12 RESPONSIBLE CONSUMPTION AND PRODUCTION

ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

RESEARCH

Addressing the Root Causes of Littering

Profs. Ofira Ayalon (School of Environmental Sciences) and Maya Negev (School of Public Health) published a qualitative study exploring factors sustaining littering behavior among educational and operational administrators in Israel, based on 52 interviews and the Iceberg Model, Theory U and Immunity to Change frameworks. It highlights cultural, systemic and individual influences and the need for transformative approaches addressing underlying causes.

Carbon Trapped by Microbial Recycling

Marine Biology researchers published the first multi-year study of carbon export in the ultra-oligotrophic southeastern Levantine Basin. Although primary productivity rises during winter mixing, most carbon is recycled by microbes rather than exported to deeper waters, limiting the biological carbon pump, which underscores the need for region-specific models in warmer, more stratified oceans.



School of Design fashion show (Credit: School of Design)

Mixing Green & Blue: Sea lettuce (Ulva) in Blue Economy

A new review by scholars including Prof. Lior Guttman (Blue Biotechnologies and Sustainable Mariculture) shows fast-growing green seaweed can provide renewable biomass for food, cosmetics, pharmaceuticals and biomaterials. Ulva contains compounds with antioxidant, antimicrobial and anti-inflammatory properties, and its rapid growth, nutrient tolerance and carbon capture make it promising for circular biorefineries.

PUBLIC ENGAGEMENT

University of Haifa at the National Infrastructure Conference

Vice President and CEO Mr. Sharon Zaid took part in the annual National Infrastructure Conference and chaired its Steering Committee. It brought together ministers, industry leaders and senior executives to discuss Israel's post-war infrastructure challenges. For the second year, the University took a leading role, reflecting its commitment to academia-industry partnerships.

Empowering the Next Generation of Druze and Circassian Entrepreneurs

Haifa Innovation Lab (HIL), with Carmel Ltd., was selected to establish an innovation hub for entrepreneurs from the Druze and Circassian communities, supporting ventures and startups and connecting entrepreneurs with the university's research, technologies and innovation ecosystem.

Salesforce Project Earns National IT Award

Teams from the Information Systems and IT Division, Student Administration, Marketing Department and Rector's Office won an Outstanding Project Award at the annual IT Awards (1,800 submissions from 150 organizations) for implementing the University's Salesforce Marketing System.

LEARNING AND STUDENTS

Sustainability Course Visits Haifa Bay Environmental Association

Students from the "Sustainability, Health and Environment" course (School of Public Health) visited the Haifa Bay Association of Towns for Environmental Protection and met CEO Dr. Lihi Shahar Berman, learning about the bay's polluting industries, challenges and solutions, the association's rehabilitation work, and the links between environmental, public and worker health.

"White Repair, Green Environment"

"White Repair," a sustainable fashion studio course at the School of Design launched in 2025/26, teaches students historical and cross-cultural textile repair techniques, turning textile waste and garments donated by a partner fashion brand into recycled outfits showcased at a final fashion show and exhibition raising awareness of sustainable consumption. It won the University's Call for Impact Projects, receiving 50,000 NIS from the Division of Innovation & Sustainability.

DigiCraft Lab: Advancing Digital Creativity Research and Education

Led by Dr. Sharon Ringel, the DigiCraft Lab (Department of Communication) is a hub for teaching, research and digital creation where students and researchers explore digital content, social media platforms and online memory through theoretical inquiry, ethnographic research and hands-on creative practice.

OPERATIONS

Green Pay Slip

From the October 2025 payroll, as part of the University's commitment to sustainability, salary statements are issued digitally by default through the Malam PaySlip Online app.

Grand Opening of the New Brand Store

The Business Development Office invited the University community to explore branded merchandise featuring the University's logo, including apparel, accessories and gifts. The new store aims to strengthen belonging and University pride for students, faculty, staff, alumni and visitors.

Digital Service Management Goes Live

The Engineering and Operations Division launched an online platform for managing maintenance and service requests across campus, connecting workshops, building managers and operational units in a unified workflow to improve coordination and service delivery.



School of Design fashion show (Credit: School of Design)