



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.

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

Policy and Strategic Alignment Supporting Environmental Sustainability Training at BAU	
SDG 4	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.
SDG 8	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
SDG 10	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
SDG 16	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
SDG 17	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
BAU Polices from this Link: https://sustainable.bau.edu.jo/?page_id=779	



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.



“Senior Management” course

The National Center for Training and Trainer Qualification at Al-Balqa Applied University concluded a four-day “Senior Management” course for northern region colleges, hosted by Al-Huson College. The program focused on leadership and executive skills, decision-making, crisis management, innovative planning, and leveraging modern technology for effective administration. Aimed at enhancing administrative performance and preparing middle management for higher roles, the course emphasized practical application of goals into tangible results and knowledge-sharing among staff.

“Senior Management” course



“Senior Management” course

The National Center for Training and Trainer Qualification at Al-Balqa Applied University concluded a specialized training program for department heads, held at Al-Huson College with wide participation from northern region colleges. The course focused on effective administrative roles, creative thinking, decision-making, organizational planning, and performance monitoring. It aimed to enhance professional and managerial skills, aligning with the university’s vision to develop staff competencies. Certificates of completion were awarded to participants, with special recognition for the trainer’s contributions.

“Senior Management” course



“Senior Management” course

Al-Balqa Applied University concluded a four-day “Senior Management” training program organized by the National Center for Training and Trainer Qualification at the Jordanian-Korean Center for ICT. The course focused on leadership motivation, decision-making, performance evaluation, executive intelligence, crisis management, and the use of modern technologies. It aimed to enhance the skills of middle and senior managers, enabling them to achieve effective administrative performance and translate strategic goals into tangible results. Certificates were awarded to participants, with special recognition given to the trainer.

“Senior Management” course















“Training Management for women empowerment” course




Al-Balqa Applied University’s National Center for Training and Trainer Qualification concluded a four-day “Training Management” course designed to equip academic and administrative staff from various faculties with skills to plan, design, implement, and evaluate training programs. The course covered needs assessment, goal setting, trainer selection, and budget management, aiming to build an effective institutional training system. Participants received certificates upon completion, highlighting the practical value of the training.

“Training Management” course








Launch of Advanced Technical and Digital Programs to Support Sustainable Skills Development					
Goal	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.				
Description	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.				
Target Group	Students				
BAU Policy	University strategy for technical education development; national frameworks for digital transformation and sustainable workforce readiness				
Related SDG's	SDG 4 (Quality Education); SDG 8 (Decent Work and Economic Growth); SDG 9 (Industry, Innovation and Infrastructure); SDG 12 (Responsible Consumption and Production) <table border="1" style="width: 100%; text-align: center;"> <tr> <td style="background-color: #d62728; color: white; padding: 5px;"> 4 QUALITY EDUCATION  </td> <td style="background-color: #2ca02c; color: white; padding: 5px;"> 13 CLIMATE ACTION  </td> <td style="background-color: #ff7f0e; color: white; padding: 5px;"> 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE  </td> <td style="background-color: #ffc107; color: white; padding: 5px;"> 12 RESPONSIBLE CONSUMPTION AND PRODUCTION  </td> </tr> </table>	4 QUALITY EDUCATION 	13 CLIMATE ACTION 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 
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Evidence	https://shorturl.at/91bkt				







Erasmus+ Academic Cooperation Visit with UCAM	
Goal	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.
Description	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.
T.Group	Students, Staff
Related SDG's	<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>17 PARTNERSHIPS FOR THE GOALS</p> </div> </div>
Evidence	<p>https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=16947</p> <div style="text-align: center;">  </div>



Youth at the Center” Conference on National Dialogue & Youth Engagement	
Goal	To enhance youth awareness, civic capacity, and informed participation through structured dialogue hosted within the university environment, supporting sustainable societal development and inclusive governance.
Description	BAU hosted the conference “Modernization Perspectives: Youth at the Center” in partnership with the national initiative Yalla Nشارك Yalla Nتحتزب. 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.
T. Group	staff
BAU Policy / strategy linkage	University community engagement strategy; alignment with national modernization and youth empowerment priorities supporting sustainable development pathways.
Related SDG's	<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>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p> </div> <div style="text-align: center;">  <p>17 PARTNERSHIPS FOR THE GOALS</p> </div> </div>
Evidence	<p>initiative Yalla Nشارك Yalla Nتحتزب</p> 







Dialogue by the Cultural Counselor of the Embassy of the People’s Republic of China	
Goal	To strengthen international academic and cultural cooperation, enhance students’ global awareness, and support education-driven sustainable development through knowledge exchange and international partnership.
Description	BAU received a delegation from the Chinese Embassy Cultural Counselor and the Chinese Cultural Center to discuss academic and cultural cooperation, highlight achievements in digital transformation and AI education, and showcase student projects serving the community. The visit also included dialogue on linking culture, technology, tourism, and trade, and a presentation on the Silk Road and its developmental significance, emphasizing international cooperation and sustainable development in higher education.
T.Group	Students, Staff
BAU Policy / strategy linkage	University internationalization strategy; institutional focus on applied education, innovation, digital transformation, and contribution to sustainable development goals through international partnerships
Related SDG's	<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>
Evidence	<p style="text-align: center;"><u>Chinese Cultural Delegation Visits Al-Balqa Applied University</u></p> 



Advancing Women’s Digital Entrepreneurship and Participation in the Digital Economy	
Goal	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.
Training Description	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.
T.Group	(students, graduates, and early-career professionals).
BAU Policy / strategy linkage	University strategy for women’s empowerment, digital transformation, and international cooperation; alignment with European and regional priorities on inclusive digital economies and sustainable development.
Related SDG's	<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>
Evidence	<p><u>DIGIWAVE Project</u></p> 



Partner Meeting and National Workshop on Community Engagement	
Goal	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.
Description	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.
T. Group	Students, Academic staff, Institutional partners.
BAU Policy / strategy linkage	University strategy for community engagement, research, and innovation; alignment with regional and international cooperation frameworks supporting sustainable development and higher education reform.
Related SDG's	<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>
Evidence	<p>https://shorturl.at/OfJEs</p> 


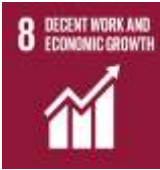





DigitalLife4ALL Project: Advancing Inclusive Digital Skills and Lifelong Learning for All	
Goal	To enhance digital literacy and lifelong learning opportunities for diverse social groups, particularly vulnerable populations—by strengthening inclusive, safe, and sustainable access to digital skills and technologies.
Description	<p>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.</p> <p>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.</p>
Target Group	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.
BAU Policy / strategy linkage	University strategy for community engagement, digital transformation, and lifelong learning; alignment with regional and international priorities on inclusive digital societies and sustainable development



<p>Related SDG's</p>				
<p>Frequency</p>	<p>Project-based and ongoing, through continuous training activities, community initiatives, and regional cooperation mechanisms</p>			
<p>Evidence</p>	<p><u>DigitalLife4ALL</u></p>  <p><i>An Adult & Lifelong Learning initiative to enhance the digital skills & smart competencies of seniors</i></p> <p><i>DigitalLife4ALL, August 2025 - January 2028</i></p> <p><i>Co-funded by the European Union</i></p> <p>Interreg NEXT MED</p> <p>DigitalLife4ALL</p> <p><small>An Adult & Lifelong Learning initiative to enhance the digital skills & smart competencies of seniors.</small></p> <p><small>The Mediterranean region witnesses drastic lack of digital skills in seniors, older adults, people with disabilities & vulnerable groups. Secondary using digital tools offered in modern society, lack of safety against a plethora of digital threats. The Digital Era is advancing, but it's leaving parts of our society behind, especially the already disadvantaged. DigitalLife4ALL responds to this by creating inclusive, accessible learning mechanisms for these most affected groups. By establishing a network of Digital Hubs in 6 countries (Greece, Cyprus, Turkey, Jordan, Tunisia & Lebanon) and deploying mobile learning units (DigOnTheGo), the project provides lifelong access to digital education and essential smart skills. It leverages existing platforms and training tools to deliver tailored, participatory learning programs, ensuring digital safety, employability, and equal access to smart services.</small></p>			



International Conference: The Future of Sustainability in the Business Environment – Tourism Development, Innovation, and Resilience	
Goal	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.
Description	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.
Target Group	Students; Academic Staff; Researchers; Industry Professionals; Policymakers
BAU Policy / strategy linkage	University strategy for research excellence and international engagement; alignment with national and regional priorities related to sustainable development, innovation, and responsible business environments.
Related SDG's	<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>5 GENDER EQUALITY</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>
	https://shorturl.at/ifHS5



Evidence

The poster features the following text and graphics:


- Faculty of Business
- The 2nd International Business School Conference - The Future of Sustainability in Business Environments: Tourism Development, Innovation, and Resilience
- مؤتمر كلية الأعمال الدولي الثاني - مستقبل الاستدامة لبيئة الأعمال: التنمية السياحية، الابتكار والمرونة
- Al-Salt - Jordan, 11 - 13 November , 2025
- السلط - الأردن، 11 - 13 تشرين الثاني , 2025
- Central image: A globe with green arrows forming a circular path around it, symbolizing sustainability and resilience.





Leadership Summit 2025	
Goal	To promote conscious and effective leadership by enhancing skills in executive presence, strategic negotiation, and influence, while fostering collaboration between academic, economic, and societal stakeholders to develop future leaders capable of creating sustainable and positive impact.
Description	<p>The “Leadership 2025” Summit was held in Al-Salt under the theme “Lead with Presence, Negotiate with Purpose, and Build a Legacy that Lasts,” organized by Al-Balqa Applied University in partnership with Makanati Initiative, as part of the sustainability activities of the INTERNISA project supported by the European Union under the ENI CBC MED Programme.</p> <p>The summit reflected the university’s vision of promoting conscious leadership, strategic negotiation, and sustainable impact through interactive sessions on executive presence, leadership branding, negotiation, and influence. It brought together thought and management leaders from various sectors, providing opportunities for dialogue, networking, and knowledge exchange.</p> <p>The event was attended by senior university leadership, including the President of BAU, who emphasized the importance of leadership as influence, communication, and the ability to drive change. The Vice Chairman of the Board of Trustees highlighted the importance of investing in human capital and aligning education with labor market needs.</p> <p>The summit opened with a panel discussion on redefining leadership for the public good, featuring prominent national figures, followed by specialized workshops on negotiation and executive presence delivered by experts and Makanati founders.</p> <p>The event concluded with recommendations emphasizing sustainable leadership training and stronger partnerships between academic and economic institutions to prepare future leaders capable of creating long-term positive societal impact.</p>


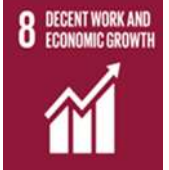




<p>Target Group</p>	<p>Students; Academic Staff; Healthcare Education Professionals.</p>
<p>BAU Policy / strategy linkage</p>	<p>University students, academic and administrative staff, early-career professionals, and emerging leaders from various sectors, as well as representatives from public and private institutions interested in leadership development, negotiation skills, and capacity building.</p>
<p>Evidence</p>	<p><u>Leadership Summit 2025</u></p> 




Community Awareness on Drug Abuse in Partnership with the Jordanian Anti-Drugs Association	
Goal	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.
Description	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.
T Group	Students.
BAU Policy / strategy linkage	University Community Engagement Strategy; Student Well-Being Policy; Public Awareness and Prevention Framework.
Related SDG's	<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>
Frequency	Ongoing / Program-based (awareness campaigns, workshops, and applied training activities).









National Technical Education Conference: Strategic Integration for Sustainable Workforce Development in	
Goal	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.
Description	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.
Target Group	Staff
BAU Policy / strategy linkage	National Human Resources Development Strategy; University Technical Education Strategy; Applied Learning and Workforce Readiness Framework.
Related SDG's	<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>
	https://rb.gy/ag5w84








<p>Evidence</p>	
<p align="center">Youth Civic Engagement and Community Leadership Development through “Sabilat Al-Hassan” Program</p>	
<p>Goal</p>	<p>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.</p>
<p>Description</p>	<p>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.</p>
<p>Target Group</p>	<p>Undergraduate students</p>






<p>BAU Policy / strategy linkage</p>	<p>Student Affairs Strategy; Community Engagement Policy; Youth Empowerment and Social Responsibility Framework</p>				
<p>Related SDG's</p>					
<p>Evidence</p>	<p>https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=16233</p> 				





Virtual Capacity Building in Sustainable Technologies with Malaysia Kelantan University (UMK)	
Goal	To strengthen international research capacity, digital collaboration skills, and applied training in sustainability-oriented fields through innovative virtual engagement and joint research initiatives.
Description	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.
Target Group	Academic staff, researchers, postgraduate and undergraduate students
BAU Policy / strategy linkage	University Internationalization Strategy; Research & Innovation Strategy; Digital Transformation and Sustainability Framework
Related SDG's	<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>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>17 PARTNERSHIPS FOR THE GOALS</p> </div> </div>
Evidence	<p>https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=16207</p>









Youth Empowerment and Workforce Readiness Training Programs in Zarqa	
Goal	To empower youth with market-relevant technical, professional, and environmental skills that enhance employability, support regional development, and contribute to sustainable human capital growth.
Description	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.
T. Group	Students, including people with disabilities.
Related SDG's	<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>
Evidence	<p>https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=16164</p> 





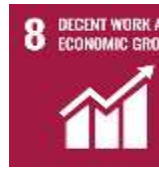




International Capacity Building and Green Energy Collaboration with Chinese Institutions	
Goal	To strengthen international academic cooperation and build institutional capacity in clean energy, language skills, and intercultural education, supporting sustainable development and global engagement.
Description	BAU 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.
T. Group	Students, Academic staff.
Related SDG's	<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>
Evidence	<p>https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=16118</p> 



Youth-Led Workshops on Cultural Heritage Protection and Sustainable Conservation	
Goal	Empower youth to actively participate in the protection of tangible and intangible cultural heritage, while strengthening environmental awareness and sustainable development values.
Description	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.
Target Group	Students (especially Architecture and Built Environment students), youth, researchers, heritage professionals, and civil society organizations.
Related SDG's	    
Evidence	<p>https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15938</p> 









Participations in the 1st International Conference on Sustainable Digital Preservation of National Memory

Goal	Support environmentally sustainable digital preservation practices that safeguard national memory, enhance access to knowledge, and reduce reliance on resource-intensive physical archiving systems.
Description	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.
Target Group	Academic Staff; archivists; researchers; information professionals; cultural and heritage institutions; policymakers.
Related SDG's	     
Evidence	<p>https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15417</p> 









Wining Al-Hassan bin Talal Award for Inclusive Smart Technology Supporting People with Disabilities	
Goal	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.
Description	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.
Target Group	People with disabilities (especially deaf and speech-impaired individuals); students in technical and applied programs; educators; assistive-technology users; the wider community.
Related SDG's	<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>10 REDUCED INEQUALITIES</p> </div> <div style="text-align: center;"> <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p> </div> <div style="text-align: center;"> <p>17 PARTNERSHIPS FOR THE GOALS</p> </div> </div>
Evidence	<p>https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15416</p>




BAU and KOICA Strengthen Technical Education for Workforce with Sustainability	
Co-Benefits	
Goal	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.
Description	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.
Target Group	Associate degree students; technical instructors; academic staff; vocational education stakeholders; employers in technical and industrial sectors.
Related SDG's	    
Evidence	https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15191
	



EU-Funded Training of Trainers Program to Support Youth Engagement in Sustainable Community Development	
Goal	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.
Description	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.
Target Group	University students; municipal employees; academic mentors; local community stakeholders in Balqa, Madaba, and Aqaba.
BAU Policy / strategy linkage	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.
Related SDG's	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="background-color: #a61c34; color: white; padding: 5px; text-align: center;"> 4 QUALITY EDUCATION </div> <div style="background-color: #800000; color: white; padding: 5px; text-align: center;"> 8 DECENT WORK AND ECONOMIC GROWTH </div> <div style="background-color: #f4a460; color: white; padding: 5px; text-align: center;"> 11 SUSTAINABLE CITIES AND COMMUNITIES </div> <div style="background-color: #c8a23e; color: white; padding: 5px; text-align: center;"> 12 RESPONSIBLE CONSUMPTION AND PRODUCTION </div> <div style="background-color: #55a868; color: white; padding: 5px; text-align: center;"> 13 CLIMATE ACTION </div> <div style="background-color: #003366; color: white; padding: 5px; text-align: center;"> 17 PARTNERSHIPS FOR THE GOALS </div> </div>
https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15070	



<p>Evidence</p>	
<p align="center">MoU with the Economic and Social Council Support Evidence-Based Policy, and Sustainable Development</p>	
<p>Goal</p>	<p>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.</p>
<p>Description</p>	<p>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.</p>
<p>Target Group</p>	<p>Policy makers; public sector institutions; researchers; academic staff; economic and social development stakeholders.</p>
<p>BAU Policy / strategy linkage</p>	<p>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</p>



<p>Related SDG's</p>					
<p>Evidence</p>	<p>https://www.bau.edu.jo/News/NewsDetail.aspx?news_id=15011</p> 				
<p>Al-Balqa Applied University Appointed Chair of UN Sustainable Development Goal 4 (Quality Education)</p>					
<p>Goal</p>	<p>Lead international efforts to advance inclusive, high-quality, and applied education that supports sustainable development, workforce readiness, and long-term social and environmental resilience.</p>				
<p>Description</p>	<p>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</p>				



	platform to share best practices, strengthen global academic partnerships, and support initiatives enhancing education quality and access.
Target Group	Students; educators; academic institutions; policy makers; local and international development partners; community stakeholders.
BAU Policy / strategy linkage	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
Related SDG's	
	https://www.un.org/en/academic-impact/unai-sdg-hub-4



Evidence

