

# URDANETA CITY UNIVERSITY AND BARANGAY OLTAMA JOIN FORCES FOR THE 2024 BARANGAYANIHAN CLEAN-UP DRIVE: STRENGTHENING COMMITMENT TO SDG 15 – LIFE ON LAND

Urdaneta City University (UCU) continues to demonstrate its strong commitment to environmental stewardship and community engagement through its active participation in the **Barangayanihan Clean-Up Drive** held in **Barangay Oltama, Urdaneta City, on November 19, 2024**. This meaningful event was organized in **partnership with the Oltama Barangay Council**, uniting students, faculty, and local residents in a shared effort to create a cleaner and greener environment.

The initiative aimed to promote **environmental cleanliness, sustainability, and community cooperation**, emphasizing the importance of shared responsibility in maintaining a healthy ecosystem. UCU students enthusiastically took part in cleaning public spaces, collecting waste, and revitalizing community areas—actions that not only beautified the surroundings but also helped raise awareness of proper waste management and sustainable living practices.

This activity reflects **Urdaneta City University's continuous support for all the United Nations Sustainable Development Goals (SDGs)**, with a particular focus on **SDG 15: Life on Land**, which advocates for the protection, restoration, and sustainable use of terrestrial ecosystems. By actively engaging in initiatives like this, UCU reinforces its role as a university that values both education and environmental responsibility.

Through this partnership with the **Barangay Oltama Council**, UCU strengthened its mission to empower students as responsible citizens and stewards of the environment. The event showcased the power of collaboration between the academic community and local government in achieving a shared goal of sustainability and ecological preservation.

As UCU continues to integrate environmental consciousness into its academic and community programs, it reaffirms that true education extends beyond the classroom cultivating values of service, sustainability, and care for the planet we all call home.

**MAKE SDG#15 A REALITY**

**15** LIFE  
ON LAND







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