

Headline	Rotary celebrates Earth Day with tree-planting programme		
MediaTitle	The Star		
Date	21 May 2013	Color	Full Color
Section	Metro	Circulation	304,904
Page No	20	Readership	1,026,812
Language	English	ArticleSize	300 cm ²
Journalist	N/A	AdValue	RM 13,971
Frequency	Daily	PR Value	RM 41,913



Rotary celebrates Earth Day with tree-planting programme



Green effort: Mansoor (second from left) planting a tree during the 'I Planted A Tree' campaign. Looking are UPS Malaysia and Rotary Malaysia representatives.

ROTARY Malaysia celebrated Earth Day by planting 250 trees at the Bukit Hari Forest Plantation plot (Field 47) located within the grounds of the Forest Research Institute Malaysia (FRIM), Kepong, in a project that will help protect the endangered ecosystem and offset the area's carbon footprint.

Rotary Malaysia engaged more than 500 people to actively participate in its "I Planted A Tree" project to provide a hands-on demonstration on how carbon offset projects can be designed and implanted effectively.

"The project is the first in a series planned at the location to not only achieve great sustainability outcomes, but also create a growth environment," said Rotary Malaysia district

governor Mansoor Saat.

"The main difference with this project is our commitment to maintain the trees planted as part of ground and landscape maintenance for 30 years."

The "I Planted A Tree" project is sponsored by UPS in line with Rotary Malaysia's goal to adopt a greener lifestyle.

Rotary Malaysia plans to plant 500 more trees in Field 47 within the year.

"A single tree can absorb one tonne of carbon dioxide in its lifetime," noted UPS Malaysia managing director Naeem Butt.

"The UPS Foundation was set up to meet the changing needs of the communities.

"We have been actively involved in empowering different groups of people by giving them the tools to conserve the environment such as this project."

Mansoor added that the planting would enable FRIM to generate carbon offset credits for the organisation to use in reduce its carbon footprint.

"On a larger scale, this project aims to deliver a field site for researchers seeking to understand how to better restore biodiversity, or the way carbon dioxide is sequestered in a landscape."

The "I Planted A Tree" project was launched by FRIM director-general Datuk Dr Abdul Latif Mohmod, Butt, Mansoor and organising chairman S. Kulasegaran.