

Sustainability and Social Responsibility Initiatives

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Sustainability and Social Responsibility Initiatives

East West University pursues a campus-wide sustainability agenda that integrates environmental stewardship, curricular innovation, and sustained community engagement.

Throughout 2025, the University strengthened practices that reduce its ecological footprint, enhance local biodiversity, and cultivate climate resilience, measures that map directly to global priorities such as climate action and the protection of terrestrial ecosystems (SDG 13 and SDG 15), while also supporting broader targets across the UN SDG framework.



Institutional strategy and operational measures

The University's operational approach combines physical interventions and behaviour-change initiatives. Priority actions implemented in 2025 included greening and afforestation projects across campus, targeted energy-conservation practices, and systematic waste-reduction measures. Complementary small-scale interventions, such as indoor greening in administrative and learning spaces, were adopted to improve indoor environmental quality, mental wellbeing, and cognitive performance for students and staff.

Teaching, learning and applied research

Sustainability has been embedded across the curriculum and research agenda through course modules (CSE407: Green Computing, Department of Computer Science & Engineering), project-based learning, and capstone work that translate academic theory into practical solutions. Student-led and faculty-supervised projects produced prototypes and field-ready interventions in areas such as low-energy information systems, smart resource monitoring, waste-management technologies, and environmental data analytics. These pedagogical modalities cultivate technical competence, systems thinking, and an appreciation of the social dimensions of environmental problems.

Community engagement and public scholarship

The University's social responsibility efforts extended beyond campus boundaries through coordinated outreach and public scholarship. Student groups and faculty members conducted neighbourhood clean-ups, tree-planting campaigns, school-based awareness sessions on waste segregation and plastic reduction, and public information activities in prominent urban spaces. Parallel initiatives addressed public health awareness, targeting non-communicable diseases and mental-health literacy, thereby linking environmental quality with population wellbeing.

Cross-sector partnerships and capacity building

Sustainability outcomes in 2025 were strengthened by collaborative partnerships with civic organisations, industry practitioners, and local government agencies. These alliances enabled practical

deployment of student and faculty innovations, expanded training opportunities, and fostered community co-creation of solutions, an approach that amplifies local adaptive capacity and supports inclusive development objectives.

Philanthropic Initiatives

East West University's philanthropic portfolio in 2025 reflected a coordinated and humane response to immediate needs and structural inequities. Institutional philanthropy combined with targeted partnerships, rapid emergency response, and sustained individual commitments to deliver social value across education, health, livelihoods, and civic rights, contributing to SDGs including 'No Poverty', 'Good Health and Well-being', 'Quality Education', 'Gender Equality', 'Clean Water and Sanitation', 'Decent Work and Economic Growth', 'Sustainable Cities and Communities', and 'Partnerships for the Goals'.



Strategic partnerships and inclusive programmes

The University expanded its community impact by partnering with financial and development partners to run capacity-building programmes oriented to inclusive economic participation. The Entrepreneur Accelerator Program: UDDOKTA 101, offered by the Department of Business Administration and delivered in collaboration with BRAC Bank PLC as a part of Memorandum of Understanding (MoU), provided practical training, mentorship, and market linkage support, thereby strengthening pathways to sustainable livelihoods and economic empowerment.

Emergency response and humanitarian assistance

In response to the flood in Feni and neighbouring areas, the University mobilised fundraising and relief operations that financed immediate humanitarian needs and durable recovery measures. Funds raised supported distribution of relief packages, the provision of mobility assistance for persons with disabilities, and reconstruction of housing for families who had lost shelter. These activities demonstrated the University's capability to translate institutional resources and volunteer effort into targeted, dignity-preserving relief.



Relief package preparation for Feni flood victims

The Department of Economics at East West University demonstrated a strong commitment to social responsibility by engaging in charitable initiatives that supported both the wider community and university members. Notably, students and faculty contributed to flood relief efforts in Feni and surrounding districts in collaboration with local authorities and raised funds to assist with an urgent medical need of a university staff member, reflecting a culture of compassion, solidarity, and community engagement.

In 2025, the Civil Engineering Club of East West University led a humanitarian initiative to assist flood-affected families in Feni, Bangladesh by organizing a fundraising campaign that enabled the provision of a wheelchair for a special-needs child and the reconstruction of homes for displaced families. This effort reflected the club's commitment to social welfare, community development, and alignment with SDG 3 (Good Health and Well-being) and SDG 11 (Sustainable Cities and Communities).



New home for a flood-affected family in Mali Pathor, Parshuram

Community welfare and campus solidarity

Philanthropic activity on campus prioritised the wellbeing of support staff and other vulnerable community members. Collective fundraising initiatives provided festive support for campus workers during major holidays and financed urgent medical treatment for individuals within the University community. These measures reflect an ethic of solidarity and the prioritisation of the most vulnerable members of the institutional community.

Legal engagement and public interest impact

University faculty members and researchers from the Department of Law contributed pro bono expertise to public interest litigation and judicial submissions that advanced access to fundamental public services and institutional accountability. Research and amicus advocacy supported judicial determinations recognizing the right to safe and potable water and recommended administrative reforms to strengthen judicial independence, examples of how academic legal engagement can yield systemic, long-term social benefits (notably advancing SDG 6).

Impact orientation and governance

The University continues to strengthen transparency and accountability in philanthropic governance by standardising reporting procedures, documenting outcomes, and coordinating with governmental and non-governmental partners to maximise efficiency and reduce duplication. Future emphasis will be placed on scaling proven models, entrepreneurship accelerators, resilient reconstruction approaches, and community health promotion, while improving

systems for impact measurement and beneficiary feedback.



Taken together, the University's sustainability and philanthropic efforts in 2025 illustrate an institutional model that integrates scholarship, practice, and civic responsibility.

The Economics Club, in partnership with the SME Foundation, hosted an outreach session under the national initiative on sustainable plastics and marine litter prevention to introduce students to cleantech commercialization and sustainable entrepreneurship, encouraging youth engagement in green innovation and the circular economy.

BREAth 5.0: Plant Today, Breathe Tomorrow

The Rotaract Club of East West University organized BREATH 5.0 on August 24–25, 2025, at the university's Wi-Fi Zone, with the goal of promoting sustainability and raising awareness against deforestation. Over two days, the club proudly distributed 1,500 saplings free of cost to students, faculty, and staff, each symbolizing a personal commitment to the environment. BREATH 5.0 not only enriched the campus with greenery but also inspired long-term eco-friendly habits, proving that small steps together create lasting impact.



Students getting the saplings ready for distribution