



Grand Asian University, Sialkot

COMMUNITY ENGAGEMENT AND OUTREACH POLICY

Sustainable Development Goals 2030



SDG 11

Sustainable Cities and Communities

GAUS/Reg/CEOP/2025

Version 1.0

22 - Apr - 2021

Every 3 Years



1. PURPOSE

Grand Asian University Sialkot (GAUS) recognizes its responsibility to contribute beyond the boundaries of the campus by supporting sustainable development, environmental stewardship, social well-being, and community resilience. This Policy establishes a structured framework for community engagement, sustainability outreach, public awareness, stakeholder collaboration, volunteerism, and knowledge transfer activities that contribute to local, regional, national, and global sustainable development goals.

2. SCOPE

This Policy applies to:

- All academic faculties and departments.
- Administrative units and support offices.
- Environmental Club and student organizations.
- Faculty members, researchers, staff, and students.
- Community outreach projects and service-learning activities.
- Sustainability awareness campaigns and public education programs.
- Government agencies, NGOs, schools, industries, and community partners collaborating with the University.

3. POLICY STATEMENT

GAUS is committed to fostering meaningful partnerships and engagement with communities through education, research, innovation, volunteerism, and sustainability-focused initiatives that generate measurable social, environmental, and economic benefits.

The University shall integrate community engagement into teaching, research, student development, institutional sustainability programs, and strategic planning processes.

4. OBJECTIVES

The objectives of this Policy are to:

- Promote sustainability awareness among external stakeholders.
- Support community-based solutions to environmental and social challenges.
- Strengthen university-community partnerships.
- Encourage student participation in service-learning and volunteer activities.
- Transfer scientific knowledge and innovation to society.
- Enhance environmental literacy and public awareness.
- Support climate resilience and sustainable development at community level.

5. GUIDING PRINCIPLES



Community engagement activities shall be guided by:

- Sustainability
- Inclusiveness
- Equity
- Public participation
- Knowledge sharing
- Evidence-based practice
- Environmental responsibility
- Community empowerment
- Mutual benefit
- Continuous improvement

6. INSTITUTIONAL COMMITMENTS

GAUS shall:

6.1 Sustainability Awareness and Education

- Conduct environmental awareness campaigns.
- Organize SDG awareness activities.
- Promote climate literacy programs.
- Deliver sustainability education sessions in schools and communities.
- Facilitate public lectures, seminars, workshops, and awareness events.

6.2 Community Service and Volunteerism

- Encourage student volunteer participation.
- Support sustainability-focused community service projects.
- Integrate service-learning opportunities within academic programs.
- Promote civic responsibility and environmental stewardship.

6.3 Strategic Partnerships

- Collaborate with government agencies.
- Engage with local communities and educational institutions.
- Partner with NGOs and civil society organizations.
- Develop sustainability-focused partnerships with industry.
- Participate in regional and national sustainability initiatives.

6.4 Environmental Outreach Programs

The University shall actively support outreach initiatives addressing:

- Water conservation and water security
- Climate change awareness
- Waste reduction and recycling
- Sustainable transportation
- Biodiversity conservation



- Public health and environmental health
- Sustainable consumption and production
- Disaster preparedness and resilience

6.5 Knowledge Transfer and Capacity Building

GAUS shall:

- Share research findings with communities.
- Promote practical sustainability solutions.
- Provide technical guidance and awareness resources.
- Facilitate community-based training programs.
- Support sustainability innovation and entrepreneurship.

7. PRIORITY COMMUNITY ENGAGEMENT AREAS

The University shall prioritize outreach programs in:

A. Water Sustainability

- Water conservation campaigns
- Water quality awareness
- Community water testing programs
- Water security education

B. Climate Action

- Climate awareness campaigns
- Carbon reduction awareness
- Climate adaptation education
- Environmental resilience initiatives

C. Waste Management

- Recycling awareness
- Plastic reduction campaigns
- Responsible consumption initiatives
- Circular economy awareness

D. Biodiversity and Green Development

- Plantation drives
- Biodiversity conservation programs
- Ecosystem restoration activities
- Community greening initiatives

E. Health and Well-Being



- Environmental health awareness
- Nutrition education
- Public health outreach
- Healthy lifestyle promotion

8. STUDENT ENGAGEMENT FRAMEWORK

Students shall be encouraged to participate in:

- Sustainability volunteer programs
- Community outreach projects
- Environmental awareness campaigns
- School engagement activities
- Plantation drives
- Water conservation initiatives
- Climate action programs
- Sustainability leadership activities

Participation may be recognized through institutional certificates, awards, leadership opportunities, and extracurricular engagement records.

9. KEY PERFORMANCE INDICATORS (KPIs)

GAUS shall monitor the following indicators annually:

KPI	Baseline 2026	Target 2030
Sustainability Outreach Activities	15+	30+ annually
Community Service Projects	12+	25+ annually
Sustainability Awareness Campaigns	20+	40+ annually
Student Volunteers Engaged	500+	1,200+ annually
Beneficiaries Reached	5,000+	15,000+ annually
Partner Organizations	10+	25+
School Outreach Programs	8+	20+ annually
Sustainability Partnerships	12+	30+

10. IMPLEMENTATION RESPONSIBILITIES

Vice Chancellor

- Provide strategic direction and institutional support.

Sustainability Steering Committee

- Review outreach performance and partnerships.

Sustainability Coordination Committee



- Coordinate sustainability outreach activities.
- Maintain engagement records and impact documentation.

Academic Departments

- Participate in community engagement initiatives.
- Promote service-learning opportunities.

Environmental Club

- Lead student participation and sustainability campaigns.
- Support volunteer mobilization and awareness programs.

ORIC and DASR

- Facilitate research-based outreach and knowledge transfer initiatives.

Professional Development Center (GAUS-PDC)

- Conduct professional training courses for local school teachers and industry partners on social and emotional development every month.

11. MONITORING AND REPORTING

The University shall:

- Maintain a Community Engagement Register.
- Document outreach activities and participant records.
- Record beneficiary reach and project impacts.
- Monitor annual performance against established KPIs.
- Publish outreach achievements through sustainability reports.
- Maintain evidence repositories supporting sustainability rankings and reporting frameworks.

12. CONTRIBUTION TO SUSTAINABLE DEVELOPMENT GOALS (SDGs)

This Policy directly contributes to:

- SDG 3 – Good Health and Well-Being
- SDG 4 – Quality Education
- SDG 6 – Clean Water and Sanitation
- SDG 11 – Sustainable Cities and Communities
- SDG 12 – Responsible Consumption and Production
- SDG 13 – Climate Action
- SDG 15 – Life on Land
- SDG 17 – Partnerships for the Goals

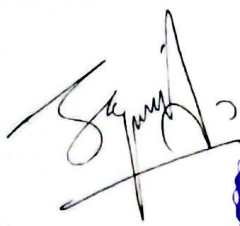


13. REVIEW AND REVISION

This Policy shall be reviewed every three (03) years or earlier if required due to:

- Institutional strategic priorities
- Sustainability reporting requirements
- Regulatory changes
- Stakeholder recommendations
- Continuous improvement initiatives

14. APPROVAL AUTHORITY

Prepared & Reviewed by: Registrar	Approved by: Pro – Vice Chancellor
 Dr. Saqib Anwar Siddiqui	