



# University of Jordan Sustainability Strategy

*Goals, Objectives, Key-Results, Action Plans*

2025 – 2050

Deans' council Decision No.:17/3/2025

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## Introduction

The University of Jordan (UJ) is steadfast in its commitment to becoming a regional and global leader in sustainability by embedding Environmental, Social, and Governance (ESG) principles into every facet of its operations. This comprehensive sustainability strategy aligns with globally recognized frameworks, including the United Nations Sustainable Development Goals (SDGs), the GHG Protocol, ESG standards, and other best practices. With 2019 as the baseline year, UJ has set ambitious yet achievable goals for 2030 and 2050, ensuring meaningful contributions to a sustainable future while fostering innovation, equity, and resilience.

As part of its transformative journey toward a sustainable campus, UJ has implemented a groundbreaking green renovation initiative that prioritizes sustainable heating, cooling, and lighting through a three-tiered approach: energy conservation, energy efficiency, and renewable energy integration. These efforts have already yielded remarkable results, achieving a 56% reduction in greenhouse gas (GHG) emissions by 2023; a testament to the university's unwavering dedication to environmental stewardship.

## A Model of Sustainability Leadership

UJ now sources 100% of its electricity from renewable energy sources thanks to the largest on-grid solar energy project in Jordan; a 16 MW installation spanning rooftops and car parks. To further enhance energy efficiency, thermal insulation has been applied to 140,000 square meters of rooftops, and outdated fluorescent lighting systems have been replaced with energy-efficient LED technology.

Looking ahead, the university is electrifying heating and cooling systems in key buildings, with a clear vision to achieve Net-Zero emissions by 2050. These initiatives are being implemented across UJ's main campus, the Aqaba branch, and the Marine Science Station, ensuring a unified and scalable approach to sustainability.

## A Bold and Ambitious Roadmap to Net-Zero

This strategy establishes an aggressive and forward-looking plan to position UJ as a trailblazer in sustainability. By leveraging cutting-edge technologies, innovative practices, and collaborative partnerships, UJ is setting a new standard for higher education institutions in the region and beyond. The university's holistic approach encompasses:

- **Energy Transition:** Achieving 100% renewable energy use by 2030 and advancing electrification of all campus operations.
- **Resource Efficiency:** Implementing water conservation measures, waste reduction programs, and circular economy practices to minimize environmental impact.
- **Climate Resilience:** Strengthening infrastructure to withstand climate risks while promoting adaptive strategies for long-term sustainability.



- Education and Research: Embedding sustainability into curricula, fostering interdisciplinary research, and empowering students and faculty to address global challenges.
- Community Engagement: Partnering with local communities, industries, and governments to drive collective action and amplify impact.
- Sustainable Procurement: Promoting Sustainable, Ethical, and Responsible Purchasing Practices.
- Biodiversity Conservation: Conserving biodiversity, and protecting natural habitats.

## **A Legacy of Leadership and Impact**

The University of Jordan's bold commitment to achieving Net-Zero emissions by 2050 underscores its role as a catalyst for change. Through this strategy, UJ is not only reducing its carbon footprint but also inspiring a culture of sustainability that extends far beyond its campuses. By aligning with international frameworks and setting measurable targets, UJ is paving the way for a resilient, equitable, and sustainable future.

Together, we will transform aspirations into action, challenges into opportunities, and vision into reality—ensuring that the University of Jordan remains at the forefront of the global sustainability movement.

## **Purpose**

The purpose of the University Sustainability Strategy is to establish a comprehensive, institution-wide framework that integrates sustainability principles across all academic, operational, and governance functions. It seeks to ensure that the university proactively addresses environmental challenges, fosters inclusive social development, and maintains strong governance practices in alignment with ESG standards, the GHG Protocol, and the United Nations Sustainable Development Goals (UN SDGs).

This strategy aims to guide the university community in making informed, responsible decisions that lead to lasting positive impacts—locally and globally—through education, research, operations, and community engagement.

## **Scope**

This strategy applies to all university entities, including:

- Academic Programs and Curriculum: All faculties and academic departments in integrating Education for Sustainable Development (ESD).
- Research and Innovation: Research centers, faculty, and students engaged in sustainability-related projects and knowledge creation.
- Operations and Campus Services: Facilities, procurement, energy use, water management, transportation, and waste management.



- Human Resources: Staff recruitment, training, diversity, equity, and wellbeing.
- Governance and Leadership: University councils, committees, and executive leadership responsible for ESG-aligned decision-making.
- Student and Alumni Bodies: Student Union, clubs, and alumni associations contributing to sustainability initiatives.
- Community and Global Engagement: Partnerships with industry, NGOs, governments, and other universities for collective action on sustainability challenges.

## Vision

To be a transformative, sustainability-driven university that leads innovation and action across education, research, operations, and community engagement, shaping a more equitable, inclusive, and regenerative future.

## Mission

To embed sustainability into every aspect of university life—academics, governance, operations, research, partnerships, and community—by aligning with ESG principles, reducing GHG emissions, and contributing meaningfully to the UN SDGs.

## Strategic Sustainability Goals

1. Climate Action & Carbon Reduction – Achieve Net-Zero carbon emissions by 2050
2. Sustainable Education – Integrate ESD across 100% of academic programs
3. Sustainability Research Leadership – Advance interdisciplinary sustainability research
4. Sustainable Operations – Embed circular economy, low-carbon, and ethical procurement principles
5. Human Capital for Sustainability – Build capacity among staff, students, and leadership for ESG action
6. Inclusive Engagement & Governance – Foster shared accountability among students, alumni, faculty, and administration
7. Global & Local Partnerships – Collaborate with industries, governments, and communities for impact

## ESG & GHG Alignment

ESG Pillar	University Alignment
Environmental	GHG reporting (Scopes 1, 2, 3), green campus initiatives, energy transition
Social	Inclusive education, staff wellbeing, community impact, gender equity
Governance	Transparent decision-making, policy compliance, ethical standards



### **GHG Protocol Alignment:**

- **Scope 1:** Campus-based direct emissions (fleet, fuel, HVAC)
- **Scope 2:** The University has achieved 100% renewable energy.
- **Scope 3:** Procurement, commuting, travel, waste, alumni/students' impact





## **Alignment with UN SDGs**

SDG	Strategic Contribution
SDG 3	Staff/student wellbeing programs
SDG 4	Quality education & ESD
SDG 5	Gender equality in leadership, HR
SDG 7	Energy efficiency, renewables
SDG 8	Decent work in HR policies
SDG 10	Equity and inclusion for all
SDG 12	Sustainable procurement, consumption
SDG 13	Carbon reduction, climate education
SDG 16	Institutional ethics, transparency
SDG 17	Partnerships with NGOs, UN, academia



## Strategic Goals, Objectives, Key-Results and Action Plans

This strategy establishes an aggressive and forward-looking plan to position UJ as a trailblazer in sustainability. By leveraging cutting-edge technologies, innovative practices, and collaborative partnerships, UJ is setting a new standard for higher education institutions in the region and beyond.

Through this strategy, UJ seeks to embed sustainability principles across all academic, operational, and governance functions. It ensures that the university proactively addresses environmental challenges, fosters inclusive social development, and maintains strong governance practices in alignment with ESG standards, the GHG Protocol, and the United Nations Sustainable Development Goals (UN SDGs). This framework guides the university community in making informed, responsible decisions that lead to lasting positive impacts—locally and globally—through education, research, operations, and community engagement.

By fostering a culture of sustainability, UJ aims to inspire transformative change that extends far beyond its campus, contributing to a resilient, equitable, and regenerative future.

Together, we will transform aspirations into action, challenges into opportunities, and vision into reality—ensuring that the University of Jordan remains at the forefront of the global sustainability movement.

The university's holistic approach encompasses 9 goals, each of which has objectives, key-results, and action plans.

### Goal 1: Achieve Carbon Neutrality

Interim Target: 2030 | Net-Zero Target: 2050

#### Objective 1.1

Reduce greenhouse gas (GHG) emissions across all university operations.

##### Key Result 1.1.1

Achieve a 50% reduction in Scope 1 and 2 GHG emissions by 2030 compared to the 2019 baseline.

##### Key Result 1.1.2

Achieve carbon neutrality (Net-Zero emissions) by 2050.

#### Action Plan

- Conduct annual GHG audits and publish findings.
- Transition campus vehicles to electric or hybrid models by 2030.
- Implement energy-efficient HVAC systems across all buildings by 2030.
- Address Indirect Emissions from Business Travel (Scope 3):
- Prioritize virtual meetings, over flights, and carbon-neutral travel options.



- Offset unavoidable business travel emissions through certified carbon offset programs.
- Launch a campus-wide Car-Free Day campaign to promote alternative commuting methods.
- Partner with local public transportation providers to offer discounted passes for students and staff.
- Electrify campus shuttles and expand routes to reduce reliance on personal vehicles.
- Provide incentives for cycling, walking, and carpooling,

## **Goal 2: Promote Sustainable Resource Management**

Interim Target: 2030 | Long-Term Target: 2050

### **Objective 2.1**

Minimize water consumption and enhance water efficiency.

#### **Key Result 2.1.1**

Reduce total water consumption by 40% by 2030 compared to 2019 levels.

#### **Key Result 2.1.2**

Reduce total water consumption by 60% by 2050 compared to 2019 levels.

#### **Action Plan**

- Install low-flow fixtures and water-efficient appliances campus-wide.
- Implement rainwater harvesting systems for irrigation and non-potable uses.
- Conduct annual water audits and report progress publicly.

### **Objective 2.2**

Achieve zero waste to landfill.

#### **Key Result 2.2.1**

Divert 70% of waste from landfills through recycling, composting, and reuse by 2030.

#### **Key Result 2.2.2**

Achieve zero waste to landfill by 2050.

#### **Action Plan**

- Establish a campus-wide waste segregation system.
- Ban single-use plastics across all university operations by 2025.
- Partner with certified recyclers for safe disposal of e-waste and hazardous materials.



## **Objective 2.3: Promote circular economy practices.**

### **Key Result 2.3.1**

Increase procurement of recycled and sustainably sourced materials by 50% by 2030.

### **Key Result 2.3.2**

Establish partnerships with local suppliers to implement take-back programs for all major product categories by 2030.

### **Action Plan**

- Develop guidelines for sustainable procurement practices.
- Train procurement teams on circular economy principles.
- Monitor supplier compliance with sustainability criteria annually.

## **Goal 3: Foster Education for Sustainable Development (ESD)**

Interim Target: 2030 | Long-Term Target: 2050

### **Objective 3.1**

Integrate sustainability into the curriculum.

#### **Key Result 3.1.1**

Ensure that 100% of academic programs include SDG-related learning outcomes by 2030.

#### **Key Result 3.1.2**

Offer at least 10 interdisciplinary sustainability-focused majors or minors by 2030.

### **Action Plan**

- Establish a Sustainability Curriculum Task Force to guide integration.
- Develop a repository of sustainability learning outcomes for faculty use.
- Launch digital platforms offering microcredentials in sustainability topics.

### **Objective 3.2**

Build capacity among faculty and students.

#### **Key Result 3.2.1**

Train 80% of faculty on ESD methodologies by 2030.

#### **Key Result 3.2.2**

Engage 50% of students in sustainability-related research or projects by 2030.

### **Action Plan**

- Organize workshops and training sessions on ESD for faculty.



- Create student innovation challenges focused on sustainability solutions.
- Recognize outstanding contributions to sustainability education through awards.

### **Objective 3.3**

Promote lifelong learning and community engagement.

#### **Key Result 3.3.1**

Launch annual sustainability awareness campaigns reaching 100% of students by 2030.

#### **Key Result 3.3.2**

Partner with 10 local communities annually to address sustainability challenges by 2030.

#### **Action Plan**

- Host events like Earth Week and Sustainability Month.
- Collaborate with NGOs and local governments on joint initiatives.
- Provide scholarships to marginalized communities for sustainability education.

## **Goal 4: Advance Sustainability Research and Innovation**

Interim Target: 2030 | Long-Term Target: 2050

### **Objective 4.1**

Increase funding and output for sustainability research.

#### **Key Result 4.1.1**

Allocate 20% of total research funding to sustainability-related projects by 2030.

#### **Key Result 4.1.2**

Publish 500 peer-reviewed articles on sustainability topics by 2030.

#### **Action Plan**

- Establish dedicated sustainability research grants.
- Encourage faculty and students to pursue external funding for sustainability projects.
- Create a database of sustainability research outputs.

### **Objective 4.2**

Strengthen interdisciplinary and collaborative research.

#### **Key Result 4.2.1**

Establish 5 interdisciplinary research centers focused on sustainability by 2030.

#### **Key Result 4.2.2**

Collaborate with at least 20 international institutions on sustainability research by 2030.



#### **Action Plan**

- Form research clusters around key themes like climate action and biodiversity.
- Participate in global sustainability research networks.
- Organize annual research symposia to showcase findings.

### **Objective 4.3**

Translate research into actionable solutions.

#### **Key Result 4.3.1**

Develop 10 scalable innovations addressing SDG challenges by 2030.

#### **Key Result 4.3.2**

Influence at least 5 national or regional policies based on university research by 2030.

#### **Action Plan**

- Partner with industry and government to pilot innovations.
- Publish policy briefs summarizing research findings.
- Engage stakeholders in co-creating solutions.

## **Goal 5: Ensure Inclusive and Equitable Engagement**

Interim Target: 2030 | Long-Term Target: 2050

### **Objective 5.1**

Promote diversity, equity, and inclusion (DEI).

#### **Key Result 5.1.1**

Achieve gender parity in leadership positions by 2030.

#### **Key Result 5.1.2**

Increase representation of underrepresented groups in faculty and staff by 30% by 2030.

#### **Action Plan**

- Conduct DEI training for all staff and students.
- Review hiring and promotion practices to eliminate bias.
- Establish mentorship programs for underrepresented groups.

### **Objective 5.2**

Enhance student and alumni engagement.

#### **Key Result 5.2.1**

Engage 70% of students in sustainability-related activities by 2030.



### **Key Result 5.2.2**

Establish a global alumni sustainability network with 1,000 active members by 2030.

#### **Action Plan**

- Organize student-led sustainability clubs and events.
- Launch an alumni platform for sharing sustainability success stories.
- Involve alumni in fundraising for green initiatives.

## **Objective 5.3**

Support community well-being.

### **Key Result 5.3.1**

Partner with NGOs and local governments to implement 10 community health and education initiatives by 2030.

### **Key Result 5.3.2**

Provide scholarships to 500 students from marginalized communities by 2030.

#### **Action Plan**

- Collaborate with local organizations to address pressing issues.
- Allocate funds for scholarships targeting underprivileged students.
- Measure and report community impact annually.

## **Goal 6: Align Investments with Sustainability**

Interim Target: 2030 | Long-Term Target: 2050

## **Objective 6.1**

Shift investments toward sustainable assets.

### **Key Result 6.1.1**

Allocate 30% of the university's endowment fund to sustainable investments by 2030.

### **Key Result 6.1.2**

Achieve 100% alignment of investments with ESG criteria by 2050.

#### **Action Plan**

- Screen investments for ESG compliance.
- Prioritize sectors aligned with SDGs, such as clean energy and education.
- Regularly review investment portfolios for alignment with climate goals.

## **Objective 6.2**

Measure and report impact.



#### **Key Result 6.2.1**

Reduce the carbon footprint of the investment portfolio by 50% by 2030.

#### **Key Result 6.2.2**

Publish an annual Sustainable Investment Report detailing ESG performance starting in 2024.

#### **Action Plan**

- Use TCFD recommendations to assess climate risks.
- Engage with fund managers to improve ESG performance.
- Share progress transparently with stakeholders.

## **Goal 7: Build Climate Resilience**

Interim Target: 2030 | Long-Term Target: 2050

### **Objective 7.1**

Enhance campus infrastructure resilience.

#### **Key Result 7.1.1**

Retrofit 50% of existing buildings to meet green building standards by 2030.

#### **Key Result 7.1.2**

Ensure all new constructions are Net-Zero energy by 2030.

#### **Action Plan**

- Use sustainable materials in construction and renovation.
- Incorporate passive design principles in new buildings.
- Conduct regular assessments of building resilience.

### **Objective 7.2**

Mitigate climate risks.

#### **Key Result 7.2.1**

Develop and implement a Climate Action Plan by 2025.

#### **Key Result 7.2.2**

Conduct annual climate risk assessments and integrate findings into operational planning by 2030.

#### **Action Plan**

- Identify vulnerabilities and prioritize adaptation measures.
- Train staff on emergency preparedness.
- Update plans based on evolving climate science.





### **Objective 7.3**

Promote climate literacy.

#### **Key Result 7.3.1**

Train 100% of incoming students on climate action and resilience by 2030.

#### **Key Result 7.3.2**

Host an annual Climate Action Summit engaging 1,000 participants by 2030.

#### **Action Plan**

- Integrate climate literacy into orientation programs.
- Organize workshops and seminars on climate change.
- Invite experts and policymakers to participate in summits.

## **Goal 8: Achieve Sustainable Procurement Practices**

Interim Target: 2030 | Long-Term Target: 2050

### **Objective 8.1**

Embed sustainability criteria into all procurement processes.

#### **Key Result 8.1.1**

Ensure 70% of all procurement decisions include sustainability criteria by 2030.

#### **Key Result 8.1.2**

Achieve 100% integration of sustainability criteria into procurement processes by 2050.

#### **Action Plan**

- Develop a checklist for evaluating supplier sustainability.
- Train procurement staff on sustainable practices.
- Audit supplier compliance regularly.

### **Objective 8.2**

Prioritize environmentally responsible products and services.

#### **Key Result 8.2.1**

Source 50% of purchased goods and services from suppliers with recognized environmental certifications by 2030.

#### **Key Result 8.2.2**

Source 90% of purchased goods and services from suppliers with recognized environmental certifications by 2050.

#### **Action Plan**

- Prefer suppliers with ISO 14001 or similar certifications.



- Negotiate contracts that include sustainability clauses.
- Monitor and report supplier performance.

### **Objective 8.3**

Promote social responsibility in supply chains.

#### **Key Result 8.3.1**

Partner with 50% of suppliers who demonstrate fair labor practices, diversity, and community impact initiatives by 2030.

#### **Key Result 8.3.2**

Partner with 100% of suppliers who demonstrate fair labor practices, diversity, and community impact initiatives by 2050.

#### **Action Plan**

- Conduct due diligence on supplier labor practices.
- Provide feedback and support to improve supplier performance.
- Highlight exemplary suppliers in annual reports.

## **Goal 9: Enhance Biodiversity Conservation and Restoration**

Interim Target: 2030 | Net-Zero Target: 2050

### **Objective 9.1**

Protect and Restore Natural Habitats on Campus

#### **Key Result 9.1.1**

Increase the number of native plant species on campus by 30% by 2030.

#### **Key Result 9.1.2**

Reduce pesticide and herbicide use by 50% compared to 2020 levels by 2030.

#### **Key Result 9.1.3**

Establish a fully self-sustaining biodiverse ecosystem on campus that supports at least 500 native plant and animal species by 2050.

#### **Action Plan**

- Conduct baseline biodiversity assessments to identify priority areas for restoration.
- Plant native species and create pollinator gardens across campus.
- Implement integrated pest management (IPM) practices to minimize chemical use.
- Develop a long-term maintenance plan for restored habitats.

### **Objective 9.2**

Integrate Biodiversity into Education and Research



### ***Key Result 9.2.1***

Develop and offer at least 5 new courses or programs focused on biodiversity, ecosystem services, and sustainable land management by 2030.

### ***Key Result 9.2.2***

Publish 10+ peer-reviewed research papers on biodiversity-related topics, including climate adaptation, habitat restoration, and genetic diversity, by 2030.

### ***Key Result 9.2.3***

Train 1,000 students annually in biodiversity monitoring, conservation techniques, and citizen science projects by 2030.

### ***Key Result 9.2.4***

Position the university as a global leader in biodiversity research, with at least 10 interdisciplinary research centers dedicated to biodiversity conservation by 2050.

### ***Action Plan***

- Form a Biodiversity Curriculum Task Force to guide the integration of biodiversity topics into academic programs.
- Launch interdisciplinary research grants focused on biodiversity challenges and solutions.
- Organize workshops, seminars, and field trips to engage students and faculty in biodiversity-related activities.
- Create a repository of biodiversity learning outcomes for faculty use.

## **Objective 9.3**

Promote Community Engagement and Partnerships for Biodiversity

### ***Key Result 9.3.1***

Partner with at least 10 local organizations, governments, or businesses to implement biodiversity-focused initiatives in the surrounding region by 2030.

### ***Key Result 9.3.2***

Engage 5,000 community members annually in biodiversity awareness campaigns, workshops, and volunteer activities (e.g., tree planting, habitat restoration) by 2030.

### ***Key Result 9.3.3***

Support the protection or restoration of 1,000 hectares of natural habitats in collaboration with external partners by 2030.

### ***Key Result 9.3.4***

Expand partnerships to include 50+ organizations globally, contributing to large-scale biodiversity conservation efforts by 2050.



### **Action Plan**

- Host annual biodiversity-themed events, such as BioBlitzes, tree-planting drives, and awareness campaigns.
- Collaborate with local NGOs, government agencies, and businesses to implement joint biodiversity projects.
- Provide scholarships and training opportunities for marginalized communities to participate in biodiversity conservation.
- Establish a "Biodiversity Innovation Hub" to facilitate collaboration between academia, industry, and communities.

## **Objective 4**

Monitor Progress and Measure Biodiversity Outcomes

### **Key Result 4.1**

Develop a comprehensive biodiversity monitoring framework for campus and surrounding areas, using technology like remote sensing and AI, by 2030.

### **Key Result 4.2**

Conduct annual biodiversity audits to track species richness, habitat quality, and ecosystem services by 2030.

### **Key Result 4.3**

Establish a real-time biodiversity monitoring system that integrates data from multiple sources (e.g., sensors, citizen science apps, satellite imagery) by 2050.

### **Action Plan**

- Use advanced technologies (e.g., drones, AI, GIS) to monitor biodiversity trends on campus and in surrounding areas.
- Publish an Annual Biodiversity Report detailing progress toward goals, challenges, and lessons learned.
- Set up dashboards to visualize progress toward emission reduction targets and engage stakeholders.
- Share monitoring tools and methodologies with other universities and organizations to promote standardized biodiversity metrics.

## **Implementation Framework**

1. Governance: Establish a Sustainability Council to oversee implementation.
2. Monitoring and Reporting: Publish an Annual Sustainability Report aligned with GRI Standards and SDG indicators.
3. Stakeholder Engagement: Involve students, faculty, staff, alumni, and external partners in shaping and implementing the strategy.



4. Continuous Improvement: Review and update the strategy every three years to reflect emerging trends and stakeholder feedback.