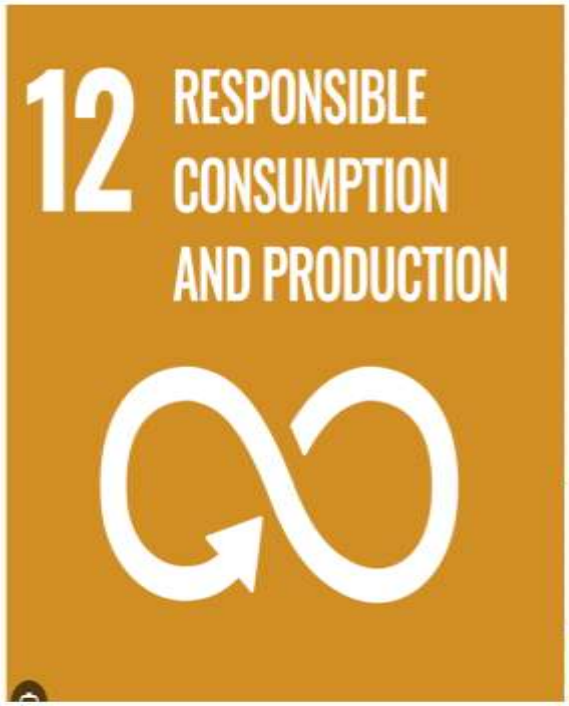







# *Sustainable Development Goal_12 (Responsible Consumption and Production) Report*

**Al-Balqa Applied University**

2025

# *Foreword*

**Al-Balqa Applied University (BAU**) is a prominent public university in the Hashemite Kingdom of Jordan, with a student body of over 60,000 and multiple satellite campuses across the country. BAU's vision is to excel as a globally competitive applied university, renowned for creativity, innovation, applied scientific research, and leadership. The university is dedicated to fostering Jordan's knowledge economy and society, delivering high-quality education that equips students to thrive in a rapidly changing world.

Spanning an estimated **11,100,000 $m^2$**, BAU's campuses are home to a wide array of educational, research, medical, sports, and cultural facilities. Additionally, the campuses feature extensive green spaces and recreational areas, creating a vibrant, supportive environment for student development and engagement.

BAU's main campus is located in the ancient city of As-Salt, in Al-Balqa' Governorate, home to a number of important cultural and historical sites, and a UNESCO world heritage site. Built by Macedonians, As-Salt occupied an important trading position by Roman, Byzantine, and Mamelukes. Along with its historical value, As-Salt city is located 20 minutes from the lowest point on earth, the Dead Sea and is very close to the holy baptism site of Jesus Christ on the East bank of the Jordan River. A sunny day at As-Salt rewards visitors with a breathtaking view of the holy lands.

Alongside BAU's main campus, the university's satellite campuses are hubs for quality education and research and offer students the opportunity to explore Jordan's rich cultural heritage. For example, Aqaba University College located in Jordan's only port, offers maritime transport technology programs as well as easy access to the golden triangle of Petra, Wadi Rum and Aqaba. And Shoubak University College, which is located close to the stunning Dana Biosphere Reserve.

and Huson University College in the north, which closest to Jerash which is the second to Petra on the list of favorite destinations in Jordan

Al-Balqa Governorate is a province of intellectual heritage and folklore, and it is popular for recreational and religious tourism; traveler may visit many ruins and sacred shrines for Prophet Shu'ayb (Maqam Nabi Shu'ayb), Prophet Joshua Ben-nun, Prophet Gad Ben Jacob, Prophet Ayub, Prophet Hazir, and Prophet Gilad ( May Peace Be Upon Them), as well as the shrines of two of Prophet Mohammad (Peace Be Upon Him) Companions: Abu Obeida Al-Jarah and Dirar Ibn Azwar.

Such an integral role along with other cities of the Kingdom was deeply rooted during the establishment of the Emirate of Jordan in 1921 moving towards developing the country. Salt City was prominent with its scientific and educational legacy, which was marked by the founding of Salt School, inaugurated by His Majesty King Abdullah the First – may God rest his soul – (Prince at that time) in 1923, to be the first school in the kingdom having its graduates as great officials and leaders of the nation.

Upon firmly acknowledging the educational and scientific long history of Salt City along with its leading role in the field of education by the Hashemite leadership, Late King Hussein Bin Talal – May God rest his soul – honored Balqa' governorate by the issuance of the royal decree to establish Al Balqa Applied University in Salt city on the 22nd of August 1996. This has enhanced the city's role, commemorated the pioneers of its early graduates, and scientifically empowered its legacy which we hope to continually flourish.

## *Our Strategic Response*

BAU operates through a network of campuses across Jordan, covering diverse climatic regions—from the highlands in the mid-west to the arid governorates in the south and far east. This geographical diversity has driven BAU to undertake extensive initiatives in climate variability and adaptation, establishing itself as a leader in climate resilience.

BAU is at the forefront of research and innovation in areas such as water conservation, drought management, capacity building, and technology transfer. Its initiatives span solar energy, wastewater treatment and reuse, and smart agriculture. The university has also introduced specialized academic programs in fields like smart agriculture, water treatment, smart buildings, and electric and hybrid vehicles, alongside conducting numerous climate change awareness activities.

On another hand (BAU) adopts the United Nations Sustainable Development Goals (UN SDGs), and Paris Agreement goals which are adopted by all nations as a universal call to protect the planet and ensure that all people enjoy peace and prosperity by 2030 through ethical management of resources, openness to societies and contributing to their development and solving their problems, and creating a conscious generation of its students who adopt the dimensions of sustainable development in their lives, directing scientific research to contribute to achieving sustainable development, and strengthening national and international partnerships, also (BAU) became a member of United Nations Academic Impact (UNAI), and United Nation - Sustainable Development Solution Network (UNSDSN).

# *INTRODUCTION:*

BAU has adopted a sustainability-driven approach rooted in continuous improvement, with a mission to fully integrate the United Nations Sustainable Development Goals (SDGs) into its core strategies, policies, and daily operations. This commitment has inspired transformative initiatives, projects, and programs across all faculties and campuses. Through responsible resource management, innovative teaching, impactful research, and strong national and international partnerships, BAU continues to redefine its institutional identity as a leader in sustainability.

To strengthen its contribution to the SDGs, BAU established a **dedicated Sustainability Office** and implemented best practices that have earned international recognition. Remarkably, the university ranked **first nationally and 2nd in the Arab region**, and **53rd globally** in the **2023 UI GreenMetric World University Rankings**.

These accomplishments align with the **17 Sustainable Development Goals**, which serve as a guiding framework for meaningful action toward people and the planet. By embracing these goals, BAU continuously assesses its progress and sets clear priorities for future advancement.

BAU remains steadfast in empowering students as agents of change, community leaders, and responsible global citizens. Faculty and students actively engage in sustainability-oriented education through diverse courses, academic programs, and research projects that advance SDG principles in teaching, learning, and innovation.

In alignment with its Strategic Plan 2021-2025, BAU continues to pioneer innovative approaches through training programs, applied research, and community engagement initiatives—all designed to contribute effectively to the realization of the UN 2030 Agenda for Sustainable Development.

# 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Goal 12 focuses on ensuring sustainable consumption and production patterns to protect resources for future generations. With global population growth projected to reach 9.8 billion by 2050, current lifestyles would require almost three planets to sustain. Despite progress—such as increased sustainability policies and reduced fossil fuel subsidies—overconsumption, food waste, and inefficient resource use remain major challenges. Transitioning to a circular economy, improving resource efficiency, and adopting sustainable practices at all levels are essential to reduce environmental impact and secure a sustainable future.

Achieving economic growth and sustainable development necessitates urgent action to minimize our ecological footprint. Sustainable Consumption and Production (SCP) are critical components of this effort, promoting resource and energy efficiency, sustainable infrastructure, equitable access to essential services, the creation of green and dignified jobs, and an enhanced quality of life for all. The implementation of SCP aligns with overarching development plans, reduces future economic, environmental, and social costs, enhances economic competitiveness, and contributes to poverty alleviation.

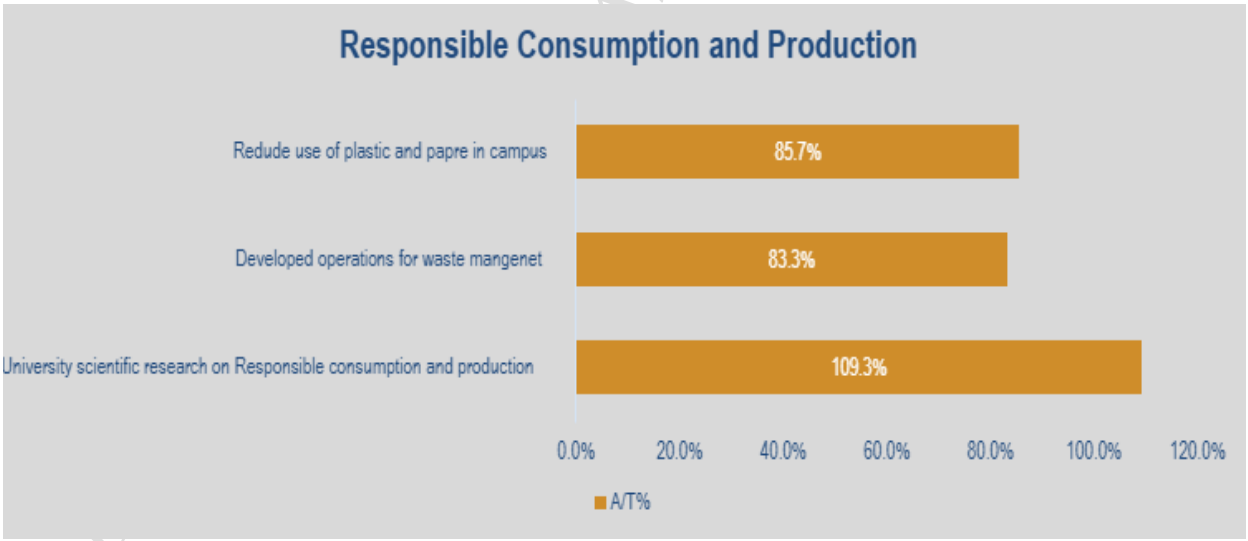
Jordan's significant demographic, agricultural, and industrial expansion has posed substantial challenges in waste management across various sectors. In response to these challenges, Al-Balqa Applied University (BAU) has developed a comprehensive waste management protocol grounded in regulatory legislation and institutional responsibilities. The protocol's primary aim is to significantly reduce landfill waste by adhering to the 4R principles:

Reduce, Reuse, Recycle, and Recovery.

Effective natural resource management and responsible disposal of toxic waste and pollutants are essential in this endeavor. Encouraging industries, businesses, and consumers to adopt recycling and waste reduction practices is vital. Equally important is supporting developing nations in transitioning toward more sustainable consumption patterns by 2030.

To align with these objectives, BAU has established specific goals to promote sustainability:

- **Conducting university-led scientific research** focused on Responsible Consumption and Production.
- **Developing and implementing** advanced waste management strategies and practices.
- **Reducing the university's reliance** on single-use plastics and paper.




***Strategic Achievement for SDG12/2025***

## IMPLEMENTATION

Al-Balqa Applied University (BAU) demonstrates its unwavering commitment to sustainability through its architectural achievements, exemplified by the university library and the Prince Abdullah Ben Ghazi Faculty of Information Technology building. These structures are paragons of sustainable design, incorporating cutting-edge facades with double glazing and advanced energy-efficient heating and cooling systems. These innovations significantly reduce energy consumption for temperature regulation, further optimized through meticulous resource metering systems that enhance the efficient use of energy and water. Additionally, BAU is transitioning toward clean energy sources for heating, gradually phasing out traditional fuel reliance, supported by its expansive solar energy project at Hamrat Al Sahn.

Compost Production Workshop

Smart Agriculture Producing Organic Compost Training Course

## RESEARCH


The SDG 12 report for Al-Balqa Applied University demonstrates notable progress in research related to Responsible Consumption and Production. Scholarly output grew from 12 publications in 2020 to 164 in 2025, while citations increased from 0.1K to 1.2K, reflecting improved research visibility. FWCI values peaked in 2021 (5.84) and remained above global average, indicating strong research quality. Citations per publication reached highs in 2021 (18.40) and 2025 (13.43), suggesting periods of significant influence. These trends highlight the university's commitment to advancing sustainable consumption and production through impactful research.



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