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Nestlé ROCKers go green

KUALA LUMPUR: Nestlé Malaysia's commitment to preserving and sustaining the environment was made evident with the recent symbolic planting of 100 trees at the Forest Research Institute Malaysia (FRIM).

The tree planting activity saw the participation of the new Nestlé Malaysia managing director, Alois Hofbauer, as well as the Nestlé ROCKS members or more fondly known as Nestlé ROCKers, which is the Company's employee volunteer programme.

The Nestlé ROCKers planted 100 heavy hardwood trees at FRIM's Field 43, an area that is in dire need of enrichment planting.

The trees were donated to FRIM and consist of three heavy hardwood species namely Merbau, Cengal and Belian, which are popular and durable trees that can protect small flora and fauna from natural disasters.

"This is my first Creating Shared Value activity since I began my tenure here in Malaysia, and I am

delighted to be here together with our Nestlé family members.

"This tree planting activity resembles what we are currently doing in Sabah through Nestlé Project RiLeaf, where we have already planted 100,000 trees in the Kinabatangan region," said Hofbauer.

Nestlé Project RiLeaf is a riparian reforestation initiative undertaken by Nestlé Malaysia to help sustain and regenerate one of the world's richest ecosystems – the Lower Kinabatangan River in Sabah – by creating a landscape where nature, people and agriculture (palm oil) can harmoniously co-exist in their need for water.

The project is in line with Nestlé's business philosophy of 'Creating Shared Value', which states that in order for the company to achieve long-term value for all of its stakeholders, Nestlé has an obligation to create value for the society and communities that it operates in.



GOING GREEN: The Nestlé Malaysia team gathers for a memorable shot during their visit at FRIM for the recent enrichment planting activity.