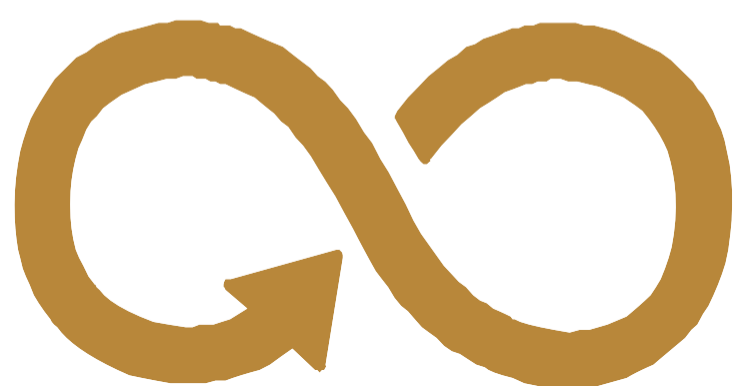


The Sustainability Report

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



2024/2025

#	CONTENT
1	Overview and Executive Summary
2	Campus and Community Sustainability Actions
3	Training, Awareness, and Innovation Activities
4	Institutional Policies and Sustainable Practices
5	Research and Publications on SDG 12
6	Impact Overview and Key Performance Indicators (KPIs)
7	Summary and Forward Strategy

INTRODUCTION

Gulf University is deeply committed to supporting the Kingdom of Bahrain's national sustainability agenda and the United Nations Sustainable Development Goal 12 (Responsible Consumption and Production). The university integrates sustainable practices across its academic, operational, and community frameworks to minimize environmental impact and promote a culture of environmental responsibility. Through initiatives such as waste reduction campaigns, energy-efficiency projects, and sustainable procurement programs, Gulf University continuously works to reduce its ecological footprint while inspiring behavioral change among students and staff.

During the academic year 2024–2025, SDG 12 emerged as a leading focus area, with more than 22 targeted activities implemented under the joint efforts of the Sustainable Development Makers Center (SDM-C) and the Community Engagement and Continuing Education Center (CECEC). These initiatives included workshops on recycling, waste management, composting, energy conservation, and circular-economy innovation, alongside community events such as clothing swaps, donation drives, and farmers' markets—each designed to cultivate awareness of sustainable lifestyles, waste reduction, and circular resource use.

The Sustainable Engineering Hub (SEH) exemplifies Gulf University's applied commitment to SDG 12 by integrating recycled materials, energy-efficient systems, and water-saving technologies into its operations. The hub promotes the 3Rs—Reduce, Reuse, and Recycle—while providing students with hands-on exposure to circular-economy models. Complementing this, campus environmental programs emphasize waste sorting, composting, digital transformation to reduce paper use, solar-panel adoption, and sustainable procurement.

Through the Gulf University Sustainability Club, students have led innovative campaigns such as zero-waste challenges, clothing-swap events, and recycling awareness drives, reinforcing the link between education and environmental responsibility. Within the community, CECEC's Pillar 4 – Social Engagement advanced SDG 12 through initiatives like the Clothing Swap & Donation Drive with Kiswa Bahrain, tree-planting projects in six locations, and Earth Hour 2025 participation—all promoting responsible consumption and environmental stewardship. Collectively, these efforts demonstrate an integrated institutional strategy where academic centers, students, and external partners—such as Kiswa Bahrain, the Supreme Council for Environment, and local schools—work together to institutionalize sustainable production and consumption practices, ensuring Gulf University's ongoing contribution to Bahrain's Vision 2030 and the global SDG framework.

SDG 12 Activities during 2024-25

SDG 12 was one of the leading focus areas, with **22 activities** aligned to Responsible Consumption & Production.

- Activities included:
 - Workshops on *Recycling, Waste Management & Composting*.
 - Sessions on *Energy Conservation and Campus-wide Energy Audit*.
 - *Circular Economy and Upcycling* seminars.
 - *Clean Energy and Sustainable Infrastructure* workshops.
 - Panel discussions on *Circular Economy and Innovation*.
 - Community events such as *Clothing Swap, Donation Drives, and Farmers Market*.
- These initiatives fostered awareness on sustainable lifestyles, waste reduction, and circular resource use.

Sustainable Makers Center



- The **Sustainable Engineering Hub** contributes to **SDG 9, 11, 12, and 13**, focusing on sustainable infrastructure, responsible consumption & production, and climate action.



The Sustainable Engineering Hub (SEH), as a well-designed initiative under the Sustainability and Development Makers Center at Gulf University, towards an effective contribution to environmental leadership. The Hub aims to offer an innovative space with multidisciplinary and collaborative work environments, as well as formal and informal experiential learning environments. It encourages co-thinking, co-creating, and co-developing initiatives, actions, and alternatives in alignment with the university's vision for lifelong learning and UN sustainable development goals, as well as Bahrain's Vision 2030. The SEH aligns with several Sustainable Development Goals (SDGs), including SDGs 9, 11, 12, and 13. By promoting sustainable infrastructure, responsible consumption and production, and climate action through the use of recycled materials, energy-efficient features, and water conservation measures, the SEH contributes to achieving these goals.

The project was developed through collaborative work involving engineering staff and students.

The design process follows a 3Rs approach, focusing on extending the life cycle of project components, structures, and materials to support climate action initiatives at the university. The use of recycled shipping containers in the SEH provides a tangible example for campus inhabitants, raising awareness about sustainable development and the importance of community engagement in a higher education institution. It highlights how small actions can lead to significant changes.

- Incorporates recycled materials, energy-efficient systems, and water-saving measures.
- Promotes a *3Rs (Reduce-Reuse-Recycle)* approach to extend material life cycles and model circular-economy practices for students.

Campus Environmental Initiatives:

- Waste sorting, composting, and recycling programs.
- Green purchasing, digital transformation to reduce paper consumption.
- Solar panel installations and energy-saving retrofits to minimize resource waste.
- Promotion of sustainable procurement and reuse across departments.

Student Engagement (Gulf University Sustainability Club):

The Gulf University Sustainability Club (GUSC) exemplifies an initiative aligned with Gulf University's vision to promote sustainable practices and achieve SDGs. It emphasizes learning, collaboration, and leadership to enhance the well-being of students, staff, and local communities.

The GUSC has an important role for developing forward-looking strategies, stakeholder engagement, and community empowerment through coaching and adaptation processes. The club's scope includes providing resources, fostering sustainable activities, and cultivating a culture of environmental stewardship. It aims to increase awareness, inspire initiatives, and develop future leaders committed to sustainability and social responsibility. Its structured governance facilitates the effective implementation of sustainable actions and expands the club's influence, fostering community impact. For this academic year 2024-2025, the GUSC had an effective contribution in the Sustainability Week and all related university events and extra-curricular activities.

GUSC aspires to be an integral part of Gulf University's community, driving positive change and contributing to a sustainable future. Leadership development and student empowerment are viewed as systemic processes influenced by broader institutional and contextual factors.



- Student-led *Clothing Swap* events and *Zero-Waste Challenges*.
- Awareness campaigns emphasizing personal consumption habits, recycling ethics, and responsible digital practices.

Community Engagement & Continuing Education Center



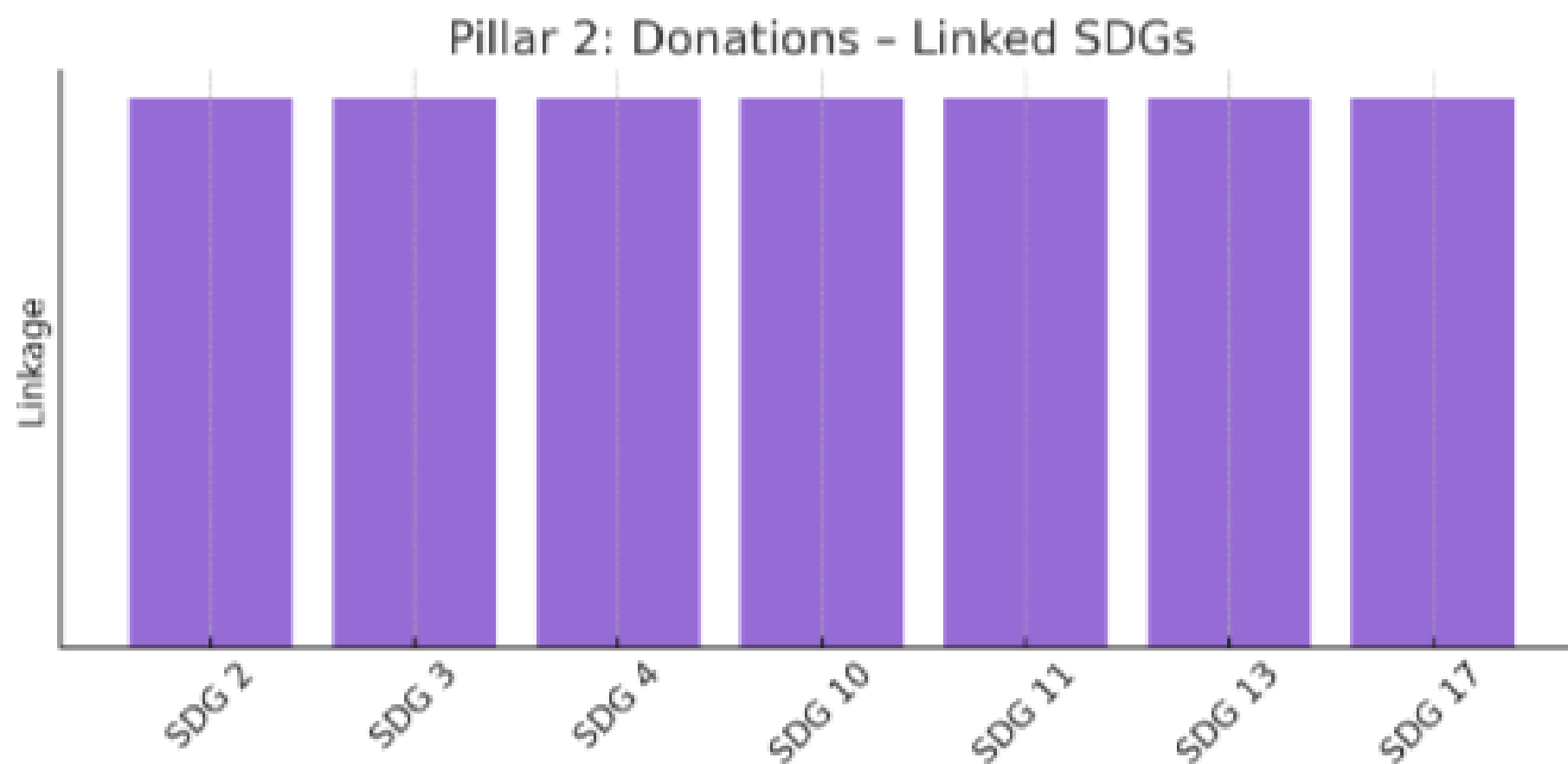
Pillar 4 – Social Engagement:

- SDG 12 is among the key goals supported (alongside SDGs 3, 4, 10, 13, 16, 17).
- Activities that directly advance **Responsible Consumption and Production** include:
 - **Clothing Swap & Donation Drive with Kiswa Bahrain** (Oct 2024):
 - Encouraged garment reuse and redistribution, reducing textile waste.
 - Promoted sustainable consumption behaviors within campus and community.



Pillar 2: Donations (Gifts and Equipment)

CECEC facilitated the donation of over 1,693 items, including computers, printers, CGM sensors, chairs, plants, meals, paintings, and theses to schools, NGOs, and health institutions. These efforts advanced multiple SDGs—2, 3, 4, 9, 10, 13, and 17—achieving a 90% execution rate under Objective OB14.IN02, supporting sustainable education and welfare services.



- **Tree Planting Initiatives (6 locations)** – promoting sustainable resource cycles and green awareness.



Tree Planting initiative

- **Planting in Schools and Society Initiative:** 660+ trees planted, engaging students in environmental stewardship.



Planting in Schools and Society Initiative

Trees were planted across various community spaces by GU volunteers.

Gulf University's Community Engagement and Continuing Education Center is committed to promoting environmental awareness and social responsibility. As part of this commitment, the center recently launched the "Plant a Tree" initiative.

The initiative aims to educate students and community members about the importance of trees and to encourage them to take action to protect the environment. As part of the initiative, the center has been visiting local schools and community centers to plant tree saplings.

So far, the center has visited Al Hekma International School, Al Eman School, Al Falah Schools, Al Mahd School, New Indian School, and Al Hikma Association for Retirees. During these visits, students and community members have had the opportunity to learn about the benefits of trees and to participate in the planting process.

The "Plant a Tree" initiative is an important part of Gulf University's commitment to sustainability. The university is committed to reducing its environmental impact and to creating a more sustainable future.



- **Earth Hour 2025 Participation:** University-wide awareness on energy conservation and responsible consumption.

As part of its ongoing commitment to sustainability and environmental awareness, Gulf University joined the global “Earth Hour” initiative on March 22, 2025, by encouraging all faculty, staff, and students to turn off non-essential lights from 8:30 to 9:30 PM. The campaign was promoted across campus and social media platforms under the theme:

“Turn off your lights for one hour and take a step towards a more sustainable future.”

This initiative was held in collaboration with government and environmental organizations, emphasizing the university’s dedication to climate action and energy conservation. By taking part in Earth Hour, Gulf University highlighted the power of collective action in addressing climate change and strengthening community responsibility for sustainable living.



Integration with SDM-C Projects:

- Both centers collaborated during Sustainability Week 2024 to deliver awareness campaigns, panel sessions, and student-led environmental projects addressing circular economy, recycling, and waste management.
- Shared outputs demonstrate cross-unit alignment in promoting SDG 12 through practical, educational, and community-based initiatives.

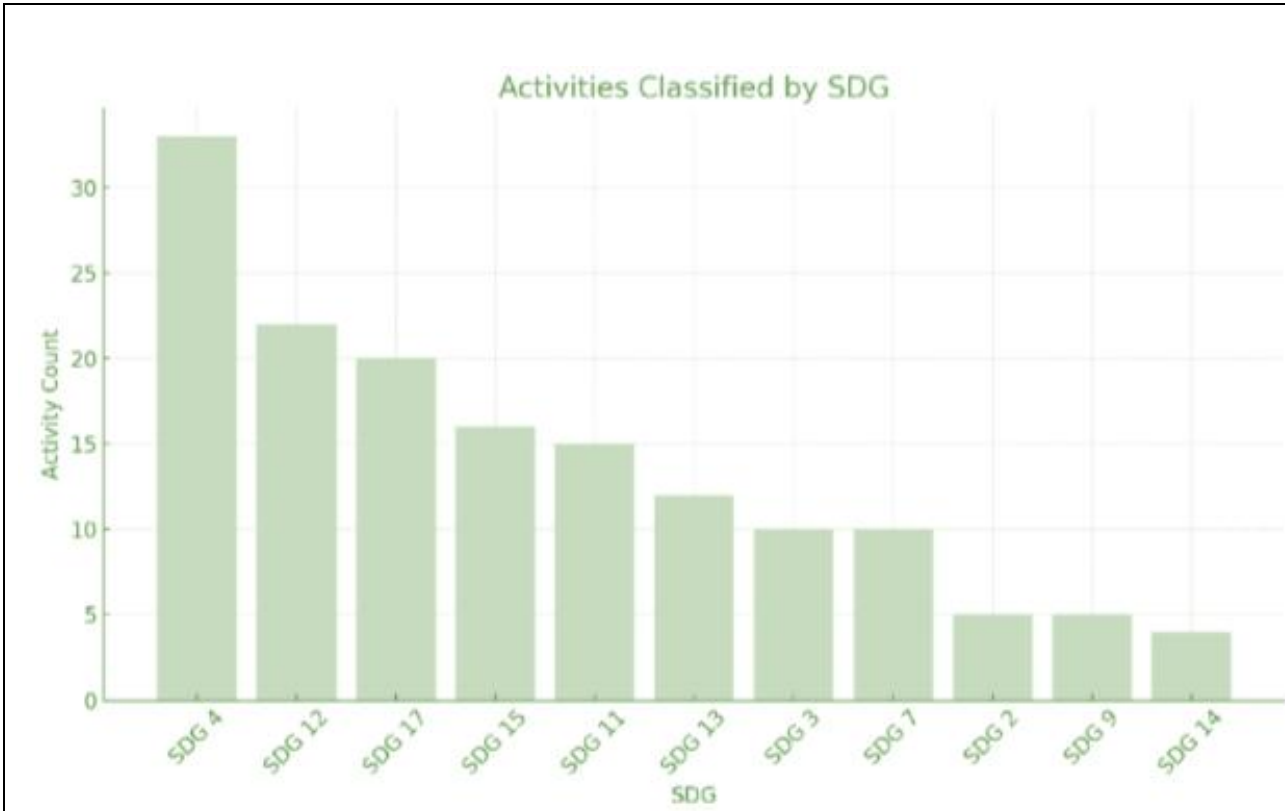
Outcomes & Impact:

- Over **22 SDG 12-specific activities** across both centers.
- Institutionalized initiatives in *waste minimization, recycling education, sustainable procurement, and student awareness*.
- Enhanced partnerships with **Kiswa Bahrain, Supreme Council for Environment, and local schools** to sustain responsible consumption models beyond campus.
- Donation to Safety and Consultancy Center: Technical and Practical Center Support – Donation to Safety and Consultancy Center

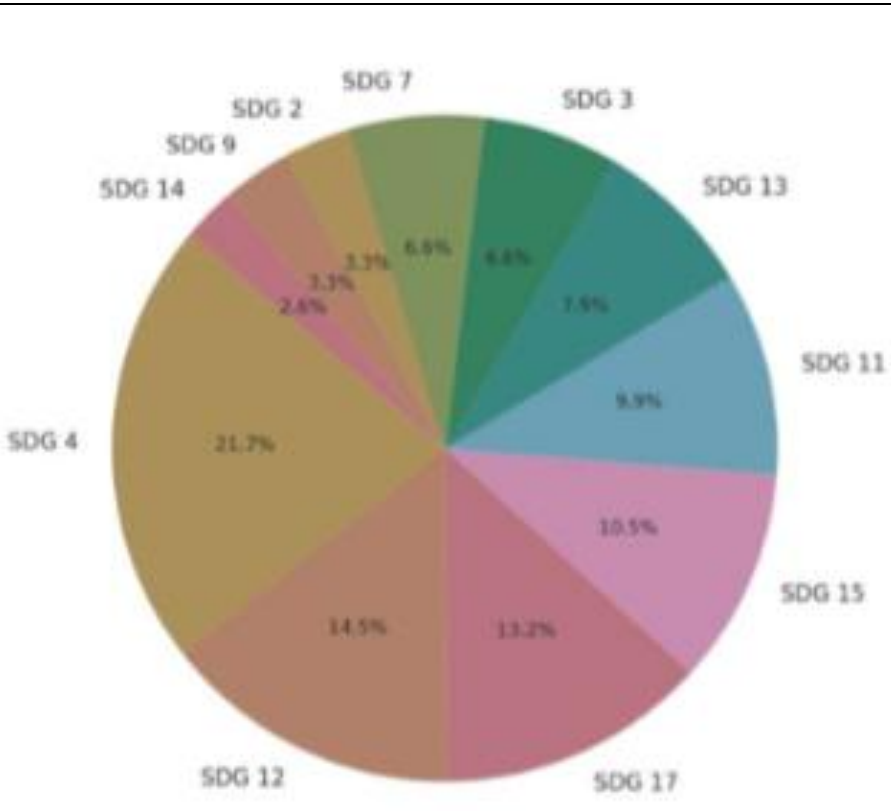
As part of its commitment to community development and vocational advancement, Gulf University donated four mechanical vocational machines from the College of Engineering's mechanical lab to the Safety and Consultancy Center. These contributions were designed to enhance practical training and technical skill-building for community members and students at the center. This initiative supports SDG 9 by promoting access to advanced tools in industrial education and reinforcing the university's role in fostering innovation and infrastructure within the local community.



All SDG Activities during 2024-25

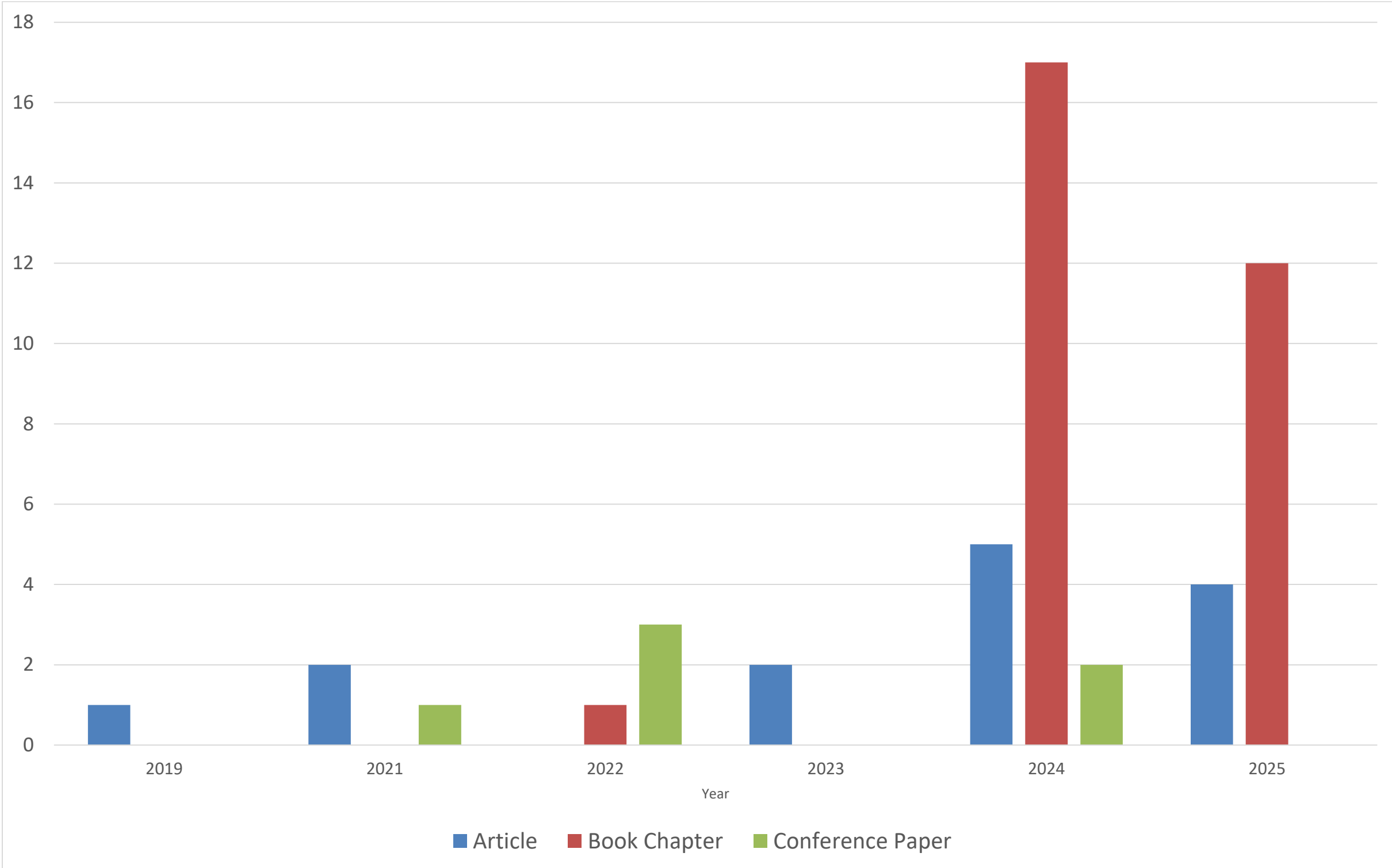


Activities classified by SDGs



SDGs achievement by percentage

SDG12 Publications by Type & Year (2019-2025)



The 2024–2025 academic cycle reflected Gulf University’s strong scholarly commitment to **SDG 12—Responsible Consumption and Production**, emphasizing sustainability, green innovation, and responsible resource use. Research and book chapters explored diverse dimensions: persuasive communication for sustainable tourism in Bahrain; technology’s transformative role in environmental education; CSR and ESG frameworks advancing sustainable corporate behavior; and circular-economy models fostering environmental and economic resilience. Studies such as *From Oil to Sustainability* and *Greening Our Future* highlighted Bahrain’s transition toward eco-conscious business ecosystems, while investigations into green buildings, renewable energy, waste recycling, and digital transformation showcased practical pathways for resource efficiency. Collectively, these multidisciplinary contributions integrate sustainability into tourism, finance, engineering, education, and entrepreneurship—demonstrating how academic inquiry can drive circular production models, ethical consumption, and climate-responsible innovation across local and regional contexts.

SDG 12 Articles in 2024-2025 (July)

Authors Name	Title	Journal / Book Series	Type	Year
Elgammal, N.	Unleashing the Power of Persuasion: Analyzing Instagram Persuasive Strategies for Promoting Sustainable Tourism in Bahrain	Studies in Media and Communication	Article	2025
Bala, S., Ulfat, T.J., Hossain, H.,...Ridzuan, A.R., Jaheer Mukthar, K.P.	From Energy Diversity to Environmental Resilience: The Role of Government Efficiency in Shaping Ecological Footprint in Bangladesh	International Journal of Energy Economics and Policy	Article	2025
Ateeq, A.A., Milhem, M., Alzoraiki, M., Alaghbari, M.A., Hussein, T.M.	Empowering Sustainable Change: The Role of Technology in Modern Environmental Education	Studies in Systems Decision and Control	Book Chapter	2025
Milhem, M., Ateeq, A.A., Ateeq, R.A.,...Santhanamery, T., Al Astal, A.Y.M.	Bridging Worlds: Envisioning a Sustainable Future Through CSR in Developing Countries	Studies in Systems Decision and Control	Book Chapter	2025
Al Astal, A.Y.M., Ateeq, A.A., Milhem, M.,...Allaymoun, M.H., Al-Mesaiadeen, J.M.	Environmental, Social, and Governance (ESG) Practices in Bahrain: A Comprehensive Analysis of Sustainable Development in the Corporate and Financial Sectors	Studies in Systems Decision and Control	Book Chapter	2025
Ateeq, A.A.	From Oil to Sustainability: Bahrain’s Transformation Through CSR	Studies in Systems Decision and Control	Book Chapter	2025
Dawwas, M.I.F., Alkadash, T.M., AlZgool, M.R.H., Allaymoun, M.H.	The Effects of Internal Corporate Social Responsibility on Employee Turnover Intentions Within the National Bank of Bahrain: A Non-western Perspective from the Kingdom of Bahrain	Studies in Systems Decision and Control	Book Chapter	2025
Alzoraiki, M.	Greening Our Future: A Comprehensive Analysis of Sustainable Practices and Their Role in Promoting Environmental Quality and Human Well-Being	Studies in Systems Decision and Control	Book Chapter	2025
Al Astal, A.Y.M., Alzoraiki, M., Ateeq, A.A.,...Ateeq, R.A., Santhanamery, T.	Enhancing ESG Implementation Through Effective Management Control Systems	Studies in Systems Decision and Control	Book Chapter	2025
Milhem, M., Ateeq, A.A., Al Astal, A.Y.M.,...Shafie, D.I., Santhanamery, T.	Advancing Sustainability: Embracing the Circular Economy for Environmental and Economic Resilience	Studies in Systems Decision and Control	Book Chapter	2025
Hydrose, A., Althaf, K.K., Jishna, K.S.	Assessing Smart and Sustainable Technology Adoption in Kerala’s Residential Sector: Barriers and Opportunities	Studies in Systems Decision and Control	Book Chapter	2025

El Fezzani, W.	Development of a Mamdani-Type Fuzzy Inference System for Assessing Diabetes Risk Based on Clinical and Lifestyle Factors	Studies in Systems Decision and Control	Book Chapter	2025
Roy, R., Rane, S., Komatiguntala, D.,...Balakrishnan, S.M., Bommiseti, R.K.	Evaluating social media content's effect on consumer engagement in the context of digital marketing	Edelweiss Applied Science and Technology	Article	2025
Meero, A.A., Al Astal, A.Y.M., Abdul Rahman, A.A., Ali, S.A., Hossen Shaikh, Z.H.	CSR and Competitive Advantages' Relationship: Evidence from Bahrain	Studies in Big Data	Book Chapter	2025
Alawsi, H., Al-Ayash, A.A., Ibrahim, F.M., Mohammed, M.N.	Sustainability in E-Commerce: Green Practices and Their Influence on Digital Trade	Studies in Systems Decision and Control	Book Chapter	2025
Sridevi, V.V., Hamzah, H.T., Jweeg, M.J.,...Abdullah, T.A., Abdullah, O.I.	Microwave Pyrolysis of Agricultural and Plastic Wastes for Production of Hybrid Biochar: Applications for Greener Environment	Indonesian Journal of Science and Technology	Article	2024
Ridwan, M.K., Akther, A., Al-Absy, M.S.M.,...Yağış, O., Jaheer Mukthar, K.P.	The Role of Tourism, Technological Innovation, and Globalization in Driving Energy Demand in Major Tourist Regions	International Journal of Energy Economics and Policy	Article	2024
Al-Absy, M.S.M.	Board Of Directors' Characteristics and Environmental Disclosure	Studies in Managerial and Financial Accounting	Book Chapter	2024
Blibech, O.	LCA Software Tools, CAD Tools and Engineering Design Processes: Challenges with Process Modelling for Sustainable Productions	2024 Arab ICT Conference AICTC 2024	Conference Paper	2024
Abdullahi, A., Bala, H., Bala, H., Al-Absy, M.S.M., Sani, A.A.	Competition Law and Social Welfare Sustainability Goals	Studies in Systems Decision and Control	Book Chapter	2024
Ibrahim, A., Al-Refaei, A.A.A., Alshuhumi, S.R., Al-Hidabi, D.A.Y., Ateeq, A.A.	The Effect of Entrepreneurial Leadership on Employee's Creativity and Sustainable Innovation Performance in Education Sector: A Literature Review	Studies in Systems Decision and Control	Book Chapter	2024
Ibrahim, A., Al-Refaei, A.A., Alshuhumi, S.R., Al-Hidabi, D.A.Y., Ateeq, A.A.	The Effect of Entrepreneurial Leadership on Employee's Creativity and Sustainable Innovation Performance in Education Sector: A Literature Review	Studies in Systems Decision and Control	Book Chapter	2024
Azman, N.I.B.M., Sukri, M.S.B.M., Ibrahim, S.I.Z.B.,...Jaafar, H.B., Al-Absy, M.S.M.	Corporate Social Responsibility Among Malaysian Public Listed Companies: A Focus on Employees Related Disclosure	Studies in Systems Decision and Control	Book Chapter	2024
Ateeq, A.A., Alaghbari, M.A., Milhem, M., Alzoraiki, M., Ateeq, R.A.	Sustainability in the Modern Workplace: A Conceptual Exploration of Eco-friendly Strategies and Corporate Responsibility	Studies in Systems Decision and Control	Book Chapter	2024

Norhisham, S.N.B., Yaacob, S.N.N.B.M., Ismail, Z.B.,...Jaafar, H.B., Al-Absy, M.S.M.	The Level of Sustainability Statement Disclosure in Malaysia Listed Companies	Studies in Systems Decision and Control	Book Chapter	2024
Kristanti, F.T., Riyadh, H.A., Ginting, E.S.B., Beshr, B.A.H.	Exploring the level of realm disclosure for Indonesian insurance business using ISO 31000	Journal of Infrastructure Policy and Development	Article	2024
Hussein, M.F., Eid, A.A., Al-Ayash, A.A.	Interior Design Proposal for a Rural Tourism Center as Sustainable Development in Jordan (Al Fuheis Farm Case Study)	Dirasat Human and Social Sciences	Article	2024
Salaheldeen, M., Ateeq, A.A., Al Ani, Z.,...Ali, S.A., Milhem, M.	Green Entrepreneurship and Sustainability in Developing Countries: Opportunities, Challenges, and Future Research Directions	Studies in Systems Decision and Control	Book Chapter	2024
Milhem, M., Ateeq, A.A., Ateeq, R.A., Alzoraiki, M.	Corporate Social Responsibility: A Multidimensional Approach to Sustainable Growth and Community Engagement—The Case of Almarai Company	Studies in Systems Decision and Control	Book Chapter	2024
Al Astal, A.Y.M., Ateeq, A.A.	Exploring the Relationship Between ESG Practices and Corporate Financial Performance	Studies in Systems Decision and Control	Book Chapter	2024
Abdulrahim, H.M., Ateeq, A.A., Al Khalifa, F.A.,...Milhem, M., Al Meer, S.	Exploring the Implementation Efforts and Contributions of Green Building Rating Systems (GBRS) Among Stakeholders in Bahrain’s Real Estate Sector: A Qualitative Study	Studies in Systems Decision and Control	Book Chapter	2024
Al Astal, A.Y.M., Ateeq, A.A., Ali, S.A., Jamil, C.Z.M., Abd-Mutalib, H.	Levers of Control Framework and Environmental Strategy	Studies in Systems Decision and Control	Book Chapter	2024
Abdulrahim, H.M., Ateeq, A.A., Al Khalifa, F.A.,...Nagi, M., Al Astal, A.Y.M.	Qualitative Investigation of Green Building Rating System Development in Bahrain’s Affordable Housing Industry	Studies in Systems Decision and Control	Book Chapter	2024
Ateeq, A.A., Milhem, M.	Integrating Ethical Principles in Corporate Strategy: A Comprehensive Analysis of Business Ethics in Contemporary Enterprises	Studies in Systems Decision and Control	Book Chapter	2024
Ateeq, A.A., Alaghbari, M.A., Al-Refaei, A.A.A., Yusuf, A.A.	Sustainable Solutions: The Impact of Green Technologies in University Operations	2024 ASU International Conference in Emerging Technologies for Sustainability and Intelligent Systems ICET SIS 2024	Conference Paper	2024
Hashim, N., Neo, T.G., Mohammed, M.N.,...Jameel al-Tamimi, A.N., Alfiras, M.I.I.	Toward Sustainable Smart Cities: A New Approach of Solar and Wind Renewable Energy in Agriculture Applications	Studies in Systems Decision and Control	Book Chapter	2024
Kuan, T.C., Yusoff, K.H., Mohammed, M.N.,...Ibrahim, F.M., Alfiras, M.I.I.	Digital Transformation Towards Sustainability in Higher Education: A New Approach of Virtual Simulator for Series and Parallel Diodes for a Sustainable Adoption of E-Learning Systems	Studies in Systems Decision and Control	Book Chapter	2024

Impact Overview for SDG12 and Key Performance Indicators

Indicator	Impact Summary (2024–2025)	Quantitative Result
Organic Waste Reduction	Reduction in cafeteria food waste through composting and waste-segregation awareness.	35 % reduction
Recycling Management	Collection and processing of recyclable materials via campus recycling bins.	2 tons recycled
Innovation & Upcycling Projects	Student innovation prototypes focused on reusing materials and promoting circular economy.	10 prototypes developed
Research Output	Publications promoting sustainable consumption and production practices.	5 research publications

Key Performance Indicators for SDG 12

KPI	Indicator Description	2024–2025 Result	Status
KPI 1	Quantity of waste recycled and composted	2 tons	Achieved
KPI 2	Reduction in organic waste on campus	35%	Achieved
KPI 3	Number of responsible consumption events	4	Achieved
KPI 4	Student and staff participation in campaigns	600+	Exceeded
KPI 5	Number of SDG 12-focused research publications	5	Achieved

Summary and Forward Strategy

The 2024–2025 period positioned Gulf University as a leader in fostering responsible consumption and sustainable production practices. The campus now functions as a model of circular-economy principles, demonstrating how education, policy, and community action can create lasting environmental benefits.

Strategic Priorities for 2025–2026:

- Expand the composting program to cover 100 % of campus organic waste.
- Introduce “Zero Single-Use Plastic” policy for all campus events.
- Partner with local businesses for product-life-cycle and waste-reuse initiatives.
- Launch “Sustainability in Action” micro-grants for student projects.

Through innovation, education, and community participation, Gulf University continues to champion SDG 12—creating a culture of sustainable living and responsible resource management across Bahrain and the wider region.

Compiled & Edited by:

Dr. Tanvir Hussein
Head of Accreditation and Ranking Unit

Designed by:

Ms. Shereen Murad
Head of Planning & Development Unit