



FMM Webinar on Malaysian Greening Programme

Thursday, February 22, 2024 • 2.30 pm – 4.30 pm • Zoom

100 Million Tree-Planting Campaign was launched on January 5, 2021, led by the Ministry of Energy and Natural Resources (now known as the Ministry of Natural Resources and Environmental Sustainability) and implemented through the Forest Research Institute Malaysia (FRIM), Forestry Department of Peninsular Malaysia (FDPM) and the State Forestry Department under the 12th Malaysia Plan. The campaign aims to raise public awareness on the importance of green cover areas and forests for well-being and quality of life in addition to improving the ecosystem and biodiversity of our country.

The goal of the campaign is to plant 100 million trees in a period of 5 years starting from 2021 to 2025. As of January 2024, over 82.7 million trees have already been planted across the nation.

This webinar aims to highlight:

- the **importance of maintaining green cover and forest;**
- the **platforms available to facilitate tree-planting activities in support of sustainability initiatives of companies;** and
- the **government incentives for contributions or sponsorships** related to tree planting or environmental preservation and conservation awareness projects.

Time	Programme
2.30 pm – 2.40 pm	Welcome remarks <i>by FMM</i>
2.40 pm – 3.10 pm	Overview of The Greening Malaysia Programme through 100 Million Tree Planting Campaign (2021 – 2025) <i>by Mr. Muhamad Hafni Ahmad Saraji, Head of Section (Agroforestry & Reforestation), Forestry Department of Peninsular Malaysia (FDPM)</i>
3.10 pm – 3.40 pm	Role of FRIM in Facilitating Malaysian Greening Programme: 100 Million Tree Planting <i>by Dr Ahmad Nazaruddin B. Mohd Roseli, Head of Urban Forestry Branch, Forest Research Institute Malaysia (FRIM)</i>
3.40 pm – 4.10 pm	Role of Yayasan Hijau Malaysia to attract Involvement of Private Sector and Corporate Sectors in The Greening Malaysia Programme <i>by Dr. Nurul Muiz Murad, Chief Executive Officer, Yayasan Hijau Malaysia (YHM)</i>
4.10 pm – 4.30 pm	Q&A Session & End of Webinar

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