BMC

كلية الترحي الطبية
BATTERJEE MEDICAL COLLEGE

# SUSTAINABLE DEVELOPMENT GOAL 14 (LIFE BELOW WATER)

2025 - 2026 **REPORT**



## MEDICAL EDUCATION AND LIFE STYLE

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# SUSTAINABLE DEVELOPMENT GOALS

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# Batterjee Medical College's **Commitment to the Sustainable Development Goals**

# Life Below Water

Strategically located in the coastal district of North Obhur, Jeddah, along the shores of the Red Sea, Batterjee Medical College recognizes its direct geographic responsibility to protect marine and coastal ecosystems. During the 2025, BMC expanded its marine conservation and coastal sustainability framework by integrating coastal community service, regenerative Red Sea tourism education, chemical and plastic runoff prevention, and sustainable coastal operations across its campuses.

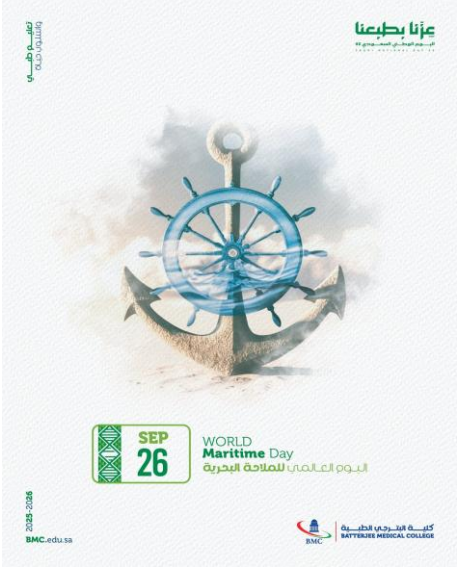
**Coastal Community Stewardship and Red Sea Field Engagement**

BMC actively mobilizes its student body and institutional partnerships to serve and protect Jeddah's coastal zones and support the Kingdom's regenerative Red Sea initiatives:




- **Jeddah Corniche Field Volunteering with the Saudi Red Crescent Authority:** From November 20 to 26, 2025, BMC students conducted a week-long field volunteering campaign at the **Jeddah Corniche** in collaboration with the **Saudi Red Crescent Authority**. Providing direct first aid and public health support along Jeddah's primary marine waterfront, this initiative reinforced civic responsibility and active stewardship of public coastal spaces.




- **Academic and Capacity-Building Integration with Red Sea Global:** BMC extends its educational mission directly to students at the **Red Sea Global** campus—one of the world's most ambitious regenerative coastal and marine tourism developments. On November 4, 2025, Red Sea Global students participated in a hands-on **First Aid and Emergency Response Workshop**, mastering CPR and emergency management to ensure safety across coastal operations. Furthermore, on November 11, 2025, Red Sea Global students joined BMC's cross-campus **Time Management & Mental Well-Being Workshop**, strengthening the human capital driving sustainable coastal development.
- **Water Safety and Aquatic Hazard Prevention:** During the college-wide **"Stronger Than Injury"** event organized by the Female Sports Club on November 28, 2025, the **BMC Swimming Club** operated a dedicated educational booth focused on marine and aquatic safety, educating the student body on safe swimming practices and drowning prevention.

**Prevention of Marine Plastic Pollution and Chemical Runoff at the Source**

Recognizing that nearly 80% of marine pollution originates from land-based activities, BMC has implemented campus-wide operational and educational measures to eliminate single-use plastics and prevent hazardous chemical runoff from entering the Red Sea watershed:

- **Chemical-Free DIY Formulation Workshops (Health & Beauty Club):** Microplastics and synthetic chemical compounds in commercial personal care products pose severe threats to coral reefs and marine life. On November 18, 2025, the Health & Beauty Club organized the interactive **DIY Skincare Workshop**, followed by the **Self-Care and Wellness Carnival**. Students were trained to formulate natural, 100% chemical-free skincare products using biodegradable home ingredients, directly reducing chemical discharge into wastewater systems and eliminating single-use plastic cosmetic containers.




- **Green Chemistry and Safe Ingredient Literacy:** On October 7, 2025, the **Chemistry Club** hosted *"The Chemistry of Beauty and Care,"* an educational lecture and live demonstration analyzing the chemical roles and environmental/health impacts of everyday product ingredients, empowering students to make eco-conscious, marine-safe consumer choices.
- **Laboratory Safety and Effluent Control:** During the **Forensic Chemistry** interactive experiments organized by the Applied Chemistry Club and the **Pharmacology and Biology Laboratory Tours** for visiting schools, BMC enforced strict laboratory safety and hazardous chemical containment protocols, ensuring zero untreated chemical effluent enters municipal water systems.
- **Coastal Packaging Waste Reduction via Consolidated Catering:** Through its corporate nutrition agreement with **Al-Izdihar & Al-Rafah Trading Co. (Zd Meals)**, BMC established a structured 20-workday meal subscription model with consolidated batch delivery to its North Obhur campus and King's Road Tower, significantly reducing single-use plastic food delivery bags and styrofoam litter in the coastal district.

**Sustainable Coastal Hospitality and Blue-Economy Education**

In alignment with Saudi Vision 2030, BMC's academic programs and Tamkeen Al-Mustamer Higher Institute (TMI) actively prepare students to lead sustainable hospitality and coastal tourism along the Red Sea:

- **International Partnerships in Coastal & Wellness Tourism:** BMC executed a three-year Memorandum of Understanding with the **Chaplin School of Hospitality and Tourism Management at Florida International University (FIU)**

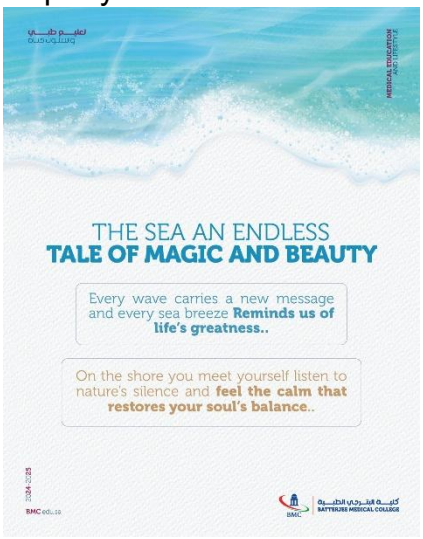
in Miami, USA, complementing its five-year MoU with the **University of Palermo, Italy**. These agreements establish joint training, collaborative research, and dual-degree exploration in Luxury Tourism, Health and Wellness Tourism, and Food and Beverage management—fields directly tied to sustainable coastal destination management.

- **Sustainable Coastal Hospitality Partnerships (Rixos Obhur Jeddah & Narcissus Resort):** BMC signed a Corporate Agreement with **Rixos Obhur Jeddah**, situated directly on the Obhur bay, alongside its corporate agreement with **Boudl Hotels & Resorts (including Narcissus and Aber)**. Moreover, on October 16, 2025, students from the **Health and Wellness Tourism Program** and the **Pharmacy Program** collaborated on a three-day health awareness campaign at the coastal **Narcissus Resort**, transforming a premier seaside leisure venue into a hub of health and lifestyle education.
- **Vision 2030 Tourism & Hospitality Forums:** Through **World Tourism Day**, the Tourism Club's session on **The Tourism Industry and its Future in Saudi Arabia**, **Celebrating World Hospitality Day**, and the **BMC WELLNEX Forum**, students explored the environmental and operational standards of Saudi Arabia's mega coastal tourism projects.

**Experiential Marine Appreciation and Cultural Connection to the Sea**

BMC utilizes the Red Sea as a living classroom to support student well-being, artistic expression, and ecological mindfulness:

- **Red Sea Yacht Mindfulness & Mosaic Workshop:** The Student Development and Student Welfare Units organized a **Recreational Yacht Trip** on the Red Sea featuring a Mosaic Art Workshop and a guided meditation session titled *"How to Understand Your Emotions,"* connecting marine tranquility with emotional well-being.
- **SOL Beach Coastal Decompression Trip:** On December 4, 2025, the Student Development Unit organized a student excursion to **SOL Beach** on the Red Sea coast, promoting responsible outdoor recreation and appreciation of Jeddah's marine environment.
- **Marine-Themed Scientific Storytelling ("A Sight to Sea"):** The **Drama Club** presented *"A Sight to Sea,"* an innovative sea-themed educational play that utilized maritime storytelling to simplify complex neuro-ophthalmology concepts.



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