



### Embedding Ethical Leadership and Institutional Values through Performance Development at BAU

Al-Balqa Applied University (BAU) maintains a strategic long-term dedication to building an institutional environment with values by integrating ethical principles and good governance measures throughout its operational structure. **The Performance Development Program** for Senior Leadership operates through the Collaborative Initiative of the Consultation Studies and Training Center, supported by administrative and academic units. The university leadership development initiative aims to train personnel at all levels for effective ethical behavior and institutional responsibility as they lead their domains.

The training delivered under this program employs ethical, administrative, and developmental principles accepted internationally. This program features immersive values about leadership practices combined with crisis preparedness and strategic development alongside organizational openness to participants who learn through teachings of equity and integrity, along with service principles. The Performance Development Program training programs align with SDG 4 Quality Education through continuous education development and leadership development, while supporting SDG 16 Peace, Justice, and Strong Institutions through ethical governance commitment and the partnerships of SDG 17 through joint institutional development initiatives.

The institution has established an ethical compliance office to fulfill its commitment to international sustainability and ethical governance frameworks. The office has designated leadership to supervise ethical standards in all units, including academic, administrative, and operational functions. The ethical oversight mechanism demonstrates BAU's dedication to developing an encompassing organizational culture grounded in human rights respect, managerial accountability, and inclusiveness.



### **Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

BAU is building its status as a regional education governance model through systematic value-based coaching that strengthens the professional abilities of senior administrators while improving inclusive sustainable education practices. This approach demonstrates how the institution stands with vital sustainability evaluation pillars of the QS ranking and works toward advancing the UN Sustainable Development Goals. BAU will permanently change how institutions govern and interact with their communities through its dedication to performance development and ethical training. The university achieves transparent, responsible decision-making through ongoing staff empowerment, learning about moral values and organizational tools. The organization develops into a culturally strong entity that handles future obstacles and preserves public confidence and academic achievement. The educational programs created by BAU will generate multifaceted impacts that touch national improvement and collaborative relationships beyond its physical boundaries, making the institution a premier educational leader in regional sustainability and ethical leadership







**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

<b>Policy and Strategic Alignment Supporting Environmental Sustainability Training at BAU</b>	
<b>SDG 4</b>	Integrate Educational Quality and Ethics into Performance Evaluation, Promote Continuous Professional Development for Staff, Ensure Inclusive and Equitable Access to Education, Use Monitoring and Evaluation Systems and Foster a Culture of Lifelong Learning and Innovation.
<b>SDG 8</b>	Continuous Professional Development and Training, Promote Decent Work Conditions, Strengthen Institutional Policies and Governance, Foster Inclusive and Equitable Work Culture and Align Performance Development with Institutional Strategy
<b>SDG 10</b>	Embed Equality and Inclusion in Performance Frameworks, Promote Inclusive Leadership Development, Ensure Equal Access to Opportunities, Strengthen Anti-Discrimination Policies and Practices, Foster a Culture of Ethical and Inclusive Governance and Support Vulnerable and Underrepresented Groups
<b>SDG 16</b>	Integrate Ethics, Integrity, and Accountability into Performance Management, Strengthen Transparent and Accountable Governance, Promote Anti-Corruption and Ethical Conduct, Enhance Institutional Oversight and Compliance, and Promote Rule of Law and Institutional Fairness
<b>SDG 17</b>	Integrate Collaboration and Partnership Metrics into Performance Evaluation, Promote Ethical Leadership in Partnerships, Encourage Stakeholder Engagement and Multi-sector Collaboration, and Monitor, Evaluate, and Report on Partnerships
<p><b>BAU Policies from this Link:</b>  <a href="https://sustainable.bau.edu.jo/?page_id=779">https://sustainable.bau.edu.jo/?page_id=779</a></p>	






**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

The following examples highlight Al-Balqa Applied University’s dedicated efforts to integrate environmental aspects of sustainability into training, curriculum development, institutional partnerships, and applied learning activities.

Launch of Advanced Technical and Digital Programs to Support Sustainable Skills Development	
<b>Goal</b>	To enhance students’ technical and digital competencies in support of sustainable development, resource-efficient systems, and future-oriented workforce skills aligned with environmental and technological transformation.
<b>Description</b>	BAU launched an advanced package of technical academic programs across 27 public and private university colleges nationwide. The initiative includes the development and implementation of 180 technical programs, incorporating mandatory courses in artificial intelligence and digital skills, as well as project-based learning approaches. These programs contribute to sustainability by promoting smart technologies, digital efficiency, and skills relevant to environmentally responsible industries and innovation-driven economic sectors.
<b>Target Group</b>	Students
<b>BAU Policy / strategy linkage</b>	University strategy for technical education development; national frameworks for digital transformation and sustainable workforce readiness
<b>Related SDG's</b>	SDG 4 (Quality Education); SDG 8 (Decent Work and Economic Growth); SDG 9 (Industry, Innovation and Infrastructure); SDG 12 (Responsible Consumption and Production)
	   
<b>Evidence</b>	<a href="https://shorturl.at/91bkt">https://shorturl.at/91bkt</a>



**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

Erasmus+ Academic Cooperation Visit with UCAM (Universidad Católica de Murcia), Spain	
<b>Goal</b>	To strengthen international academic cooperation and mobility through the Erasmus+ programme, while supporting environmentally sustainable higher education practices, including low-carbon academic collaboration, digital exchange, and sustainability-oriented knowledge sharing.
<b>Description</b>	BAU hosted Dr. Paul O'Donnell from UCAM – Universidad Católica de Murcia under the Erasmus+ program to strengthen institutional cooperation. The visit included an overview of BAU's academic environment and Erasmus+ experience, and discussions focused on future collaboration in student and staff mobility, joint academic activities, and exchange of best practices. The meeting also highlighted the use of digital tools to support academic cooperation and reduce the environmental impact of mobility, contributing to sustainable and resource-efficient international partnerships.
<b>Target Group</b>	Students, Staff
<b>BAU Policy / strategy linkage</b>	University internationalization strategy; alignment with Erasmus+ cooperation priorities and sustainable higher education partnerships
<b>Related SDG's</b>	SDG 4 (Quality Education); SDG 17 (Partnerships for the Goals)
	 
<b>Evidence</b>	<p><a href="https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=16947">https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=16947</a></p> 







**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

<b>Modernization Perspectives: Youth at the Center” Conference on National Dialogue &amp; Youth Engagement</b>	
<b>Goal</b>	To enhance youth awareness, civic capacity, and informed participation through structured dialogue hosted within the university environment, supporting sustainable societal development and inclusive governance.
<b>Description</b>	<b>BAU</b> hosted the conference “Modernization Perspectives: Youth at the Center” in partnership with the national initiative Yalla Nشارك Yalla Nتحزب. The event gathered policymakers, academics, experts, and students to discuss political, economic, and administrative modernization, reinforcing the university’s role in promoting youth engagement, inclusive dialogue, and capacity building. It contributes to sustainable societal development by encouraging active youth participation, strengthening institutional trust, and supporting informed and participatory decision-making.
<b>Target Group</b>	staff
<b>BAU Policy / strategy linkage</b>	University community engagement strategy; alignment with national modernization and youth empowerment priorities supporting sustainable development pathways.
<b>Related SDG's</b>	   
<b>Evidence</b>	<p><a href="#">initiative Yalla Nشارك Yalla Nتحزب</a></p> 








**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

Dialogue by the Cultural Counselor of the Embassy of the People’s Republic of China	
<b>Goal</b>	To strengthen international academic and cultural cooperation, enhance students’ global awareness, and support education-driven sustainable development through knowledge exchange and international partnership.
<b>Description</b>	<b>BAU</b> received the Cultural Counselor of the Embassy of the People’s Republic of China and the Director of the Chinese Cultural Center, along with a delegation from the Center, in the presence of senior university leadership. The visit explored opportunities for academic and cultural cooperation, highlighted the University’s achievements in digital transformation and artificial intelligence education, and showcased student projects serving community needs. It also included an interactive dialogue on the integration of culture, technology, tourism, and trade, as well as a presentation on the Silk Road and its cultural, economic, and developmental significance, reinforcing the role of higher education in fostering international dialogue, innovation, and sustainable development-oriented education.
<b>Target Group</b>	Students, Staff
<b>BAU Policy / strategy linkage</b>	University internationalization strategy; institutional focus on applied education, innovation, digital transformation, and contribution to sustainable development goals through international partnerships
<b>Related SDG's</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>4 QUALITY EDUCATION</p> </div> <div style="text-align: center;">  <p>10 WENIGER UNGLEICHHEITEN</p> </div> <div style="text-align: center;">  <p>17 PARTNERSHIPS FOR THE GOALS</p> </div> </div>
<b>Evidence</b>	<p style="text-align: center;"><u><a href="#">Chinese Cultural Delegation Visits Al-Balqa Applied University</a></u></p> <div style="text-align: center;">  </div>







**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

Advancing Women’s Digital Entrepreneurship and Inclusive Participation in the Digital Economy	
<b>Goal</b>	To strengthen women’s participation in the digital economy by building digital, entrepreneurial, and leadership capacities, supporting inclusive and sustainable economic development through regional cooperation.
<b>Training Description</b>	Al-Balqa Applied University participates in the DIGIWAVE project under the Interreg NEXT MED Programme, supporting women’s entrepreneurship and digital inclusion through training, mentoring, and leadership development. The project builds the capacities of women across partner countries and promotes collaboration among regional stakeholders, reflecting the university’s commitment to embedding ethical leadership, inclusivity, and institutional values through performance development aligned with sustainable development principles.
<b>Target Group</b>	(students, graduates, and early-career professionals).
<b>BAU Policy / strategy linkage</b>	University strategy for women’s empowerment, digital transformation, and international cooperation; alignment with European and regional priorities on inclusive digital economies and sustainable development.
<b>Related SDG's</b>	SDG 4 (Quality Education); SDG 5 (Gender Equality); SDG 10 (Reduced Inequalities); SDG 17 (Partnerships for the Goals).
	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>4 QUALITY EDUCATION</p> </div> <div style="text-align: center;">  <p>5 GENDER EQUALITY</p> </div> <div style="text-align: center;">  <p>10 REDUCED INEQUALITIES</p> </div> <div style="text-align: center;">  <p>17 PARTNERSHIPS FOR THE GOALS</p> </div> </div>
<b>Evidence</b>	<a href="#">DIGIWAVE Project</a>
	







**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

Partner Meeting and National Workshop on Community Engagement	
<b>Goal</b>	To strengthen the role of universities in community engagement and sustainable development through regional cooperation, knowledge exchange, and institutional capacity building across the Mediterranean and North Africa region.
<b>Description</b>	BAU participated in the EU-funded MED-UP project partners’ meeting to review progress and strengthen regional academic cooperation. The event included a national workshop on universities’ role in community engagement, highlighting best practices and fostering sustainable partnerships. BAU’s participation reflects its commitment to applied research, innovation, and community-focused development.
<b>Target Group</b>	Students, Academic staff, Institutional partners.
<b>BAU Policy / strategy linkage</b>	University strategy for community engagement, research, and innovation; alignment with regional and international cooperation frameworks supporting sustainable development and higher education reform.
<b>Related SDG's</b>	SDG 4 (Quality Education); SDG 11 (Sustainable Cities and Communities); SDG 13 (Climate Action); SDG 17 (Partnerships for the Goals)
	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>4 QUALITY EDUCATION</p> </div> <div style="text-align: center;">  <p>5 GENDER EQUALITY</p> </div> <div style="text-align: center;">  <p>17 PARTNERSHIPS FOR THE GOALS</p> </div> </div>
<b>Evidence</b>	<a href="https://shorturl.at/OfJEs">https://shorturl.at/OfJEs</a>
	







**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

Strategic Academic Cooperation with Pearson to Advance Technical Education and Future Skills	
<b>Goal</b>	To enhance technical and applied education by updating professional programs and strengthening future-oriented digital and practical skills, supporting sustainable workforce development and responsible innovation.
<b>Description</b>	BAU received a delegation from Pearson to explore opportunities for expanding academic cooperation and advancing technical education programs at the University. Discussions focused on the development and modernization of the BTEC program, the introduction of new technical specializations aligned with future labor market needs, and the enhancement of students' digital and practical competencies. The collaboration reflects a shared commitment to applying learning models that prepare students for global employment contexts while supporting innovation-driven and resource-efficient education systems.
<b>Target Group</b>	Students, Academic staff
<b>BAU Policy / strategy linkage</b>	University strategy for applied and technical education; alignment with digital transformation priorities and sustainable skills development frameworks linked to labour market needs.
<b>Related SDG's</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>4 QUALITY EDUCATION</p> </div> <div style="text-align: center;">  <p>5 GENDER EQUALITY</p> </div> <div style="text-align: center;">  <p>17 PARTNERSHIPS FOR THE GOALS</p> </div> </div>
<b>Evidence</b>	<p><a href="https://shorturl.at/AkrRL">https://shorturl.at/AkrRL</a></p> 







**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

MoU with the Jordanian Traffic Safety Association to Promote Road Safety Awareness among Students	
<b>Goal</b>	To enhance road safety awareness and promote responsible mobility practices among students and youth through education, training, and community engagement, contributing to safer and more sustainable university and community environments.
<b>Description</b>	Al-Balqa Applied University signed a memorandum of understanding with the Jordanian Traffic Safety Association to enhance cooperation in road safety and traffic awareness. The agreement includes joint programs, training, and awareness activities aimed at promoting safe driving behavior and reducing accidents, contributing to a safer campus and community environment.
<b>Target Group</b>	Students, University drivers (Employees, Youth).
<b>BAU Policy / strategy linkage</b>	University community engagement and student welfare strategy; alignment with national road safety priorities and sustainable transport and mobility awareness initiatives.
<b>Related SDG's</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>3 GOOD HEALTH AND WELL-BEING</p> </div> <div style="text-align: center;">  <p>4 QUALITY EDUCATION</p> </div> <div style="text-align: center;">  <p>17 PARTNERSHIPS FOR THE GOALS</p> </div> </div>
<b>Evidence</b>	<p><a href="https://shorturl.at/prmwv">https://shorturl.at/prmwv</a></p> 


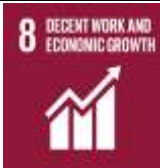






**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

<b>DigitalLife4ALL Project: Advancing Inclusive Digital Skills and Lifelong Learning for All</b>	
<b>Goal</b>	To enhance digital literacy and lifelong learning opportunities for diverse social groups, particularly vulnerable populations—by strengthening inclusive, safe, and sustainable access to digital skills and technologies.
<b>Description</b>	Al-Balqa Applied University launched the DigitalLife4ALL project, a regional initiative aimed at strengthening digital skills among citizens across different social groups, with particular focus on older adults, people with disabilities, and communities facing digital access gaps. The project is implemented through a partnership involving six Mediterranean countries—Greece, Cyprus, Türkiye, Jordan, Tunisia, and Lebanon—and seeks to establish a collaborative network of digital skills centers in the participating regions. These centers support continuous learning, promote safe and effective use of digital tools and services, and address the diverse needs of marginalized groups. Through non-formal digital education programs, community-led training activities, and expert-driven initiatives, the project responds to challenges related to low digital literacy, limited technological access, and digital security awareness. DigitalLife4ALL contributes to improving quality of life, employability, and social inclusion while fostering a more inclusive and resilient digital ecosystem across the Mediterranean.
<b>Target Group</b>	Environmental sustainability through digital inclusion, reduced reliance on physical service delivery, promotion of resource-efficient digital solutions, and support for low-impact, technology-enabled lifelong learning models.
<b>BAU Policy / strategy linkage</b>	University strategy for community engagement, digital transformation, and lifelong learning; alignment with regional and international priorities on inclusive digital societies and sustainable development
<b>Related SDG's</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>4 QUALITY EDUCATION</p> </div> <div style="text-align: center;">  <p>5 GENDER EQUALITY</p> </div> <div style="text-align: center;">  <p>10 AND STRONG INSTITUTIONS</p> </div> <div style="text-align: center;">  <p>17 PARTNERSHIPS FOR THE GOALS</p> </div> </div>
<b>Frequency</b>	Project-based and ongoing, through continuous training activities, community initiatives, and regional cooperation mechanisms
<b>Evidence</b>	<a href="https://shorturl.at/XnT2T">https://shorturl.at/XnT2T</a>








**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

International Conference: The Future of Sustainability in the Business Environment – Tourism Development, Innovation, and Resilience	
<b>Goal</b>	To promote knowledge exchange and interdisciplinary dialogue on sustainable business practices, with particular emphasis on tourism development, innovation, and organizational resilience, supporting environmentally and economically sustainable growth.
<b>Description</b>	BAU University hosted the Second International Conference of the Faculty of Business on “The Future of Sustainability in the Business Environment,” bringing together academics, policymakers, and industry experts from Jordan and the Arab region. The conference explored sustainable tourism, innovation, and resilience, fostering collaboration and promoting the integration of sustainability principles across business sectors.
<b>Target Group</b>	Students; Academic Staff; Researchers; Industry Professionals; Policymakers
<b>BAU Policy / strategy linkage</b>	University strategy for research excellence and international engagement; alignment with national and regional priorities related to sustainable development, innovation, and responsible business environments.
<b>Related SDG's</b>	    
<b>Evidence</b>	<p><a href="https://shorturl.at/ifHS5">https://shorturl.at/ifHS5</a></p> 


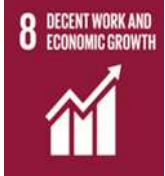





**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

Academic Exchange Visit from Thomas More University of Applied Sciences (Belgium) to BAU	
<b>Goal</b>	To strengthen international academic cooperation and knowledge exchange in nursing and healthcare education through Erasmus+ mobility, supporting sustainable health education and globally oriented learning environments.
<b>Description</b>	BAU hosted an academic delegation from Thomas More University of Applied Sciences under the Erasmus+ program, bringing together faculty in nursing and midwifery for academic exchange. The visit included lectures, presentations, field visits, and discussions on future collaboration, strengthening academic cooperation and intercultural understanding.
<b>Target Group</b>	Students; Academic Staff; Healthcare Education Professionals.
<b>BAU Policy / strategy linkage</b>	University internationalization and academic exchange strategy; alignment with Erasmus+ cooperation frameworks and sustainable development priorities in health and education.
<b>Related SDG's</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>3 GOOD HEALTH AND WELL-BEING</p> </div> <div style="text-align: center;">  <p>4 QUALITY EDUCATION</p> </div> <div style="text-align: center;">  <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p> </div> <div style="text-align: center;">  <p>17 PARTNERSHIPS FOR THE GOALS</p> </div> </div>
<b>Evidence</b>	<p><a href="https://shorturl.at/FkDN6">https://shorturl.at/FkDN6</a></p> 



**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

Community-Based Digital Skills Training in Artificial Intelligence and Cybersecurity in Partnership with Greater Salt Municipality	
<b>Goal</b>	To build digital competencies among youth and local community members through applied training in artificial intelligence and cybersecurity, supporting employability, innovation, and sustainable urban development.
<b>Description</b>	Al-Balqa Applied University initiated a collaborative training framework with Greater Salt Municipality and Kolona Al-Urdon Youth Commission to deliver capacity-building programs in artificial intelligence and cybersecurity. The initiative targets youth and community members, aiming to enhance digital literacy, promote innovation, and prepare participants for emerging labor-market needs, while strengthening the university’s role in community engagement and local development.
<b>Target Group</b>	Students, Staff
<b>BAU Policy / strategy linkage</b>	University Community Engagement Strategy; Digital Transformation Strategy; Local Development and Employability Framework.
<b>Related SDG's</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>4 QUALITY EDUCATION</p> </div> <div style="text-align: center;">  <p>8 DECENT WORK AND ECONOMIC GROWTH</p> </div> <div style="text-align: center;">  <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p> </div> <div style="text-align: center;">  <p>17 PARTNERSHIPS FOR THE GOALS</p> </div> </div>
<b>Frequency</b>	Periodic / Program-based (linked to municipal and youth development initiatives).
<b>Evidence</b>	<p><a href="https://shorturl.at/CuO4a">https://shorturl.at/CuO4a</a></p> 


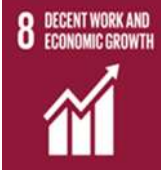





**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

Community Awareness and Preventive Training on Drug Abuse in Partnership with the Jordanian Anti-Drugs Association	
<b>Goal</b>	To strengthen preventive awareness, public health literacy, and community resilience among university students and youth through structured training and educational activities addressing drug abuse and its societal impacts.
<b>Description</b>	Al-Balqa Applied University signed a cooperation framework with the Jordanian Anti-Drugs Association to implement awareness-raising and preventive training programs targeting university students and the wider community. The initiative includes workshops, lectures, joint awareness campaigns, applied student training, and collaborative research activities addressing the causes, risks, and prevention of drug abuse, reinforcing the university’s role in public health education and community protection.
<b>Target Group</b>	Students.
<b>BAU Policy / strategy linkage</b>	University Community Engagement Strategy; Student Well-Being Policy; Public Awareness and Prevention Framework.
<b>Related SDG's</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>3 GOOD HEALTH AND WELL-BEING</p> </div> <div style="text-align: center;">  <p>4 QUALITY EDUCATION</p> </div> <div style="text-align: center;">  <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p> </div> <div style="text-align: center;">  <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p> </div> <div style="text-align: center;">  <p>17 PARTNERSHIPS FOR THE GOALS</p> </div> </div>
<b>Frequency</b>	Ongoing / Program-based (awareness campaigns, workshops, and applied training activities).
<b>Evidence</b>	<p><a href="https://shorturl.at/i6f0D">https://shorturl.at/i6f0D</a></p> 









**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

National Technical Education Conference: Strategic Integration for Sustainable Workforce Development in	
<b>Goal</b>	To strengthen national capacities in technical and vocational education through strategic alignment between higher education institutions, military technical colleges, and national stakeholders, supporting sustainable workforce development.
<b>Description</b>	BAU participated in the National Conference on Technical Education in Jordan: Toward Strategic Educational Integration, hosted by Prince Hussein Bin Abdullah II Technical Military College. The conference served as a national capacity-building platform addressing applied technical education, cybersecurity, electronic defense, and workforce readiness. It emphasized curriculum development, applied training, and cross-sector collaboration to enhance the quality and relevance of technical education for both civilian and military sectors.
<b>Target Group</b>	Staff
<b>BAU Policy / strategy linkage</b>	National Human Resources Development Strategy; University Technical Education Strategy; Applied Learning and Workforce Readiness Framework.
<b>Related SDG's</b>	   
<b>Evidence</b>	<p><a href="https://rb.gy/ag5w84">https://rb.gy/ag5w84</a></p> 









**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

Youth Civic Engagement and Community Leadership Development through “Sabilat Al-Hassan” Program	
<b>Goal</b>	To strengthen youth civic engagement, leadership skills, and social responsibility among university students through structured national programs that promote dialogue, volunteerism, and sustainable community participation.
<b>Description</b>	Al-Balqa Applied University participated in the closing ceremony of “Sabilat Al-Hassan” for the 2025 academic year, organized by the Al-Hassan Youth Award and hosted at the University of Jordan under the patronage of HRH Prince El Hassan bin Talal. BAU students actively engaged throughout the program in dialogue-based activities, volunteer initiatives, and civic learning experiences designed to enhance national identity, ethical leadership, and community responsibility, contributing to long-term sustainable development and youth empowerment.
<b>Target Group</b>	Undergraduate students
<b>BAU Policy / strategy linkage</b>	Student Affairs Strategy; Community Engagement Policy; Youth Empowerment and Social Responsibility Framework
<b>Related SDG's</b>	    
<b>Evidence</b>	<p><a href="https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=16233">https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=16233</a></p> 







**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

Virtual Capacity Building in Sustainable Technologies with Malaysia Kelantan University (UMK)	
<b>Goal</b>	To strengthen international research capacity, digital collaboration skills, and applied training in sustainability-oriented fields through innovative virtual engagement and joint research initiatives.
<b>Description</b>	Al-Balqa Applied University signed a Memorandum of Understanding and Research Cooperation Agreement with Universiti Malaysia Kelantan (UMK) through an advanced virtual reality-based signing ceremony. The collaboration establishes a framework for joint research, academic exchange, and capacity building in clean energy, sustainable agriculture, health innovation, and digital technologies. The use of immersive virtual reality reflects a forward-looking approach to international cooperation, reducing environmental footprint while enhancing global research engagement and skills development for academic staff and students.
<b>Target Group</b>	Academic staff, researchers, postgraduate and undergraduate students
<b>BAU Policy / strategy linkage</b>	University Internationalization Strategy; Research & Innovation Strategy; Digital Transformation and Sustainability Framework
<b>Related SDG's</b>	    
<b>Evidence</b>	<p><a href="https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=16207">https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=16207</a></p> 



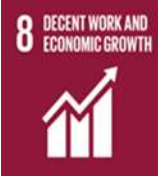




**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

Capacity Building in Partnership with Princess Taghreed Foundation for Development and Training	
<b>Goal</b>	To enhance community-based training, diagnostic, and rehabilitation capacities by strengthening professional skills in mental health, disability assessment, and inclusive support services, contributing to resilient and inclusive communities.
<b>Description</b>	Al-Balqa Applied University signed a Memorandum of Understanding with the Princess Taghreed Foundation for Development and Training to expand cooperation in training, assessment, and community rehabilitation services. The collaboration supports the Comprehensive Measurement and Diagnosis Center for Disabilities at the university through awareness lectures in mental health, advanced developmental disorder assessments, professional training for teachers and specialists, student field training, community service initiatives, joint research, and the development of inclusive support programs for people with disabilities and special needs.
<b>Target Group</b>	Students, academic staff, professionals, people with disabilities, and local community members.
<b>BAU Policy / strategy linkage</b>	University Community Engagement Strategy; Inclusion and Accessibility Policy; Student Well-Being and Social Responsibility Framework
<b>Related SDG's</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>4 QUALITY EDUCATION</p> </div> <div style="text-align: center;">  <p>10 REDUCED INEQUALITIES</p> </div> <div style="text-align: center;">  <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p> </div> </div>
<b>Evidence</b>	<p><a href="https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=16193">https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=16193</a></p> 


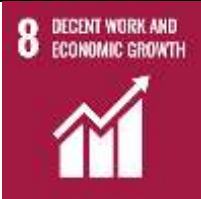




**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

Youth Empowerment and Workforce Readiness Training Programs in Zarqa Governorate	
<b>Goal</b>	To empower youth with market-relevant technical, professional, and environmental skills that enhance employability, support regional development, and contribute to sustainable human capital growth.
<b>Description</b>	Al-Balqa Applied University, in partnership with the Zarqa Governorate Council and the Jordan Engineers Association, successfully concluded a series of specialized youth training programs targeting approximately 220 young men and women from Zarqa Governorate. The programs comprised 11 structured training courses covering engineering, management, marketing, water resources, and environmental fields. The initiative focused on equipping participants with practical skills aligned with labor-market needs while strengthening their role in sustainable local development.
<b>Target Group</b>	Students, including people with disabilities.
<b>BAU Policy / strategy linkage</b>	University Community Engagement Strategy; National Human Resources Development Strategy; Youth Empowerment and Employability Framework
<b>Related SDG's</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>4 QUALITY EDUCATION</p> </div> <div style="text-align: center;">  <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> </div> <div style="text-align: center;">  <p>8 DECENT WORK AND ECONOMIC GROWTH</p> </div> <div style="text-align: center;">  <p>17 PARTNERSHIPS FOR THE GOALS</p> </div> </div>
<b>Evidence</b>	<p><a href="https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=16164">https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=16164</a></p> 



**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

International Capacity Building and Green Energy Collaboration with Chinese Institutions	
<b>Goal</b>	To strengthen international academic cooperation and build institutional capacity in clean energy, language skills, and intercultural education, supporting sustainable development and global engagement.
<b>Description</b>	Al-Balqa Applied University hosted the Cultural Counselor of the Embassy of the People’s Republic of China in Jordan and a delegation from the Chinese Cultural Center as part of its internationalization and capacity-building efforts. The engagement focused on developing collaborative training and research initiatives, including the proposed establishment of a Green Energy Joint Laboratory, and expanding Chinese language education for BAU students through structured cooperation with Chinese institutions. These initiatives aim to enhance student skills, research capacity, and sustainable technology transfer.
<b>Target Group</b>	Students, Academic staff.
<b>BAU Policy / strategy linkage</b>	University Internationalization Strategy; Sustainability and Clean Energy Strategy; Research & Innovation Framework.
<b>Related SDG's</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>4 QUALITY EDUCATION</p> </div> <div style="text-align: center;">  <p>7 AFFORDABLE AND CLEAN ENERGY</p> </div> <div style="text-align: center;">  <p>8 DECENT WORK AND ECONOMIC GROWTH</p> </div> <div style="text-align: center;">  <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p> </div> <div style="text-align: center;">  <p>17 PARTNERSHIPS FOR THE GOALS</p> </div> </div>
<b>Evidence</b>	<p><a href="https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=16118">https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=16118</a></p> 



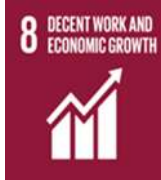






**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

Youth-Led Workshops on Cultural Heritage Protection and Sustainable Conservation	
<b>Goal</b>	Empower youth to actively participate in the protection of tangible and intangible cultural heritage, while strengthening environmental awareness and sustainable development values.
<b>Description</b>	Organization of interactive dialogue sessions and hands-on workshops under Diwan of Antiquities and Heritage #9 – Youth Voices for Heritage Protection, bringing together international heritage experts, research institutions, and university students to build capacities in digital documentation, sustainable heritage management, environmental risk mitigation, and innovative heritage presentation, linking academic learning with community engagement.
<b>Target Group</b>	Students (especially Architecture and Built Environment students), youth, researchers, heritage professionals, and civil society organizations.
<b>BAU Policy / strategy linkage</b>	National Cultural Strategy of Jordan · Al-Balqa Applied University Sustainability & Community Engagement Policies · UNESCO Cultural Heritage Frameworks · National Environmental Sustainability Priorities.
<b>Related SDG's</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>4 QUALITY EDUCATION</p> </div> <div style="text-align: center;">  <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p> </div> <div style="text-align: center;">  <p>13 CLIMATE ACTION</p> </div> <div style="text-align: center;">  <p>15 LIFE ON LAND</p> </div> <div style="text-align: center;">  <p>17 PARTNERSHIPS FOR THE GOALS</p> </div> </div>
<b>Evidence</b>	<p><a href="https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15938">https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15938</a></p> 










**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

<b>Advancing Sustainable Industrial Skills, Green Employment, and Industry–Academia Partnerships: Al-Balqa Applied University and Jordan Industrial Estates Company Agreement</b>	
<b>Goal</b>	To enhance sustainable technical education, promote green and decent employment, and strengthen applied training pathways that align academic outputs with environmentally responsible industrial development and labor market needs.
<b>Description</b>	Al-Balqa Applied University signed a five-year cooperation agreement with the Jordan Industrial Estates Company to support practical training, applied graduation projects, curriculum alignment, and graduate employment within industrial zones. The agreement also includes collaboration on research centers, business incubators, and joint workshops that integrate innovation, sustainability, and environmentally responsible industrial practices.
<b>Target Group</b>	Technical and engineering students; recent graduates; academic staff; industrial sector professionals; SMEs operating in industrial estates; workforce development stakeholders.
<b>BAU Policy / strategy linkage</b>	National Industrial Strategy; Green Growth National Action Plan; National Employment Strategy; Technical and Vocational Education and Training (TVET) Reform Framework; University Sustainability and Applied Education Strategy.
<b>Related SDG's</b>	     
<b>Evidence</b>	<p><a href="https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15819">https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15819</a></p> 









**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

Participations in the 1 <sup>st</sup> International Conference on Sustainable Digital Preservation of National Memory	
<b>Goal</b>	Support environmentally sustainable digital preservation practices that safeguard national memory, enhance access to knowledge, and reduce reliance on resource-intensive physical archiving systems.
<b>Description</b>	Representing the President of Al-Balqa Applied University, Prof. Othman Abdulqader Obaidat, Director of the Central Library Unit, participated in the First International Conference organized by the National Library Department under the theme “National Libraries and the Role of Archives in Preserving National Memory in a Changing Digital Environment.” The conference, held under the patronage of the Minister of Culture, brought together researchers from 18 Arab and international countries to address sustainable efficient information management. The event concluded with the launch of the Jordanian Unified Catalog Platform, reinforcing digital solutions that reduce paper consumption and support sustainable knowledge systems.
<b>Target Group</b>	Academic Staff; archivists; researchers; information professionals; cultural and heritage institutions; policymakers.
<b>BAU Policy / strategy linkage</b>	National Digital Transformation Strategy; National Cultural Heritage Preservation Policy ; Knowledge Economy Strategy; Sustainable Development in Education Policy; Al-Balqa Applied University Digital Transformation Strategy
<b>Related SDG's</b>	     
<b>Evidence</b>	<p><a href="https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15417">https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15417</a></p> 
<b>Wining Al-Hassan bin Talal Award for Inclusive Smart Technology Supporting People with Disabilities</b>	










**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

<b>Goal</b>	Promote inclusive, technology-driven education and social integration by developing smart digital solutions that empower people with disabilities and enhance equitable access to communication and services.				
<b>Description</b>	Al-Balqa Applied University won first place in the Al-Hassan bin Talal Award for Scientific Excellence 2025 through its innovative project “Smart Communication Bridge”, developed by Al-Salt Technical College. The project uses artificial intelligence to convert sign language into text and speech and vice versa, enabling seamless communication for deaf and speech-impaired individuals. The initiative reflects the university’s commitment to applied research with direct societal impact, inclusive digital transformation, and responsible innovation.				
<b>Target Group</b>	People with disabilities (especially deaf and speech-impaired individuals); students in technical and applied programs; educators; assistive-technology users; the wider community.				
<b>BAU Policy / strategy linkage</b>	National Strategy for Higher Education and Scientific Research; Jordan Digital Transformation Strategy; National Disability Inclusion Framework; Sustainable Innovation and Smart Society Policies; University Social Responsibility Strategy.				
<b>Related SDG's</b>					
<b>Frequency</b>	Annual (award cycle); continuous applied research and development.				
<b>Evidence</b>	<p><a href="https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15416">https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15416</a></p> 				



**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

BAU and Future Skills Fund Forge a Strategic Partnership to Advance Green TVE	
<b>Goal</b>	Expand access to inclusive, future-ready technical and vocational education that equips youth with labor-market-relevant skills, including competencies aligned with green growth and sustainable industries.
<b>Description</b>	Al-Balqa Applied University signed a Memorandum of Understanding with the Future Skills Fund to support technical and vocational education, training, and employability through an innovative income-based financing model. The partnership enables eligible students to access financial support without interest or fees, with repayments starting only after employment. The collaboration also covers joint data analysis on labor-market needs, co-design of training programs, awareness activities for students and families, and coordinated outreach—strengthening pathways from education to decent, sustainability-oriented jobs.
<b>Target Group</b>	TVET and applied-education students; job-seeking youth; early-career professionals; employers in technical, industrial, and emerging green sectors.
<b>BAU Policy / strategy linkage</b>	National TVET Reform Strategy; Jordan Economic Modernization Vision; Youth Employment Strategy; Green Growth Framework; Public–Private Partnership Policy.
<b>Related SDG's</b>	     
<b>Evidence</b>	<p><a href="https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15407">https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15407</a></p> 



**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

MoE with Zarqa Chamber of Commerce Forge for Green Skills, and Sustainable Employment	
<b>Goal</b>	Strengthen university–industry collaboration to equip students, graduates, and the local business community with future-ready skills that support sustainable economic growth and environmentally responsible practices.
<b>Description</b>	Al-Balqa Applied University and the Zarqa Chamber of Commerce signed a Memorandum of Understanding to enhance academic and professional cooperation. The partnership focuses on skills development across technical, technological, administrative, and marketing fields; applied research; technology transfer; entrepreneurship; and joint training leading to employment. The agreement also promotes collaborative conferences, specialized workshops, internships, and shared job fairs—aligning education outcomes with labor-market needs while encouraging digitalization and efficient resource use in business operations.
<b>Target Group</b>	Undergraduate students; recent graduates; entrepreneurs; SMEs; members of the commercial sector in Zarqa.
<b>BAU Policy / strategy linkage</b>	National Employment & Skills Strategies; Digital Economy Transformation Policies; SME Development Frameworks; Public–Private Partnership Models; Sustainable Development Agendas.
<b>Related SDG's</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>4 QUALITY EDUCATION</p> </div> <div style="text-align: center;"> <p>8 DECENT WORK AND ECONOMIC GROWTH</p> </div> <div style="text-align: center;"> <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> </div> <div style="text-align: center;"> <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p> </div> <div style="text-align: center;"> <p>13 CLIMATE ACTION</p> </div> <div style="text-align: center;"> <p>17 PARTNERSHIPS FOR THE GOALS</p> </div> </div>
<b>Evidence</b>	<p><a href="https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15393">https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15393</a></p>


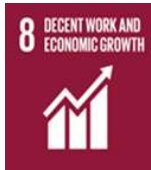







**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

<b>BAU and KOICA Strengthen Technical Education for Workforce with Sustainability Co-Benefits</b>	
<b>Goal</b>	Enhance the quality of technical and vocational education through international cooperation, while indirectly supporting sustainable development by aligning skills development with efficient resource use, modern technologies, and future labor market needs.
<b>Description</b>	BAU hosted a delegation from Korea International Cooperation Agency (KOICA) and Dong-Eui University to review progress of a joint project supporting associate degree programs at Irbid and Karak University Colleges. The meeting covered curriculum development, infrastructure upgrades, faculty training, and student outcomes across technical fields. The project enhances employability and supports sustainable practices by preparing graduates for modern, energy-efficient technologies and industrial systems.
<b>Target Group</b>	Associate degree students; technical instructors; academic staff; vocational education stakeholders; employers in technical and industrial sectors.
<b>BAU Policy / strategy linkage</b>	upgrading technical education programs that promote energy-efficient technologies, reduced material waste, and sustainable maintenance practices, particularly in areas such as electric and hybrid vehicle systems and modern manufacturing. This approach aligns with BAU’s strategy to integrate sustainability through applied skills development, while supporting national priorities under the Higher Education Modernization Strategy, TVET Reform Framework, National Green Growth Plan, National Energy Efficiency Action Plan, and Jordan Climate Change Policy.
<b>Related SDG's</b>	    
<b>Evidence</b>	<a href="https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15191">https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15191</a>
	









**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

EU-Funded Training of Trainers Program to Support Youth Engagement in Sustainable Community Development	
<b>Goal</b>	Enhance youth participation in local development by strengthening applied skills in community entrepreneurship, circular economy, and design thinking, supporting sustainable and inclusive development across Jordanian local communities.
<b>Description</b>	Al-Balqa Applied University launched a Training of Trainers (TOT) program under the EU-funded MyCommunity project in partnership with Namaa Association. The program engages 300 students and 30 municipal employees in Balqa, Madaba, and Aqaba, focusing on community entrepreneurship, circular economy, and design thinking. Activities include research, prototype development, mentoring, and impact evaluation, with selected initiatives receiving financial support, promoting student-led solutions for local development.
<b>Target Group</b>	University students; municipal employees; academic mentors; local community stakeholders in Balqa, Madaba, and Aqaba.
<b>BAU Policy / strategy linkage</b>	Al-Balqa Applied University Strategy for Applied Education and Community Engagement, Jordan Youth Strategy, National Green Growth Plan, National Climate Change Policy, Higher Education Modernization Strategy.
<b>Related SDG's</b>	     
<b>Evidence</b>	<p><a href="https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15070">https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15070</a></p> 



**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

MoU with the Economic and Social Council Support Evidence-Based Policy, and Sustainable Development	
<b>Goal</b>	Strengthen evidence-based decision-making and sustainable development in Jordan by aligning applied academic research with national economic, social, and environmental priorities through institutional cooperation.
<b>Description</b>	Al-Balqa Applied University signed a Memorandum of Understanding with the Economic and Social Council to strengthen cooperation in scientific research, economic and social development, and policy advisory services. The partnership links applied academic research with national decision-making by producing evidence-based studies and recommendations that support Jordan’s sustainable development goals, socio-economic priorities, and innovation-driven growth.
<b>Target Group</b>	Policy makers; public sector institutions; researchers; academic staff; economic and social development stakeholders.
<b>BAU Policy / strategy linkage</b>	Al-Balqa Applied University Strategy for Applied Research and Community Engagement, Jordan Economic Modernization Vision, National Sustainable Development Framework, National Green Growth Plan, Higher Education Modernization Strategy
<b>Related SDG's</b>	    
<b>Evidence</b>	<p><a href="https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15011">https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15011</a></p> 



**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

Al-Balqa Applied University Appointed Chair of UN Sustainable Development Goal 4 (Quality Education)	
<b>Goal</b>	Lead international efforts to advance inclusive, high-quality, and applied education that supports sustainable development, workforce readiness, and long-term social and environmental resilience.
<b>Description</b>	Al-Balqa Applied University has been selected by the United Nations Academic Impact (UNAI) to chair the SDG 4 (Quality Education) Chair for 2025–2027, out of over 330 universities worldwide. The appointment recognizes BAU’s excellence in applied and technical education, its nationwide impact, and initiatives promoting innovation, entrepreneurship, and inclusive development. As SDG 4 Chair, BAU will lead an international platform to share best practices, strengthen global academic partnerships, and support initiatives enhancing education quality and access.
<b>Target Group</b>	Students; educators; academic institutions; policy makers; local and international development partners; community stakeholders.
<b>BAU Policy / strategy linkage</b>	Al-Balqa Applied University Strategy for Applied Education and Innovation   Jordan National Sustainable Development Framework   Higher Education Modernization Strategy   National Green Growth Plan   UN Sustainable Development Agenda 2030
<b>Related SDG's</b>	
	<a href="https://www.un.org/en/academic-impact/unai-sdg-hub-4">https://www.un.org/en/academic-impact/unai-sdg-hub-4</a>



**Embedding Ethical Leadership and Institutional Values through Performance Development at BAU**

**Evidence**

