University : Al-Mustaqbal University (formerly name: Al-Mustaqbal University College)

Country : Iraq

Web Address : https://uomus.edu.iq/Home/IndexEn

6.5.3: Off-campus water conservation support Year: 2025: Support practical water conservation off campus

Link to the public evidence:

https://sustainability.uomus.edu.iq/SDG_Hub/Goals/6

1. **Al-Mustaqbal University Launches an Initiative to Provide Clean Drinking Water to Rural Schools in Babylon**
   Link: https://uomus.edu.iq/Department/Details/67267

Under the patronage of the President of Al-Mustaqbal University, Professor Dr. Hassan Shaker Majdi, the Department of Business Administration has launched a humanitarian initiative as part of the "Sustainable Development Ambassadors" campaign, aimed at providing clean drinking water to rural schools in Babylon Governorate.

Key activities of the initiative include:

- Distributing water coolers to several rural schools to ensure students have access to safe drinking water.

- Raising awareness about the importance of clean water and its role in protecting public health.

- Promoting a culture of water conservation and responsible consumption.

- Supporting the school environment and improving health conditions for students.

Relevant Sustainable Development Goals (SDGs):

- Goal 6: Clean Water and Sanitation.

- Goal 3: Good Health and Well-being.

- Goal 4: Quality Education.

This initiative is part of Al-Mustaqbal University's efforts to strengthen its social responsibility, address the needs of rural schools, and contribute to fostering a healthy and safe educational environment.



2. An Awareness Campaign for Water Conservation Using Artificial Intelligence

Link: https://uomus.edu.iq/Department/Details/66717

As part of its efforts to promote environmental sustainability, the College of Computer Technology Engineering at Al-Mustaqbal University—under the supervision of Dr. Mohammed Hassan Alwan—has organized an awareness campaign aimed at promoting water conservation in households through the use of artificial intelligence (AI) technologies.

Key aspects of the campaign include:

- Analyzing water consumption patterns to identify when and where waste occurs.

- Developing intelligent recommendations to help users reduce their daily water consumption.

- Integrating artificial intelligence into smart home systems to enhance water-use efficiency.

- Raising community awareness regarding sustainable behaviors and water conservation.

The initiative highlights the role of artificial intelligence and machine learning in creating innovative solutions that curb water waste, protect natural resources, and foster environmental sustainability.

Relevant Sustainable Development Goals (SDGs):

- Goal 6: Clean Water and Sanitation.

- Goal 12: Responsible Consumption and Production.

- Goal 13: Climate Action.

This campaign aligns with Al-Mustaqbal University's commitment to supporting scientific research, technical innovation, and the application of modern technology to address environmental challenges.





3. Al-Mustaqbal University Participates in the National Campaign to Remove Water Hyacinth in Support of Water Resource Protection

Link: https://uomus.edu.iq/College/Details/116429

Under the guidance of the President of Al-Mustaqbal University, Prof. Dr. Hassan Shakir Majdi, the university—represented by the Diwan Affairs Department and the Sustainable Development Division—participated in a national campaign to remove the invasive water hyacinth plant from the Euphrates River. The initiative involved university students and "Sustainability Ambassadors," alongside various government agencies, civil society organizations, and volunteer groups.

Key activities and contributions by the university included:

- Active participation in the removal of water hyacinth from the Euphrates River.

- Engaging students and Sustainability Ambassadors in environmental volunteer work.

- Implementing awareness-raising activities to promote a culture of river and water resource conservation.

- Fostering collaboration between academic institutions, government bodies, and civil society to address environmental challenges.

The campaign aims to curb the spread of water hyacinth, which obstructs water flow in rivers and irrigation canals, impairs the efficiency of drinking water treatment plants, and consumes significant quantities of water.

Relevant Sustainable Development Goals (SDGs):

- Goal 6: Clean Water and Sanitation.

- Goal 13: Climate Action.

- Goal 15: Life on Land.

- Goal 17: Partnerships for the Goals.

This participation reflects Al-Mustaqbal University's commitment to translating academic awareness into field-based initiatives that serve the community, protect the environment, safeguard water resources, and foster a culture of responsibility and volunteerism.



4. Al-Mustaqbal University continues its efforts to achieve food security and nutrition by practically Implementing smart farming techniques to reduce water consumption.

Links: https://uomus.edu.iq/College/Details/67481



Photos showcasing the university's conducted campaigns (off campus) related to water conservation field

Through the achievement of Sustainable Development Goals, Al-Mustaqbal University continues its agricultural and developmental program focused on applying sustainable agricultural development concepts and implementing them within the Iraqi agricultural sector. This is done by establishing a practical plan to overcome obstacles and subsequently improve the agricultural sector in Babil and Iraq as a whole. From an environmental perspective, the project contributes to biodiversity conservation, combating desertification, and increasing the area of agricultural land. Socially, it plays a role in achieving food security, eradicating poverty, and providing job opportunities. The agricultural sector plays a vital and active role in achieving comprehensive sustainable economic development by supplying essential food products to meet local demand and contributing to foreign trade by exporting surplus agricultural produce. In alignment with the Sustainable Development Goals, **particularly Goal 2: Zero Hunger, Goal 6: Clean water and Sanitation, and Goal 12: Responsible Consumption and Production**, the project promotes greenhouse farming, supports organic agriculture, and eliminates harmful chemical and pesticide usage by cultivating crops such as cherry tomatoes, peppers, strawberries, cucumbers, and others.