PHOENICIA UNIVERSITY

Period covered by this Communication on Engagement
From: January 2019 to: January 2021

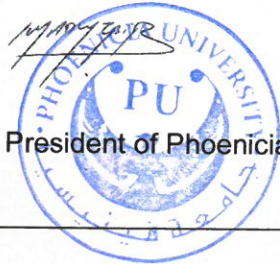## Part I. Statement of Continued Support by the Chief Executive or Equivalent

December 12, 2022
To our Stakeholders:

I am pleased to confirm that Phoenicia University reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labor, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

Imad Zbib; PhD

President of Phoenicia University

Part II. Description of Actions

Please use the box below to describe the actions your organization has taken in support of the Global Compact. It is strongly recommended that the actions taken are related to one or more of the specific activities suggested. Please refer to the complete list of suggested activities for your type of organization found here.

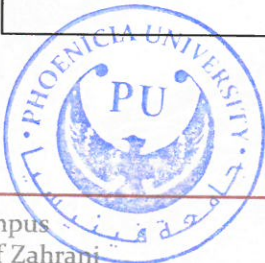### 1. Phoenicia University's Incubator (PUI)

In a highly competitive, global, and rapidly changing world and market, PU launched the first start-up incubator in the South of Lebanon: Phoenicia University Incubator – PUI. PUI is an intellectual business-driven avenue to develop and prompt new approaches to innovation and entrepreneurship. Such a charitable initiative fosters an environment that helps turn inventive ideas into a promising reality. The incubator's vibrant environment inspires creativity and prompts the sustainable growth of unique ideas by transforming them into successful startups. The Incubator seeks to support the development of youth - initiated start-ups. As only very few universities in Lebanon offer such an opportunity, the PU Start Up Incubator will ensure that participants are provided with the appropriate guidance and the professional expertise.

Services:

- Business Support and Mentoring;
- Workshops, Events and Competitions;
- Funding Advice and Counseling;
- Brand Building;
- Job Opportunities within our network;
- Access to knowledge;
- Office Spaces and Facilities;
- Connectivity and Networking.

Selection Criteria

- Innovation: How is the solution to a problem different from current solutions;
- Talent: Strong applicants exhibit characteristics of leadership: vision, intelligence, resilience, and follow-through;
- Impact: How impactful the core product or service is, and how scalable is the model to spread this impact;
- Problem/ Solution: Strong applications effectively and narrowly define a pain point and outline a solution that addresses the pain point;
- Execution: Successful applicants have a vision and also pay careful attention to details;
- Team Compatibility: The power of a team is the fact that individuals bring their respective skills to the collective;
- Women Empowerment: Supporting projects related to Gender Equality by giving women the support and guidance;
- Environmental Friendliness: Assuring that the project is environmentally friendlily.

2. Phoenicia University's Center of Continuing Education (CCE)

In a rapidly changing world and market, the CCE supports organizations in their continuous effort to meet challenges and maintain a work environment, where human capital, sustainable growth, and knowledge transfer are optimized through our world class curriculum delivered within a common development platform.

The CCE crafts programs tailored to your company's specific objectives, goals, and needs. Through a collaborative partnership, we create short courses, professional development sessions, and aim-oriented workshops that are customized to your company's own settings and context, where the training program starts with a Training Need Assessment (TNA) to inform a well-designed and aligned education process and concludes with individual and institutional comprehensive assessment reports.

PU has so far attracted a pool of highly qualified consultants, trainers and practitioners who are available to work with your organization towards building and sustaining a repertoire of best practice. Our trainers:

- Hold high academic qualifications and certifications from world-renowned institutions;
- Have years of experience in training and exemplifying best practice at national, regional, and international levels;
- Are good listeners as much as they are good teachers, taking on board all your concerns, suggestions, and feedback;
- Are highly experienced, motivating the trainees towards self-directed learning so that their lifelong learning journey starts once our program concludes.

The CCE provides organizations, teams, and individuals with the effective means to develop new capabilities, improve current performance, and acquire lifelong learning and self-directed learning skills for more effective and efficient practice.
Various learning and teaching methods are utilized to engage learners, including:

- Lecture-based learning;
- Problem-based learning;
- Team-based learning;
- Project-based learning;
- Small-group-based learning;
- Reflection-based learning (including storytelling);
- Inquiry-based learning (including completing research tasks).

Similar to the learning and teaching methods, our assessment methods are diversified, covering:

- Formative assessment (including diagnostic testing);
- Summative assessment;
- Individual presentations;
- Group presentations;
- Portfolios;
- Reflective assessment;
- Learning logs;

- Research-based tasks.

CCE Program Objectives Aligned with Business Objectives

- Identify Gaps and Opportunities: We collaborate with senior leaders to understand the situation as it stands from an internal lens before utilizing our external lens. We can also perform a competency assessment on your target group to pinpoint the issues and gaps within your organization in order to draft a program to address those specific needs.
- Build a Custom Curriculum: CCE faculty and staff work with key personnel in your organization to craft a proposal for a curriculum that works to solve specific issues or achieve identifiable objectives.
- Collaborate as Partners: Collaboration continues after the initial development of the proposed curriculum to fine-tune the best possible program for your organization.
- Follow up on Results: Post-program assessments ensure that a high impact was made through the custom program curriculum. By examining the results of the program, we measure the lasting effect of lessons learned and how they are being applied.

3. **Women Empowerment Club**

In reflection of its core values and commitment to "Justice, Equity, Diversity, and Inclusion" (JEDI) and informed by its strong belief that societies and economies cannot develop and advance without empowered women, PU has decided to establish the "Women Empowerment Club", standing by women in their fight for equity, equality, justice, and inclusion. The main objectives of the "Women Empowerment Club" are to support initiatives, topics, events, and programs around key topics in the area of women's rights; promote an inclusive and safe environment for Lebanese women; and lead by example to combat stereotypes, attitudes, and behaviors that would hinder Lebanese women empowerment. A few topics in this area may spark debates and controversy that do not have unanimous approval; nonetheless, our role as a University is to grant and foster a safe environment for constructive conversations that are focused on the advancement of society as a whole. While the club's core mission is to primarily empower women, everyone, men and women, should equally bear the responsibility of enabling such social and cultural advancement.

4. **Water Quality Testing**

Lebanon is currently dealing with a major crisis, which is water contamination, especially after the Cholera outbreak. The water-quality testing service at PU is intended to be an effective method for tackling water contamination challenges. The service is performed by PU's Civil and Environmental Department in collaboration with PU's Laboratories Department to examine the bacteriological parameters of water such as Cholera, Fecal Coliform and Total Coliform. The main objective of the service is to assist the private sector in applying the evidence achieved from the testing, to improve the sector's well-being. Additionally, it helps initiate efficient responses to water quality contaminants.

5. **Accessible and Inclusive Education: Differently-Abled Students**

PU firmly believes that no student should be excluded from participation, denied the benefits of, or otherwise be subjected to discrimination in any university program or activity. In line

with such belief, the university is committed to ensuring that differently-abled students have equal access to the offered educational opportunities, experiences, and activities. PU campus is equipped with all the needed facilities for a comprehensive access such as wheelchair access ramps and specially-customized tables in the classrooms.

6. Peer Support Program

PU has initiated the peer support program (PSP) in order to create a collaborative and student-centered learning and teaching environment. The program is run by student mentors who dedicate few hours per week to help their peers, mentees, in a range of subjects, including freshman mathematics, calculus, chemistry, physics, and English listening and speaking capabilities across intensive levels. The aim of the program goes beyond focusing on content to develop a range of generic skills for both mentors and mentees and boost their self-confidence.
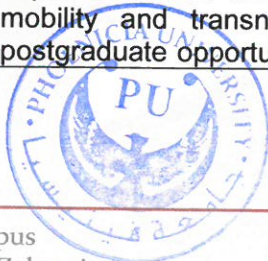
7. Clubs and Societies

PU students are able to join a wide variety of clubs and societies based on their interests. Such clubs and societies support students with their community building skills and in cultivating campus life. Clubs and societies are administered by students with the help of a faculty adviser. Below are some examples of clubs and societies that students can join:

- Astronomy Club
- Hult Prize Club
- Community Service Club
- Drama Club
- Events Mania –PU Events Club
- PAW – Phoenicia Animal Welfare
- Robotics Club
- Sarde Book Club
- SymPhoenicia – Music Club
- TEDxPhoeniciaU Club

8. Global Outreach and International Affairs Office

As an internationalized and a globally connected higher education institute, PU is committed towards internationalizing the curriculum, internationalizing students' experiences, and prompting their global citizenship. The Global Outreach and International Affairs (GOIA) Office contributes towards such a commitment through building, strengthening, and sustaining international relationships with higher education institutes across the globe. Such international relationships and agreements are of immense benefit to our PU community: students, faculty, and staff. The GOIA Office oversees internationalization transactions and agreements, ensuring that the PU community and partner universities are fully supported with their queries and requests. The office helps PU students internationalize their experiences and develop their global citizenship capabilities through supporting student mobility and transnational education: exchange programs, summer sessions, and postgraduate opportunities abroad. Additionally, the office closely works with the colleges

to support them in internationalizing their curricula and identifying international opportunities for collaboration and research worldwide.

Part III. Measurement of Outcomes

- Making education accessible to a wider audience,
- Supporting non-discrimination and promotion of gender equality, by creating equal opportunities and reducing the gender gap in the labor force;
- Creating strategic connections and international partnerships and affiliations;
- Contributing to innovation in the Lebanese market;
- Creating jobs for the local community;
- Implementing a national strategy to support SMEs in rural areas;
- Connecting different pools of experts in the ecosystem by enhancing links between universities, research institutions and the business community;
- Economic Diversification;
- Equipping current employees with up-to-date knowledge and in-demand skills,
- Supporting organizations in their Research and Development (R&D), human resourcing, and sustainable growth tasks.