness seminars are regularly conducted to encourage the use of eco-friendly alternatives such as reusable bottles, tumblers, and food containers.

In line with its SDG commitment, particularly SDG 14 (Life Below Water) and SDG 12 (Responsible Consumption and Production), UCU continues to adopt waste management measures that help reduce the volume of plastics entering waterways and landfills. The University’s environmental policies also ensure that future projects and student-led activities adhere to sustainable practices.

Through these consistent efforts, Urdaneta City University demonstrates its institutional commitment to reducing plastic waste, fostering environmental responsibility among its academic community, and supporting global action toward sustainable development.

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ECO-CRAFT: TURNING PLASTIC INTO POSSIBILITIES

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IT'S SEGREGATION WEEK

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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.



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.

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.



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