



SUSTAINABILITY 2023-2024

COMMUNICATION ON
ENGAGEMENT (COE)





1 NO POVERTY

RESEARCH TOWARD NO POVERTY

In the past two years, there have been a few notable publications related to SDG 1 from the University of Balamand. El-Chaarani et al. (2024) examined the factors affecting the adoption of cryptocurrencies for financial transactions, highlighting how these digital currencies can enhance financial inclusion and provide alternative financial solutions for the unbanked and underbanked, thereby contributing to poverty reduction. Hatoum and Barraj (2023) investigated changes in travel behavior during an economic crisis in the Greater Beirut Area, shedding light on how economic instability affects mobility and access to essential services, which are crucial for alleviating poverty. Koussa (2023) analyzed the political and economic transitions in Egypt since 2011, offering insights into how democratic reforms and economic policies can impact poverty reduction efforts. These studies collectively provide valuable perspectives on financial inclusion, economic resilience, and governance, all essential for achieving SDG 1.

1. El-Chaarani, H., El-Abiad, Z., El Nemar, S., & Sakka, G. (2024). **Factors affecting the adoption of cryptocurrencies for financial transactions.** EuroMed Journal of Business. Open access.
2. Hatoum, A.A., & Barraj, F. (2023). **Investigating the changes in travel behaviour during an economic crisis in a developing country: A case study of the Greater Beirut Area, Lebanon.** Transportation Research Interdisciplinary Perspectives.
3. Koussa, Z. (2023). **Revolution, Change, and Democratic Transition in Egypt Since 2011: A Critical Political Economy Approach.** Contemporary Review of the Middle East.

HUMANITARIAN INITIATIVES AND FUNDRAISERS

Several initiatives led by different clubs across various campuses have successfully fundraised for humanitarian causes.

Examples include Christmas bake sales, donation drives, blood drives, and clothing reuse programs.

In addition, students have spent days with underprivileged groups, such as children with disabilities, autistic kids, and orphans. Other initiatives include the rehabilitation of destroyed houses and tree planting projects. These efforts reflect a strong commitment to social responsibility and sustainability



Activity Title	Club Name
Christmas bake sale	Medical Students Society
Christmas Village	All Clubs
Donation Drive	lemsic
Donation Drive	Eco
Valentines Day Medical Fundraiser	Medical Students Society
Fundraising: Business Connections movie night	Business Connections
Orphanage Visit	Business Connections

A HEARTWARMING FUNDRAISER

The UOB Business Connections Club exemplified the spirit of community service and bringing joy to children through their recent initiative. With a goal to support the SOS Children's Village in Lebanon, the club organized a Standup Comedy Night, and successfully raising a record-breaking amount of funds. This event not only highlighted the club's dedication to social responsibility but also underscored their ability to mobilize resources for meaningful causes. Following the event, members of the club visited the SOS Children's Village, spending a day filled with activities and creating memorable experiences for the children. This initiative aligns with our university's commitment to fostering social and economic inclusion, supporting underprivileged communities, and promoting the wellbeing of children.



FLOUCA SYSTEM STARTUP

Flouca is an internet-driven system, developed by the IOE to monitor fisheries in North Lebanon by collecting catch and effort data to enhance livelihoods and reduce vulnerability for fishers. Users can begin by selecting their preferred language from the three options: Arabic, English and French. Public access provides data summaries and general information about the system's methodology and operations.

