



## Strengthen the Means of Implementation and Revitalize the Global Partnership for Sustainable Development

### 17.4.3

#### Education for SDGs in the wider community

MIU extends its commitment to SDG-focused education beyond the university by creating platforms that engage the wider community in sustainability learning and innovation. Through its [fourth international MIUCC conference](#), the university facilitated broad public dialogue on emerging computing technologies and their potential applications in achieving the Sustainable Development Goals. The event served not only as an academic forum but also as a community outreach platform, enabling students, researchers, industry professionals, and external partners to explore how digital transformation, artificial intelligence, and sustainable computing can contribute to solving real-world challenges.



In support of education in the wider community, the Community Service Committee at the Faculty of Al-Asun and Mass Communication visited [Mustafa Asaker Mosque Charity House for girls](#). During the visit, two workshops were organized. The first workshop introduced e-marketing, offering practical guidance on creating, designing, and managing Facebook advertising campaigns. The second workshop focused on common nutritional and health terms used in daily life, presented in both English and Arabic.





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MIU Faculty of Business Administration organized a [trip to Karamous village in Sharkia](#), where Dr. Maha Fikry, Assistant Professor of Marketing, along with three student volunteers, conducted a training session for papyrus workshop owners and workers. The session covered marketing principles, effective papyrus marketing techniques to boost sales, and highlighted their unique competitive advantage as the world's sole producers of papyrus.

