

URDANETA CITY UNIVERSITY CHAMPIONS SUSTAINABILITY THROUGH PROJECT WOW (WAR ON WASTE) 2024

Urdaneta City University (UCU) once again demonstrated its strong commitment to environmental sustainability and community engagement through the **Project WOW (War on Waste)**, held on **October 4, 2024**. This initiative, organized by the **Center for Community Development and Extension Services (CCDES)** in partnership with the **College of Criminal Justice Education (CCJE)**, exemplifies the university's dedication to fostering environmental stewardship and collective responsibility among its students and faculty.

Project WOW serves as a proactive campaign to promote waste reduction, cleanliness, and environmental consciousness within the university campus. Criminology students, together with volunteers from various colleges, actively participated in cleanup activities, waste segregation drives, and awareness campaigns that advocate for sustainable waste management practices. Through this joint effort, UCU continues to build a culture of discipline, cooperation, and accountability values that align with both community service and environmental preservation.

This endeavor also reinforces **Urdaneta City University's continuous support for the United Nations Sustainable Development Goals (SDGs)**, particularly **SDG 15: Life on Land**, which emphasizes the protection and sustainable use of terrestrial ecosystems. By integrating sustainability into campus life, Project WOW contributes not only to a cleaner environment but also to a stronger sense of social responsibility and ecological awareness among students.

Moreover, the project stands as a testament to UCU's holistic approach to education—where academic excellence meets environmental advocacy. The university believes that nurturing environmentally responsible individuals is vital in creating long-term solutions to pressing ecological issues. Through initiatives like Project WOW, UCU empowers its students to become active contributors to environmental preservation and nation-building.

The success of Project WOW further strengthens UCU's mission to create a **safe, clean, and sustainable campus environment**. It also inspires future programs that address climate action, waste management, and biodiversity conservation within and beyond the university.

MAKE SDG#15 A REALITY





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