General

UMP and UMW Collaboration Plant 2,000 Mangrove Trees in Cherating

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CHERATING, 13 May 2023 - With the goal of planting 300,000 mangrove trees by 2023 as part of the UMW Green Shoots Initiative (UGS), the UMW Group continues its planting activities in Cherating, Kuantan.

In collaboration with UMW Toyota Motor and its affiliate company, Perodua, the UMW Green Shoots Initiative is an effort by the group to address greenhouse gas emissions (GHG) issues.

This initiative also strengthens the group's commitment to environmental preservation and supports the Malaysian government's mission to achieve 100 percent carbon neutrality by 2050 under the 12th Malaysia Plan, which is also part of UMW Group's commitment under the UMW Sustainability Direction Plan.

The program involved more than 200 volunteers from Universiti Malaysia Pahang (UMP), consisting of students participating in the mangrove planting program in Cherating.

The program also involved UMW management, members of the UMP Foundation Board of Trustees, and 30 UMW staff from Kuantan.

The event was attended by the Chairman of UMP Board of Directors, Tan Sri Dato' Sri Dr Abdul Aziz Abdul Rahman, who is also the Chairman of the UMP Foundation Board of Trustees, and the Chief Mobility and Innovation Officer/President of Aerospace, UMW Holdings Berhad, Dato' Abdul Rashid Musa.

Also present was the Deputy Chancellor of UMP, Professor Dato’ Ts. Dr. Yuserrie Zainuddin.

According to Dato' Abdul Rashid, a total of 2,000 mangrove trees have been successfully planted at the Cherating Firefly Centre, in addition to the 2,600 mangrove trees planted through the UMW Green Shoots Initiative last year.



"We are delighted that UMP is participating in this program to jointly preserve the greenery of the country.

"Although the UMW Group has been involved in tree planting before, we are intensifying our efforts through this UMW Green Shoots Initiative, with a focus on mangrove tree planting.

"By the end of March 2023, the UMW Group has successfully planted 195,200 mangrove trees nationwide," he said.

Furthermore, he added that they are on track to achieve the target of 300,000 mangrove trees by 2023.

"We chose to invest in this initiative because mangrove forests are known for their high carbon absorption efficiency, which is crucial to the country's ecosystem.

"This initiative is also aligned with the National Tree Planting Campaign of the Malaysian Government 2021-2025, launched in January 2021," he said.

He further emphasized that mangrove trees are essential to our ecosystem as they protect coastlines from erosion, storms, climate change threats, and aid in the breeding of marine life.

"Mangrove trees are also capable of absorbing atmospheric carbon more than five times that of tropical forests per hectare," he said.

Meanwhile, Tan Sri Dato' Sri Dr. Abdul Aziz stated that the Green Shoots Initiative program is a collaboration between UMP and UMW, two entities committed to contributing to sustainable development and protecting the beauty of the environment.

He also expressed gratitude for the trust and cooperation given to UMP.

He stated that this program not only involves tree planting activities but also increases awareness among all parties regarding the importance of green areas and forests for well-being and quality of life.

"It will undoubtedly provide a new experience for UMP students to appreciate and preserve the environment.

"I hope we can unite, instill the values of sustainability within ourselves, and raise awareness about the need to protect and care for the environment among the surrounding community," he said.



UMP is actively conducting programs in line with the Sustainable Development Goals (SDGs), which are a global agenda consisting of 17 goals introduced by the United Nations (UN) to be achieved by all countries by 2030.

This effort aligns with UMP's aspiration to involve not only campus residents but also the local community in achieving the SDGs through various sustainable programs and raising awareness about the importance of forests in addressing climate change issues.

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