



Community Engagement and Sustainable Development Goals (SDG) Policy

1. Purpose

The Institute of Business Management (IoBM) recognizes community engagement as a fundamental component of its mission and an essential mechanism through which the University contributes to sustainable development, social progress, and public benefit.

This Policy establishes a framework for promoting meaningful engagement with communities, industry, government, civil society organizations, alumni, and other stakeholders while supporting the achievement of the United Nations Sustainable Development Goals (SDGs).

2. Objectives

The objectives of this Policy are to:

- Strengthen the University's contribution to sustainable development.
- Promote meaningful community engagement and social impact.
- Encourage collaboration with external stakeholders.
- Support civic responsibility and active citizenship.
- Facilitate knowledge sharing and capacity building.
- Promote student, faculty, staff, and alumni participation in community initiatives.
- Align community engagement activities with the Sustainable Development Goals.
- Measure and communicate the societal impact of University activities.

3. Scope

This Policy applies to:

- Students
- Faculty
- Staff
- Alumni
- Student societies and organizations
- Academic departments
- Administrative departments
- Research centers
- University-supported initiatives and events

4. Guiding Principles

Community engagement activities at IoBM shall be guided by the following principles:

Social Responsibility

The University shall seek to contribute positively to society through education, service, knowledge creation, and partnerships.

Collaboration

Community impact is strengthened through partnerships and collective action.

Inclusivity

Engagement activities shall seek to be inclusive, accessible, and responsive to diverse communities.

Sustainability

Activities shall seek to contribute to long-term environmental, social, and economic well-being.

Impact

Community engagement initiatives should strive to create meaningful and measurable outcomes.

5. Community Engagement Framework

IoBM shall encourage and support community engagement through activities including:

- Community service initiatives.
- Public awareness campaigns.
- Capacity-building programs.
- Professional training and development programs.
- Public lectures and seminars.
- School and college outreach activities.
- Industry engagement initiatives.
- Research dissemination activities.
- Volunteer programs.
- Social impact projects.
- Alumni engagement initiatives.

- Partnerships supporting sustainable development.

The University shall seek to ensure that engagement activities contribute positively to communities and society.

6. Sustainable Development Goals (SDGs)

IoBM recognizes the United Nations Sustainable Development Goals as an important framework for advancing sustainable development and societal impact.

The University shall encourage alignment of community engagement activities with relevant SDGs where appropriate.

Community engagement initiatives may contribute to one or more SDGs depending on their objectives, activities, and outcomes.

7. SDG Alignment and Visibility Requirements

To strengthen awareness, accountability, and institutional alignment with sustainable development priorities, all officially recognized University activities shall identify and communicate their contribution to one or more relevant Sustainable Development Goals where applicable.

This requirement shall apply to:

- Student society events and activities.
- Academic conferences and seminars.
- Research Papers
- Workshops and training programs.
- Community engagement initiatives.
- University-sponsored competitions and exhibitions.
- Research dissemination activities.
- Sports tournaments and special events.
- Alumni engagement activities.
- Outreach programs.
- Major institutional projects and campaigns.

Event organizers and project leaders shall identify the most relevant SDG(s) during the planning stage and incorporate SDG references into activity materials where appropriate.

Examples of visibility may include:

- Event proposals and approval forms.

- Event branding and promotional materials.
- Registration platforms.
- Presentations and opening remarks.
- Reports and post-event documentation.
- Social media and communication materials.

The objective of this requirement is to promote awareness of how University activities contribute to sustainable development.

8. Institutional Requirement for SDG Identification

All student society event proposals, university event approval requests, community engagement proposals, and major institutional project submissions shall include a section requiring organizers to identify the SDG(s) most relevant to the proposed activity.

Relevant departments shall maintain records of SDG-aligned activities for sustainability reporting and impact assessment purposes.

9. Student Engagement

IoBM recognizes students as key contributors to community engagement and sustainable development.

Students shall be encouraged to participate in:

- Volunteer activities.
- Community projects.
- Awareness campaigns.
- Service-learning initiatives.
- Social impact programs.
- Sustainability-related activities.
- Capacity-building initiatives.

The University shall seek to provide opportunities for students to apply their knowledge and skills for the benefit of society.

10. Faculty and Staff Engagement

Faculty and staff members are encouraged to contribute to community engagement through:

- Public education initiatives.
- Professional training programs.
- Community-based research.
- Knowledge sharing activities.
- Advisory and consultative services.

- Capacity-building efforts.

Such activities shall contribute to the University's broader societal impact objectives.

11. Partnerships and Collaboration

The University shall seek to establish and strengthen partnerships with:

- Government agencies.
- Educational institutions.
- Industry partners.
- Non-governmental organizations.
- Community organizations.
- International organizations.
- Alumni networks.

Partnerships should support shared objectives and sustainable development outcomes.

12. Knowledge Sharing and Public Benefit

IoBM shall encourage the dissemination of knowledge and expertise for public benefit through:

- Conferences and seminars.
- Workshops and training programs.
- Publications and reports.
- Public awareness initiatives.
- Community engagement activities.
- Open dialogue and collaboration opportunities.

The University shall seek to make its expertise accessible and beneficial to society.

13. Community Impact Assessment

The University shall seek to monitor and evaluate the impact of community engagement initiatives.

Indicators may include:

- Number of engagement activities.
- Student participation.
- Faculty participation.
- Beneficiaries reached.
- Partnerships established.
- SDGs addressed.
- Community outcomes and impact.

Assessment activities shall support continuous improvement and accountability.

14. Community Engagement and SDG Targets

By 2030

IoBM shall strive to:

- Increase community engagement activities across the University.
- Strengthen alignment of activities with the Sustainable Development Goals.
- Increase student participation in community initiatives.
- Expand partnerships supporting sustainable development.
- Enhance public access to University knowledge and expertise.
- Improve documentation and reporting of societal impact.
- Promote SDG awareness across the University community.

Progress toward these targets shall be reviewed periodically.

15. Monitoring and Reporting

The University shall monitor:

- Community engagement activities.
- SDG-aligned initiatives.
- Student and faculty participation.
- Community partnerships.
- Outreach programs.
- Public engagement activities.
- Societal impact indicators.

Performance shall be reported through the Sustainability Reporting Framework and Annual Sustainability Report.

16. Responsibilities

Sustainability Office

- Coordinate monitoring and reporting of community engagement activities.
- Maintain records of SDG-aligned initiatives.
- Support awareness and reporting efforts.

Student Affairs

- Support student participation in community engagement activities.

- Facilitate student society compliance with SDG identification requirements.

Academic Departments

- Encourage faculty and student involvement in community engagement initiatives.
- Support community-based learning and outreach activities.

Marketing and Communications

- Promote awareness of community engagement initiatives and their SDG contributions.

Students, Faculty and Staff

- Participate in community engagement opportunities.
- Support the University's commitment to sustainable development and societal impact.

SDG Alignment and Visibility Requirements

IoBM recognizes the United Nations Sustainable Development Goals (SDGs) as a globally accepted framework for sustainable development and societal impact.

To strengthen awareness, accountability, and institutional alignment with sustainable development priorities, all officially recognized University activities shall identify and communicate their contribution to one or more relevant Sustainable Development Goals where applicable.

This requirement shall apply to:

- Student society events and activities.
- Academic conferences and seminars.
- Workshops and training programs.
- Community engagement initiatives.
- University-sponsored competitions and exhibitions.
- Research dissemination activities.
- Sports tournaments and special events.
- Alumni engagement activities.
- Outreach programs.
- Major institutional projects and campaigns.

Event organizers shall identify the most relevant SDG(s) during the planning stage and incorporate SDG references into event materials where appropriate.

Examples of visibility may include:

- Event proposals and approval forms.

- Event branding and promotional materials.
- Registration pages.
- Event presentations and opening remarks.
- Reports and post-event documentation.

The objective of this requirement is not merely compliance, but to foster greater understanding of how academic, professional, social, and community activities contribute to sustainable development.

17. Review

This Policy shall be reviewed every three years or earlier if required.

18. Effective Date

This Policy shall take effect upon approval by the President of the Institute of Business Management.

Approved By:  _____

President, Institute of Business Management

Date: December 1st, 2025

Version: 1.0