

SDG17 Partnerships for the Goals



The *Estidama Center for Sustainability* at MCBS is a specialized center that promotes sustainability efforts through five strategic pillars: education, faculty and staff (including research), students, facilities, and community. *Estidama*, through its dedicated teams, promotes partnerships with local, regional, and international organizations, fostering collaborations that advance the United Nations Sustainable Development Goals (SDGs). These partnerships enable joint projects, research initiatives, and community programs, positioning MCBS as a leader in sustainability among universities.



CEO Round Table Event

The CEO Round Table Discussion on Sustainability, titled "Empowering Saudi Sustainable Leadership: Challenges and Strategies," organized by the Western College of Business and College of Arts in partnership with Saudi Vision 2030, aligns with SDG 17 (Partnerships for the Goals). Set to take place on October 23, 2024, this event will bring together prominent CEOs and industry leaders, including the CEOs of the provinces and major companies, to discuss strategic pathways for sustainable development in the Arab World. The round table will explore critical business issues at the core of leadership in addressing the priorities, the integration of digital transformation to support SDGs, and the balance of regulatory compliance with sustainable business growth. By fostering cross-sector collaboration and sharing proven growth challenges and solutions, this event aims to build a collective vision for sustainable development across Saudi Arabia's industries. Expected outcomes include actionable recommendations for an enabling regulatory environment, sustainable practices for Saudi's growing economy, and powerful partnerships to advance SDG implementation.

Bank Nizwa ESG Workshop for Faculty and Staff

On July 26, 2024, the Sustainability team at Bank Nizwa conducted an ESG workshop for MCBS faculty and staff hosted by Estidama. The workshop covered social aspects of sustainability, ESG, and CSR participation from attendees was excellent. This further supports a sustainable mindset which our faculty and staff, hence a culture of social responsibility.

Agreements with External Stakeholders

The Memorandum of Understanding (MoU) initiative includes collaborations with Injaz Oman and Etihad for Development (Etihad Sustainability) aiming to enhance sustainable development efforts through strategic partnerships. Managed by the Estidama team in collaboration with MCBS management and relevant faculty resources have been allocated for collaborations and required support. The MoU with Injaz Oman has been signed, and preparations for the Etihad Sustainability program are underway.

PEMBA Guest Speaker

An initiative planned for the upcoming semester involves organizing a PEMBA (Principles for Sustainable Management Education) workshop for faculty, led by the PEMBA Global Lead. This workshop focuses on integrating Education for Sustainable Development (ESD) and PEMBA principles into the curriculum, with a specific focus on implementing the 6 Methodology. This innovative approach equips faculty with practical strategies to embed sustainability across disciplines through Inquiry, Investigation, Ideation, Implementation, and Impact. By fostering international partnerships and utilizing the 6 methodology, MCBS strengthens its commitment to sustainability literacy, enhances faculty expertise, and aligns its programs with global best practices.

Education for Wider Community

The Student workshop from MCBS to Community, leading Change through Skills, equips students with sustainability, citizenship and life-skills, aligned program, showcasing their talent to engage personal, academic and career. Coordinated by the Estidama team, the orientation emphasized the role in leading constructive change. The workshop successfully engaged and informed students about the institution's commitment to sustainability.



Additionally, MCBS is developing an open-source repository to store and share sustainability resources, policies best practices, and case studies, making educational materials available to faculty, students, and wider community.

Committed to aligning its Program Learning Outcomes (PLOs) and Course Learning Outcomes (CLOs) with the United Nations Sustainable Development Goals (SDGs), reinforcing its commitment to sustainable education, the college plans to achieve this integration through systematic workshops that focus on the SDGs and practical application to mapping PLOs and CLOs to relevant goals. These workshops equip faculty with the knowledge and tools needed to embed SDG principles into the curriculum, ensuring the students gain awareness and understanding of global sustainability issues.



Charitable donations to Iwejuu Charity School, Zanzibar



Since 2014, MCBS has supported the Iwejuu Charity School, developing it into a thriving institution with over 500 students. Our contribution, like its through donations, workshops, or volunteer teaching, well exemplifies our commitment to meaningful partnerships, sustainable education and consequently, to global social responsibility.

MCBS inaugural **MBSI Principles for Sustainable Management Education** (Using Information as Progress) (MBSI Report 2020). As a signatory to MBSI, MCBS integrates sustainable management principles into its educational framework, focusing on accountability, ethics, and social responsibility. The MBSI report outlines MBSI's collaborative efforts with tertiary partners, local organizations, and global networks to advance the United Nations Sustainable Development Goals (SDGs). Our institution fosters curriculum integration of MBSI principles, participation in sustainability workshops, and active engagement in community outreach projects.