General

UMPSA and UMW collaboration planted 2,000 Mangrove trees in Cherating

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CHERATING, 25 November 2023 – The collaboration between Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) and UMW recently planted 2,000 mangrove trees in Cherating with the target of planting 300,000 mangrove trees by 2023.

It is as part of UMW's Green Shoots Initiative (UGS).

The programme involved over 200 Kilau UMPSA volunteers consisting of students and staff from UMPSA and UMW from Kuantan.

This third series programme is also a continuation of mangrove tree planting activities in Cherating, Kuantan in collaboration with UMW Toyota Motor and UMW's associate company, Perodua.



The Chief Executive of the UMP Foundation, Mohd Jamil Mohd Ja'afar expressed his gratitude for the trust and cooperation given by UMW to UMPSA for the three series of mangrove tree planting.

"This programme symbolizes the unity between UMPSA and UMW in working together to contribute

to sustainable development and protect the beauty of the environment.

"In fact, it can increase the awareness of all parties about the importance of green cover areas and forests for well-being and quality of life.

"It is certain that it will give UMPSA students a new experience and appreciate and care for the environment," he said.

This initiative also strengthens the group's commitment towards preserving the environment and supports the Malaysian government's mission to achieve 100 percent carbon neutrality by 2050 under the 12th Malaysia Plan which is also the UMW Group's pledge under the UMW Sustainability Roadmap.



Mangrove trees are very important to the ecosystem because they can protect the coast from erosion, storms, the threat of climate change and help the reproduction of marine life.

It is also able to absorb more than five times more atmospheric carbon per hectare than tropical forests.

UMPSA runs programmes that prioritize the Sustainable Development Goals (SDG) which are a global agenda. The SDGs consist of 17 goals that must be achieved by all countries by the year 2030 as introduced by the United Nations (UN).

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