

IMU SDG PROGRESS REPORT

on **SDG-15 LIFE on LAND**



15

LIFE ON LAND

<div>1</div> <div>NO POVERTY</div> <div></div>	<div>2</div> <div>ZERO HUNGER</div> <div></div>	<div>3</div> <div>GOOD HEALTH AND WELL-BEING</div> <div></div>	<div>4</div> <div>QUALITY EDUCATION</div> <div></div>
<div>5</div> <div>GENDER EQUALITY</div> <div></div>	<div>6</div> <div>CLEAN WATER AND SANITATION</div> <div></div>	<div>7</div> <div>AFFORDABLE AND CLEAN ENERGY</div> <div></div>	<div>8</div> <div>DECENT WORK AND ECONOMIC GROWTH</div> <div></div>
<div>9</div> <div>INDUSTRY, INNOVATION AND INFRASTRUCTURE</div> <div></div>	<div>10</div> <div>REDUCED INEQUALITIES</div> <div></div>	<div>11</div> <div>SUSTAINABLE CITIES AND COMMUNITIES</div> <div></div>	<div>12</div> <div>RESPONSIBLE CONSUMPTION AND PRODUCTION</div> <div></div>
<div>13</div> <div>CLIMATE ACTION</div> <div></div>	<div>14</div> <div>LIFE BELOW WATER</div> <div></div>	<div>16</div> <div>PEACE, JUSTICE AND STRONG INSTITUTIONS</div> <div></div>	<div>17</div> <div>PARTNERSHIPS FOR THE GOALS</div> <div></div>

SDG PROGRESS REPORT

ISTANBUL MEDENIYET
UNIVERSITY

**Istanbul Medeniyet University
Sustainability Office**

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SDG Icons

<https://www.un.org/sustainabledevelopment/news/communications-material/>

Sustainable Development Report Maps

<https://dashboards.sdgindex.org/map/>

SDG Statics

<https://unstats.un.org/sdgs/report/2024/>

<https://sdgs.un.org/goals>

FOREWORD

The 17 Sustainable Development Goals adopted by the United Nations in 2015 with the mission statement “a blueprint to achieve a better and more sustainable future for all people and the world by 2030” have become guiding principles for all of us as countries, institutions, and individuals today. In this context, the new vision for universities has now shifted from the older scholastic concept of education solely oriented toward professional training to an understanding that prioritizes human and social responsibility. Therefore, universities are central to the achievement of sustainable development goals. Thus, as İstanbul Medeniyet University,

We always consider sustainable development goals in our university’s high-level strategies, organize our management and implementation processes in line with these principles, and follow up on our activities and process of sustainability through reports for continuous improvement. (OPERATIONS)

While we help our students gain professional and personal skills and qualifications, we are raising future leaders, decision-makers, entrepreneurs, teachers, and more importantly, individuals with the awareness of creating a better world through the sustainability trainings we include in our course contents. (LEARNING)

We carry out a wide range of activities and events to share our knowledge, experience, and best practices about the implementation of SDGs with our students, staff, and local community with the ultimate aim of building a more conscious society. (EVENTS)

In 2022, IMU Sustainability Office was established to assume the role to place “Sustainable Development Goals” in the center of our institutional practices, educational planning, and research activities and to lead toward the realization of these goals. IMU Sustainability Office plays a significant part in developing our institutional strategies for SDGs, planning and carrying out our related activities and reporting on our progress. In addition to its contribution to institutional development, the Office also organizes public training programs and workshops.

Our Sustainability Office has planned to create annual sustainability development goals progress reports that will include all the goals and all areas of activity of our university so that we can see our progress in achieving SDGs to create new and better strategies and the report you are reading has been issued for the year 2024 as a result of these efforts. I thank everyone who have contributed to the creation of the report and especially Res.Asst. Ayça ÇELİKBİLEK, Lect. Zehra SAVAN and Res.Asst. Furkan ERUÇAR, who have edited and published all the content for our SDG website and our reports. I hope that our efforts will inspire new ideas, actions, and collaborations to take action for a more sustainable and livable future.

Prof. Dr. Yaşar BÜLBÜL

Vice-Rector and Sustainability Office Coordinator
İstanbul Medeniyet University

The Times Higher Education Impact Rankings, which assesses the contribution of universities around the world to sustainable development goals, has been an important source of motivation for us to see our place in the world and measure our contribution with all the activities we carry out for sustainable development as a higher education institution. As Istanbul Medeniyet University, we were included in THE Impact Ranking for the first time in 2021 by applying with only 4 SDGs, while we applied with 11 SDGs for 2024, being ranked 601-800 in the global ranking. The table below shows IMU's continued rise on this ranking.

Sustainable Development Goals	THE Impact Rankings 2025	THE Impact Rankings 2024	THE Impact Rankings 2023	THE Impact Rankings 2022	THE Impact Ranking 2021
General Ranking	401-600	601-800	801-1000	1001+	1001+
SDG 1 No Poverty	801-1000	601-800	601-800	-	-
SDG 2 Zero Hunger	301-400	301-400	401-600	401+	301-400
SDG 3 Good Health and Well-being	401-600	301-400	301-400	401-600	401-600
SDG 4 Quality Education	801-1000	1001-1500	801-1000	801-1000	601-800
SDG 5 Gender Equality	1001-1500	801-1000	801-1000	-	-
SDG 8 Decent Work and Economic Growth	601-800	401-600	401-600	401-600	-
SDG 9 Industry, Innovation and Infrastructure	601-800	801-1000	601-800	601+	-
SDG 10 Reduce Inequalities	401-600	401-600	401-600	401-600	-
SDG 11 Sustainable Cities and Communities	401-600	601-800	401-600	601+	-
SDG 12 Responsible Consumption and Production	101-200	201-300	201-300	-	-
SDG 15 Life on Land	101-200	-	-	-	-
SDG 17 Partnerships for the Goals	301-400	401-600	601-800	1001+	601-800

15 LIFE ON LAND





Human life depends on the earth as much as the ocean for our sustenance and livelihoods. Plant life provides 80 percent of our human diet, and we rely on agriculture as an important economic resource and means of development. Forests account for 30 percent of the Earth’s surface, providing vital habitats for millions of species and important sources for clean air and water; as well as being crucial for combating climate change.

Today we are seeing unprecedented land degradation, and the loss of arable land at 30 to 35 times the historical rate. Drought and desertification is also on the rise each year, amounting to the loss of 12 million hectares and affects poor communities globally. Of the 8,300 animal breeds known, 8 percent are extinct and 22 percent are at risk of extinction.

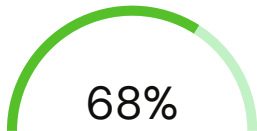
The SDGs aim to conserve and restore the use of terrestrial ecosystems such as forests, wetlands, drylands and mountains by 2020. Halting deforestation is also vital to mitigating the impact of climate change. Urgent action must be taken to reduce the loss of natural habitats and biodiversity which are part of our common heritage.

100
MILLION

hectares of healthy and productive land is degraded every year

1.6
BILLION

people depend on forests for their livelihoods



proportion of small-scale agriculture in agriculture-related deforestation

46,300
SPECIES

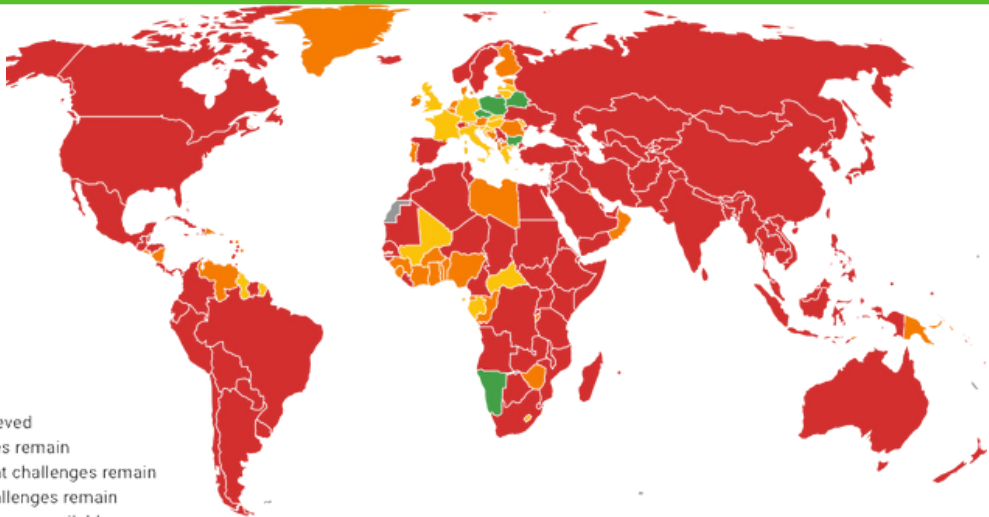
are threatened with extinction

4,000
SPECIES

of plants have been affected by illegal trade

Legend

- SDG achieved
- Challenges remain
- Significant challenges remain
- Major challenges remain
- Information unavailable



101-
200

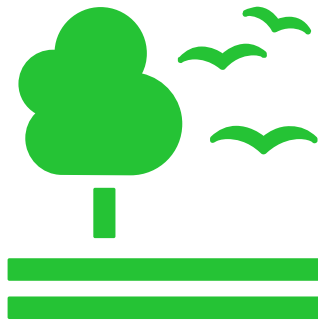
"Life on Land" category
2025 ranking



educational programmes on
ecosystems and biodiversity



policy and licence on
hazardous waste disposal



1,415

CLOTH BAGS

distributed to staff members to
reduce the use plastic bags

”

20,467

KG

of plastic production from
cafeterias was prevented in 2024

”



”

100+

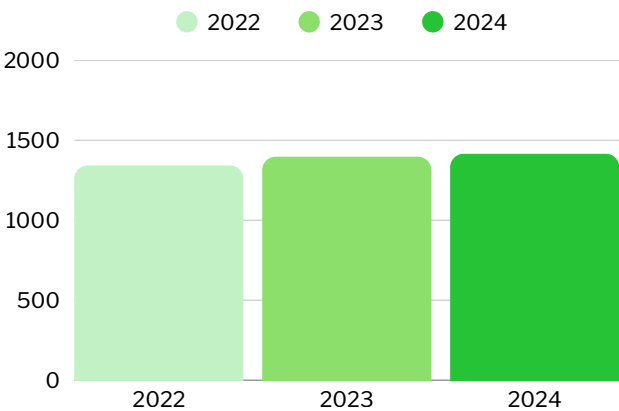
TREES

planted in IMU campuses
in 2024

”



Cloth Bags Distributed to Staff



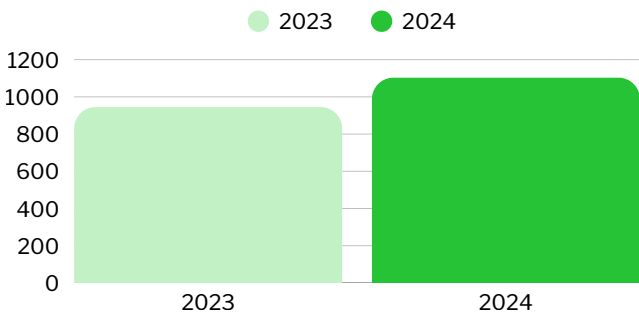
IMU distributes cloth bags to staff to reduce the amount of single-use plastic bags that our staff will use in a year.

The number of distributed cloth bags increased from 1397 (2023) to 1415 in 2024.

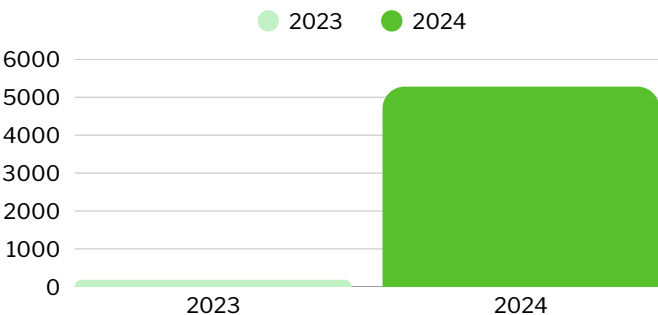
Plastic waste prevention increased from 1,725kg (2023) to 1,747kg and greenhouse gas production prevention increased from 7,078kg (2023) to 7,169kg with this application.

IMU continues its collaborations on shared land ecosystems with the local community. During the 2024 BioBlitz activities, the **number of species observed and recorded in BioBlitzIMU studies increased by 16.7%** compared to previous years, demonstrating continued progress in biodiversity monitoring and citizen engagement.

Number of Recorded Species



Greenhouse Gas Emission Prevented Through Plastic Waste Reduction Policy (kg)



As part of our Plastic Waste Reduction Policy, during Plastic-Free July events, IMU contributed to preventing 190 kg of greenhouse gas emissions in 2023. Thanks to the ongoing implementation of these policies and continuous awareness-raising efforts, there has been significant progress, the amount of **prevented emissions increased to 5,279 kg in 2024.**

OPERATIONS

Supporting Land Ecosystems through Actions

Sustainable Use, Conservation and Restoration of Land

Istanbul Medeniyet University is a young university with ongoing development works in its campuses. During all its land arrangements and construction work carried out as part of its development process, IMU attaches particular importance to the sustainable use of land. Furthermore, for completed construction works, restoration and vegetation applications are performed in the land to ensure the sustainability of life on land.

In this context, in 2024, over 100 trees were planted in IMU campuses both to achieve sustainability of the life on land and biodiversity in the land associated with the university and to neutralize carbon emissions.

“ **100+**
TREES
planted in IMU campuses
in 2024 ”




IMU Campus Afforestation Operations

Land Sensitive Waste Disposal

Water Discharge Guidelines and Standards

In IMU, we have **oil filters** installed in the dishwashing sites in our campus kitchen and other facilities to prevent the oily wastewater from polluting the discharged water and the service provider is also responsible for regularly cleaning these filters and delivering the oil waste collected to ISTAC Inc., an affiliation of Istanbul Metropolitan Municipality that is in charge of waste management. ISTAC Inc. then converts the collected waste oil into renewable energy sources such as biodiesel and biogas.

Wastewater from campus use is collected by the wastewater network and dispatched to the treatment facilities of Istanbul Water and Sewerage Administration (İSKİ), which is in charge of **treating wastewater** using various systems from preliminary treatment to advanced biological treatment. So, wastewater is eliminated without environmental damage and water resources, Istanbul Strait, and the Marmara Sea are protected from the threat of wastewater.

As IMU, we are developing projects for waters within our campus area that we can reuse after treatment. In 2021, the **“Greywater Recovery Project”** was initiated. With this project, a system was designed that allows reusing the sink water in the restrooms for toilet flushing to reduce water consumption in our campuses. Designed system was implemented in the toilets in the North campus Block B Classroom Building in 2022.

OPERATIONS

Policy on Plastic Waste Reduction

As an institution, we adhere to the provisions of the [Zero Waste Regulation](#) for minimization of plastic use and disposable items and reduction of waste in general in line with the sustainable development goals. Thus, issues such as reducing the generation of waste and chiefly of plastic, which greatly damages aquatic, terrestrial, and aerial ecosystems, and recycling plastic waste form an integral part of our university's vision.

In this context, we removed the waste bins from the university's indoor areas and started to collect and sort recyclable waste and chiefly plastic waste in six categories. Plastics that are thus saved from becoming garbage are delivered to the relevant municipal authorities for recycling.



Recyclable Waste Boxes

Istanbul Medeniyet University primarily follows a policy of reducing consumption to reduce waste. Therefore, certain strategies have been implemented to gradually **reduce single-use plastics** in the campus areas.

For instance, our contract with the catering service provider for our lunch services contains a clause on serving meals in chinaware and using metal cutlery. Thanks to such practices, we prevent the use of single-use plastics in eating utensils and thereby 20,467kg plastic waste generation in all our campus areas.

20,467
KG

of plastic production from
cafeterias was prevented in 2024



Lunch-related Waste Minimisation Policies

OPERATIONS

Istanbul Medeniyet University carries out practices that will contribute to the plastic reduction targets throughout Turkey. For example, in order to contribute to the goal of the Packaging Waste Control Regulation of 2017, which aims to reduce the annual use of plastic bags per capita to no more than 40, cloth bags are distributed to our staff members every year to be used as an alternative to plastic bags.

In 2024, a total of 1,415 cloth bags were distributed to our staff.

“ **1,415** CLOTH BAGS distributed to staff members to reduce the use plastic bags ”



IMU Cloth Bags that are Distributed to Staff

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10

OPERATIONS

Sustainably Farmed Food on Campus

IMU has policies to ensure that food on campus is sustainably farmed. Food services are being put out to tender at IMU and with the “**Canteen Specifications**” and “**Technical Specifications for the Procurement of Catering, Production, Distribution and Service Services Including Materials**”, IMU stipulates that all foods to be served within the campus areas must be subject to certain quality standards such as TSE and Turkish Food Codex. These standards restrict the use of chemical products such as pesticides in vegetable production and animal food production. In addition, the fresh produce and new crop conditions in the specifications require that the food supplied must be sourced from the region and its hinterland.

IMU has stipulated the standards in the catering services offered in the campus areas since the first day of its establishment. The standards in the catering services offered in IMU campus areas are updated and renewed in the contracts made every year. These specifications and requirements were last published in 2024.

Local Biodiversity Included in Campus Planning

In the construction specifications of new buildings, IMU prioritises the preservation of existing trees and the relocation of those that cannot be relocated due to their location. When making landscaping arrangements within the campus areas, instead of making new plantings such as grassing, it prioritises the protection of natural vegetation such as clover that grows in the campus areas and prefers planting options that are suitable for the climatic conditions of the region.

Alien Species Impact Reduction

In order to minimize the ecological risks posed by **alien and invasive species** across IMU campuses, a series of monitoring, early-detection, and active management practices are implemented on an annual basis.

Additionally, several alien plant species commonly observed in urban and semi-natural landscapes—such as **false acacia (Robinia pseudoacacia)**, **tree of heaven** (Ailanthus altissima), and **Lantana camara**—are closely monitored due to their high invasive potential and ability to outcompete native or endemic flora. To prevent these species from spreading within campus boundaries, young shoots and seedlings are removed at early stages, seed dispersal is minimized through seasonal seed-head collection, and regrowth hotspots are mapped to support long-term control strategies. These practices ensure that native and endemic species, including those with ecological or conservation significance, are not suppressed by the rapid colonization behavior characteristic of invasive alien plants.

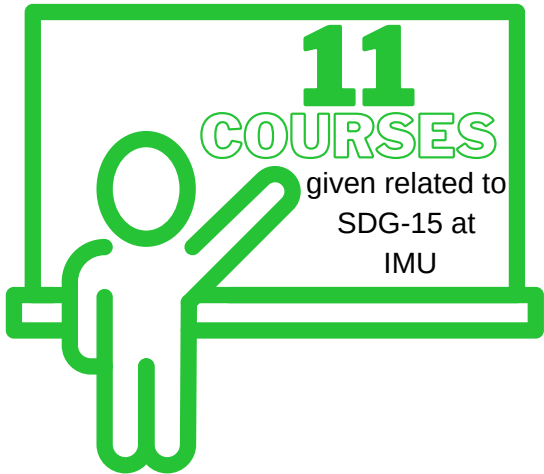
In our campuses, pesticide spraying is being carried out against the **Asian tiger mosquito (Aedes albopictus)**.

In the Northern Campus and Orhanlı Campus, where large pine populations dominate the landscape, regular inspections are carried out to monitor the potential emergence of pine processionary caterpillars (Thaumetopoea pityocampa) which is known for causing both forest health degradation and public health concerns.

LEARNING

Learning processes are key in achieving SDGs. Thus, universities play a critical role both by training professionals who will prioritize SDGs in their future practices and by increasing local, national, and global capacity to successfully achieve SDGs. As Istanbul Medeniyet University, we are aware of our critical role and therefore, we primarily inform our students, the leaders and decision-makers of the future, about the Sustainable Development Goals through course contents, co-curricular activities and student club activities and strengthen their awareness. For this purpose, each of our faculties and departments prepares SDG-related course contents, including courses that address the Sustainable Development Goals holistically, as well as specific contributions that can be made by the expertise of the relevant professional field in which they provide training. In 2024, 11 bachelor degree courses related to SDG-15 were given at IMU. Some of these are listed below.

Faculty	Course
Arts and Humanities	FEL458 - Bioethics and Environmental Philosophies
Education Sciences	ECE007 - Environmental Education and Sustainability in Early Childhood
	SNE009 - Environmental Education
Engineering and Natural Sciences	MBG362 - Evolution and Biodiversity
Law	HUK342 - Environmental Law
Political Sciences	ULİ462 - Environmental Problems and the World
Tourism	TİŞ224 - Sustainable Tourism
	TİŞ326 - Alternative Tourism
All- Elective	IMU071-Introduction to Sustainability



Supporting Land Ecosystems through Education

Events About Sustainable Use of Land

IMU Sustainability Student Club, in collaboration with the Sustainability Office, organized a **seminar series named "Net Zero"** to build climate change literacy and to highlight the critical role of sustainable land use in mitigating the impacts of climate change. The training module prepared by the Institute for Advanced Studies in Sustainability at the United Nations University was narrated by Res.Asst. Ayça ÇELİKBİLEK from the Sustainability Office. Within the scope of IMU Sustainability Week'24 activities, the seminars were held in 3 sessions on Tuesday, December 24, Wednesday, December 25 and Friday, December 27, and were held both face-to-face at the Sustainability Office and online. At the end of the training, 12 of the participants who took the exam at the end of the training and scored 75 points and above were entitled to receive the training certificate issued by UN University.

The Net Zero Seminars, served as a significant educational initiative aimed at strengthening climate change literacy while simultaneously promoting sustainable land use practices. The program presents a comprehensive overview of the relationship between climate mitigation and terrestrial ecosystems, emphasizing how forests, soil systems, and unmanaged wild lands play an important role in net-zero strategies. By integrating scientific perspectives on ecosystem functions and carbon capturing, the seminars help participants understand the foundational importance of healthy land systems to climate resilience.

Throughout the seminars, particular attention was given to land-based mitigation approaches, such as forest conservation, soil carbon sequestration, and the protection of ecologically sensitive landscapes. These discussions highlighted that preserving natural habitats is not only essential for biodiversity but also important for maintaining long-term carbon sinks that support climate targets. ÇELİKBİLEK outlined how unsustainable land-use activities—including deforestation, soil degradation, and unregulated development—can undermine both climate and ecological stability, underscoring the need for coordinated governance and responsible resource management.

A distinct contribution of the program lies in its emphasis on nature-based solutions as critical pillars of climate action.



EVENTS

Educational Programmes on Ecosystems

IMU Sustainability Office took part in the **Environment Festival** organized by Kadıköy Municipality annually as part of World Environment Day events and provided educational programmes about ecosystems. IMU Sustainability Office conducted environment training games and workshops for local participants in the festival. Through these games and workshops held from May 31 to June 02, 2024, the team members, Res.Asst. Ayça ÇELİKBİLEK, Lect. Zehra SAVAN, and Res.Asst. Furkan ERUÇAR, discussed ways to develop sustainable practices in cities and improve waste management in order to create more sustainable cities and communities with the participants.

On the first day of the festival, the team raised awareness among children and youth about ecosystem and biodiversity with the game **"Nature Detectives"** designed for children. The game was played for three times during the day in Selamiçeşme Özgürlük Park, where the festival was held.

In the game, children were given target cards consisting of flora and fauna items that could be found in the park area. The children, who were grouped in such a way that each group was accompanied by an instructor, were asked to discover and find the targets on these cards. For each target found, workshop instructors ÇELİKBİLEK, SAVAN and ERUÇAR informed the children about the characteristics of the species and its importance in the ecosystem. Children were provided with basic information about nutritional relationships between species, invasive species and threatened species. Children were made aware of the fact that there is an important species richness even in the parks where they play and the importance of protecting these areas for the survival of biodiversity. After the game, each group received gifts prepared by our University and plants planted in pots by the Sustainability Office to grow in their classrooms.



"Nature Detectives" Game

Collaboration for Shared Land Ecosystems

Turkey became a party to the Convention on Biological Diversity in 1996. As located on 3 different climatic zones, 3 biogeographical areas and 2 bird migration routes, Turkey is home to over 12.000 plant species, around 19.000 invertebrates and over 1.500 vertebrate species, and with its 5.9 million hectares of protected areas, it has great importance for the protection of ecosystems and biodiversity it carries.

IMU Sustainability Office provides information about biodiversity and its importance at BioBlitz events to ensure that the local community takes an active role to maintain shared land ecosystems.

Istanbul Medeniyet University research assistant Ayça ÇELİKBILEK has planned the **BioBlitz IMU** series to introduce the flora and fauna we share in the urban area, and to convey the importance of biodiversity to the citizens who are increasingly estranged from natural life. Our Sustainability Office research assistant Ayça ÇELİKBILEK and wildlife biologist/ ornithologist Nuh KUBİLAY are the coordinators of the workshops, which has been held in 4 different seasons since 2021 in Validebağ Grove, one of the most important examples of community-based conservation against urban development, which has been declared a protected area as a 1st degree natural site. The workshops provide information about ecosystems to the local community and about each part of the ecosystem within the workshop area. It was aimed to record and map the biodiversity of the land by determining the living species in the area through the workshop.

One of the main purposes of BioBlitz IMU activities is to contribute to the recognition and protection of the environment by developing the right attitudes, behaviors and skills in the local community. In this sense, the workshop contents aim to explore environmental problems, resolve conflicts between nature and human beings and solve the problems caused by this conflict, and mobilize individuals and then communities in order to improve the environment. In order to achieve these goals, all participants were informed about the observed species, their characteristics and ecosystem during the workshop and the species identification studies carried out after the workshop. It also aimed to increase the awareness of the citizens by recognizing the living species and to spread the community-based conservation works.

In 2024, one observation is made within the scope of BioBlitz IMU events: **Spring Observation**. During the workshop, 130 observations were made and 123 of them were recorded with photographs. 26 different observers and experts from all around the world provided support to the recorded observations. As a result of the definitions, 83 species were identified and recorded in the spring observation.

Thus, as a result of the studies that started in December 2021, a total of 343 species were identified and recorded in the Validebağ Grove.

During the BioBlitz events, we also collect rubbish from the area and remove harmful substances from the flora and fauna.

EVENTS

UMI



"Ecology in the City - BioBlitz: Validebağ Grove" Spring Observation Workshop



01 May 2024

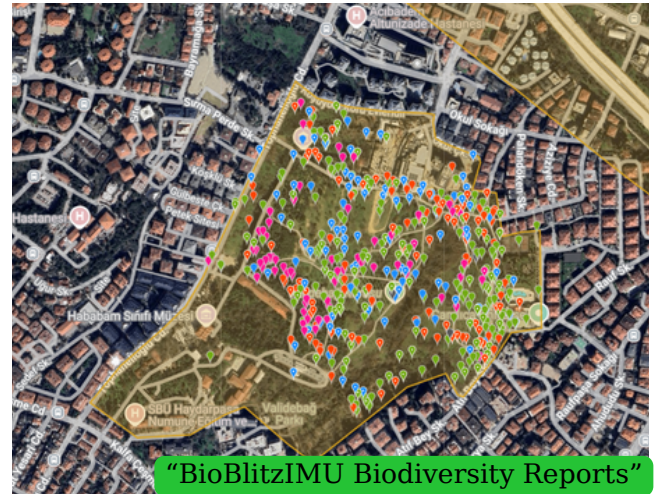
EVENTS

Maintain and Extend Current Ecosystems' Biodiversity

BioBlitz IMU workshops are planned as a tool for recording and protecting the biodiversity of terrestrial ecosystems, far beyond an education programme on ecosystems.

Within the workshop, after the observations made in the field, species identification studies were carried out with the support of 294 people from different countries and fields of expertise for the 1,103 photographed observations. As a result of all these identification studies, 343 species were identified in the study area since December 2021. The biodiversity map of the area was drawn by marking the visible locations and an observation report was prepared including the characteristics of the species seen. In the report, detailed information was given about the invasive species and endangered species observed in the area, and suggestions were made regarding the measures that can be taken to maintain and extend the biodiversity of the ecosystem in the area. The fact that the observations are made in every season of each year also allows the comparison of the observations of 4 years and the interpretation of the level of impact of the changes experienced in the area on biodiversity.

In addition, all these studies were shared openly with other researchers, decision makers and the public for the recognition and protection of biodiversity in the area.



"BioBlitzIMU Biodiversity Reports"

EVENTS

Monitoring IUCN and Other Conservation Species

BioBlitz IMU observation workshops provide the opportunity to identify and report both the endangered species, vulnerable species and near threatened species specified in the IUCN Red List and invasive species in Validebağ Grove, which is a 1st degree natural protected area. Each observation, recorded with photographs or audio recordings, is uploaded to the project's openaccess database so that increases and decreases in species numbers can be analysed.

While participants are informed about these species during the workshop, detailed information is provided about the invasive species and endangered species observed in the area in the reports and biodiversity maps prepared with the support of field experts after the workshop. After analyzing the species diversity over the years, recommendations are also made on the measures that can be taken to protect and expand the biodiversity of the ecosystem in the area.



Sustainable Management of Land for Agriculture

Istanbul Medeniyet University Sustainability Office and Sustainability Club organize various trainings on sustainable management of land for agriculture open to local farmers and all people related to food production with various collaborations it has established.

In this context, IMU Sustainability Student Club hosted an outreach-based educational seminar titled “Doğal ve Yerel Tohumlarla Sürdürülebilirlik” as part of the 4th Istanbul Medeniyet University Sustainability Week, featuring Cenk Barer, the author of “Doğal Bahçe: Atalık Tohumla Kendi Gıdanı Üret”. The event was held on December 27, 2024, at the Ziraat Bank Library Bankkart Conference Hall, Göztepe North Campus, and was specifically organized as outreach education for local people to promote sustainable agricultural awareness. The seminar was held open to the public.

During his presentation, Cenk Barer provided an in-depth discussion on how local heirloom seeds, traditional farming wisdom, and small-scale cultivation methods contribute to the sustainable management of land for agriculture. He emphasized that heirloom seeds are essential not only for food security but also for maintaining biodiversity, preventing land degradation, and supporting ecosystem restoration. Barer highlighted how the preservation of native seed varieties enables farmers and local communities to protect natural habitats, sustain soil fertility, and ensure long-term ecosystem resilience.

The seminar highlighted the need to reduce pressures on natural ecosystems through sustainable land use practices, responsible water management, and regenerative soil techniques. Participants learned how community-based food production supports ecological balance, reduces habitat loss, and contributes to the conservation of agricultural landscapes, linking everyday farming choices to outcomes such as the conservation of terrestrial ecosystems, restoration of degraded soils, and the protection of natural resources.

By offering accessible environmental education for local residents, the event directly advanced SDG 15 (Life on Land) and its goals of protecting biodiversity, combating land degradation, and promoting the sustainable use of terrestrial ecosystems. Through outreach on seed sovereignty, environmental stewardship, and habitat protection, the programme strengthened public understanding of sustainable agriculture.

The programme concluded with a local seed and flower exchange and distribution, enabling participants to access heirloom seeds and encouraging small-scale, sustainable food production to support seed sovereignty and local biodiversity.

By combining outreach with practical engagement, the event contributed to greater awareness and action toward sustainable land management, ecological conservation, and long-term food security.

EVENTS

İMÜ



Kaktüs Üretimi ve Sürdürülebilirliği

AYTAÇ
DİNÇTÜRK



7 Aralık 2024, Cuma 14:50-16:20
İMÜ Ziraat Bankası Kütüphanesi
Bankkart Konferans Salonu
sdg.medeniyet.edu.tr

Doğal ve Yerel Tohumlarla Sürdürülebilirlik

CENK
BARER



27 Aralık 2024, Cuma 14:00-14:45
İMÜ Ziraat Bankası Kütüphanesi
Bankkart Konferans Salonu
sdg.medeniyet.edu.tr



YERLİ TOHUM TAKASI



27 Aralık 2024, Cuma 14:00-14:45
İMÜ Ziraat Bankası Kütüphanesi -1. Kat
Bankkart Konferans Salonu
sdg.medeniyet.edu.tr



27 December 2024

Events on Plastic Waste Reduction

Istanbul Medeniyet University Sustainability Office organized a social responsibility project that lasted throughout July to lead people to reduce the amount of plastic waste they produce and live a plastic-free life. Various events organized throughout the month aimed to help people gain habits that will reduce the amount of plastic waste in their daily lives.

Within the scope of these events, IMU Sustainability Office invited people to a month-long **Plastic Free July Challenge** to eliminate single-use plastic products from their lives by making them aware of the amount of plastic waste they produce. In the challenge, information was given every day about the recycling status of a single-use plastic product in our daily lives, and the amount of waste it creates globally. Following each post sharing on the office's social media account, people were offered alternatives that they could use instead of that particular product, with natural ingredients and packaging that do not produce plastic waste.

Thanks to the sharing of Plastic-Free July events on social media, it was possible for more people to reduce the amount of single-use plastic. In addition, people were given the opportunity to experience a life without plastic through sponsor product raffles held on social media accounts.

Within the scope of the 2024 activities of the "Plastic-Free July" project, IMUSUS challenged people to remove a single-use plastic product they use in their daily lives every day for a month and step into a plastic-free life with IMU Sustainability Office. During the challenge, environmental awareness was raised by providing information about the waste generation and environmental pollution caused by these plastic products every day through social media accounts. Following each of these informative social media posts, people were presented with sustainable alternatives with natural ingredients and packaging that do not produce plastic waste, which they could use instead of that particular plastic-containing product. IMUSUS has collaborated with **18 companies** in Turkey and the world that are pioneers in sustainability and have sustainable product labels in order to channel this awareness to consumer behavior. Thanks to this collaboration, on certain days of the challenge, with the sponsorship support provided by the companies, sustainable products were presented to our students, staff and the public in order to create a new behavioral change in their daily lives. With this social responsibility project **495.2kg of plastic waste was avoided**. The prevention of this amount of plastic waste also prevented the release of 5,279kg of greenhouse gases into the atmosphere.

EVENTS

UMI



PLASTICFREE July

- 01 Invite a friend to plastic-free living
- 02 Carry your own thermos or flask instead of using single-use bottles
- 03 Prefer brewed tea instead of tea bags
- 04 Use bar soap instead of liquid soap in plastic packaging
- 05 Choose paper/fabric options for storing food
- 06 Learn about plastic-free life
- 07 Use wooden or bamboo clothespins instead of plastic ones
- 08 Buy food without plastic packaging
- 09 Choose toothpaste tablets in glass containers instead of plastic tubes
- 10 Eat in your own reusable container
- 11 Sort and recycle your plastic waste
- 12 Do not use a straw or use a reusable one
- 13 Shop in waste-free stores with your own containers
- 14 Use fabric instead of unrecyclable gift wraps
- 15 Prefer products that do not produce plastic waste for your skin care
- 16 Use eco-friendly, non-plastic bags for shopping
- 17 Use bamboo, wooden or metal instead of plastic cutlery
- 18 Use a comb made of natural materials instead of plastic
- 19 Choose a plastic-free pen
- 20 Upcycle the plastics you have to use
- 21 Replace your kitchen sponge with a natural loofah
- 22 Use a mug for your drinks instead of single-use paper cups
- 23 Use solid shampoo instead of shampoos with plastic packaging
- 24 Use drying towels in the kitchen instead of paper towels
- 25 Clean your skin with washable makeup pads instead of wet towels
- 26 Prefer home-made snacks instead of packaged ones
- 27 Produce your own waste-free, natural cleaning products
- 28 Prefer wooden toys instead of plastic ones
- 29 Shop for beverages packaged in glass bottles
- 30 Prefer microplastic-free skin care products

15 LIFE ON LAND

"Plastic-Free July Events"