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# Conserving nature

## Tree-planting activity to celebrate the Year of Forest

**N**ETS Printwork Sdn Bhd and the Forest Research Institute of Malaysia (FRIM) joined hands recently in the efforts to preserve the environment through the "Plant-A-Tree with Meeco" campaign in conjunction with the International Year of Forest 2011.

This community activity was arranged to inspire people to recognise their responsibilities and play their part in conserving the environment.

The tree-planting event was one of the signature activities promoted by Meeco — Nets' special eco-force agent who was appointed to recruit supporters to embrace a green makeover.

The primary objective of this event was to support the research to generate new value in wood resources.

According to the Intergovernmental Panel on Climate Change (IPCC), the climate benefits of sustainably-managed forests coupled with the production of sustained yield of fiber from the forest, could make a significant contribution in reducing atmospheric carbon.

With that in mind, Nets invited the corporate sector and the general public to contribute a seedling for Mother Earth. The response was welcoming, with over 110 participants taking part in the tree-planting activity.

The participants gathered at the entrance of the botanical gardens before they were led through a 1km path before reaching a large shaded hut called the "Climber House", where they registered their participation and complimentary T-shirts were handed out.

A FRIM officer gave them a brief on the species of tree that they were about to plant (chengal).

Added information on the tree species were also shared, such as its maximum height, age, and its conservational status as being 'vulnerable' on the International Union for Conservation of Nature Red List of Threatened Species, and its uses for boats, pillars, and bridges.

Participants were also taught planting techniques, such as how to dig up the earth to a proper depth to place the tree without suffocating the roots.

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After the tree-planting, the participants were treated to refreshments and goodie bags courtesy of Nets.

A creative sport was also planned to encourage participants to create an innovative item using limited resources like waste paper, boxes and plastic bottles.

Participants were divided into several groups and the "Best Eco-Innovative Prize" was awarded to Group 3 for designing a "green suit" equipped with body armour, a helmet and a sword.

The panel of judges included Nets Group of Companies corporate sustainability director Teh Leong Sim, Dua Space dance theatre managing director and choreographer Anthony Meh and Hideaki Fashion Studio principal consultant Hideaki Lim. Nets also received a "Friends of FRIM", a testament of its dedication and commitment to sustainable solutions.



**Team work:** The winning group of the Best Eco-Innovative Awards putting the recyclable items together.



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**Start them young:** Even children took part in planting trees.