

SDG 6



Indicator

6.5.3

Off-Campus Water Conservation Support

Misr international University (MIU) has a commitment to water sustainability, specifically highlighting efforts that extend beyond campus operations into the wider community. Through the Faculty of Al-Asun and Mass Media, the university has utilized academic rigor to assess and influence public behavior regarding water conservation. The following evidence demonstrates the University's active engagement with the Egyptian public regarding water rationalization.

The university supports water conservation off-campus in the following ways:

Mechanism	Description of Support
Data Generation	The university is generating empirical data on how the <i>public</i> (not just students) views water consumption.
Policy Relevance	The master's thesis compares media effectiveness, offering insights that can guide national advertising campaigns for water security.
Public Discourse	By conducting surveys and defending theses on this topic, the university keeps the conversation about "Water Rationalization" active in the public sphere.

<p>Community Outreach via Undergraduate Fieldwork</p>	<p><i>Context: Integrating community surveying into curriculum.</i></p> <p>As part of the practical requirements for the "Introduction to Research Methods" course, undergraduate students from the Media Department engaged directly with the local community.</p> <ul style="list-style-type: none"> • The Activity: Students distributed public opinion surveys to a diverse sample of Egyptian citizens. • The Focus: The surveys were designed to gauge "Egyptians' attitudes toward water consumption." • Off-Campus Impact: By taking these surveys outside the classroom and into the general population, the university achieved two goals: gathering data on real-world public behavior and subtly raising awareness among respondents regarding the urgency of water issues. <p>https://www.miuegypt.edu.eg/mass-communication-students-visit-verynile-to-raise-environmental-awareness/</p> <p>https://www.miuegypt.edu.eg/als-mcm-visits-fatma-al-zahraa-orphanage/</p>
<p>Advanced Research on Public Awareness Strategies</p>	<p><i>Context: Master's level contribution to national sustainability strategies.</i></p> <p>The Faculty of Al-Asun and Mass Media (Mass Communication Department) continues to support high-level research dedicated to solving national environmental challenges.</p> <ul style="list-style-type: none"> • The Event: A master's Thesis defense held on Thursday, June 6, 2024. • The Thesis Title: "<i>The Impact of Media Awareness Messages on Egyptians' Attitudes Towards Water Rationalization: A Comparative Study between Television and Social Media Platforms.</i>" • Off-Campus Impact: This research directly addresses how to effectively communicate water conservation to the public. By analyzing Television and social media—the two primary channels for reaching the masses—this study

provides actionable data on how to convince the Egyptian population to rationalize water use.

<https://www.miuegypt.edu.eg/ranim-fathi-anwar-azzam-masters/>