



Republic of the Philippines  
**Tourism Infrastructure & Enterprise Zone Authority**

<b>T4T: TIEZA's Tree Planting Activity for 2022T</b>	
<b>DATE</b>	29 November 2022
<b>VENUE</b>	<ul style="list-style-type: none"> <li>University of the Philippines Land Grant (UPLG)</li> <li>Gardens of Malasag Eco-Tourism Village (GMETV)</li> </ul>
<b>EVENT BY</b>	Corporate Planning Department
<b>PARTICIPANTS</b>	<ul style="list-style-type: none"> <li>TIEZA Volunteered Officers and Employees</li> <li>Operations department resident managers and bookkeepers of all operating entities, as well as the employees of the GMETV</li> </ul>
<b>HIGHLIGHTS OF THE ACTIVITY</b>	
<b>I. EXECUTIVE SUMMARY</b>	
<p>President Ferdinand "Bongbong" Marcos Jr., raised awareness to the public during his inauguration about the need to protect the environment in order to promote economic growth and stability in the country. As part of the Tourism Infrastructure and Enterprise Zone Authority's (TIEZA) Corporate Social Responsibility (CSR) to give back to the community and to ensure environmental sustainability, TIEZA conducted a tree planting activity under the <b>Trees 4 Tourism (T4T)</b> program.</p> <p>In 2013, TIEZA employees planted trees in Hilaga Paskuhan Village in San Fernando, Pampanga. Meanwhile, in 2014, more than 1,000 trees were planted in a landfill site in Pintong Bukawe, San Mateo, Rizal. In 2015, TIEZA went to Brgy. Balacad, Laoag, Ilocos Norte. In 2016, TIEZA planted trees at Burnham Park, Baguio City. Lastly, La Mesa Watershed, Brgy. Greater Lagro, Novaliches, Quezon City was chosen as the area for the activity in 2017.</p> <p>In 2022, a simultaneous tree planting activity were held at the University of the Philippines Land Grant (UPLG), Barangay Magsaysay, Siniloan, Laguna and the Gardens of Malasag Eco-Tourism Village (GMETV) on 29 November 2022. A total of 1000 seedlings were planted by the TIEZA volunteers in the UPLG, and 100 seedlings were planted by the Operations Department resident managers and bookkeepers of all operating entities, as well as the employees of the GMETV in their vicinity.</p> <p>Since its launch in 2012, the program has continued to support the four (4) benefits of <b>T4T</b> for the tourism industry. The activity aimed to raise awareness in society about the importance of planting and saving trees, express our concern for the environment, and avoid or lessen the unfavorable effects of climate change and tourism. Our environment needs humans' tender loving care and we can do so by engaging in environmental activities that also improve our quality of living such as tree</p>	



planting. Trees have lots of benefits and tree growing is an essential way countries across the globe are doing to avert the harsh impacts of climate change. We have seen the damage it wrought upon us in the form of super typhoons, monsoon rains, landslides, and erratic weather conditions.

## II. PREPARATION STAGE

On 16 November 2022, the project team went to the University of the Philippines Land Grant, Barangay Magsaysay, Siniloan, Laguna, for a site assessment and proper coordination with the UPLG Management.



On November 23, 2022, the project team also conducted a blended pre-orientation with TIEZA volunteers at the TIEZA Multi-Purpose Hall C and via the Zoom.us platform. During the pre-orientation, the current situation, what to bring, and what to expect during the tree planting activities were discussed.





Meanwhile, on 25 November 2022, Mr. Lagrosas coordinated with the Provincial Environment and Natural Resources Office (PENRO) and the Department of Environment and Natural Resources (DENR) Region X for the conduct of the tree planting activity in Malasag Forest, and requested seedlings for the tree planting activity.

As part of the preparation for the activity, a backgrounder and infomercial on TIEZA's T4T program was broadcasted during the TIEZA's weekly flag ceremony.

### III. DETAILS OF THE ACTIVITIES

#### University of the Philippines Land Grant (UPLG)

TIEZA volunteers arrived at the University of the Philippines Land Grant, Barangay Magsaysay, Siniloan, Laguna at 8:30AM. Upon arrival, the volunteers were given time for stretching prior to the start of the orientation for tree planting spearheaded by Forester Reynaldo Lorida, UPLG Field Manager. After the orientation, the participants started walking going to the tree planting site. Meanwhile, the tree planting proper started at 10:00AM and ended at 12NN. A total of 75 TIEZA volunteers participated the tree planting activity.

The said activity was in coordination with Hon. Rainier A. Leopando, Siniloan Mayor, and the Siniloan Municipal Disaster and Risk Reduction Management Office (MDRRMO). During the activity, 8 personnel from the Siniloan MDRRO were on standby for any possible emergency situations.

A total of 1,000 native seedlings were planted at the tree planting sites. The UPLG management awarded a certificate of appreciation to TIEZA for its invaluable contribution for conserving the environment.







*Gardens of Malasag Eco-Tourism Village (GMETV)*

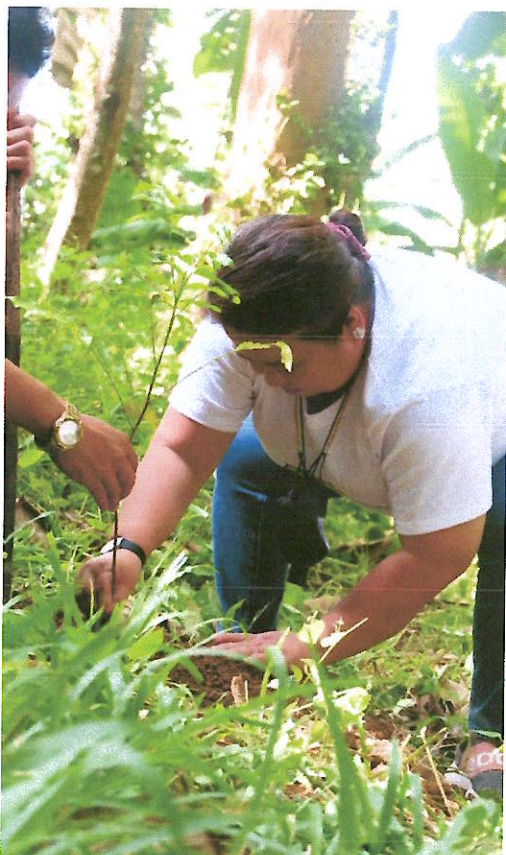
The DENR provided seedlings for the activity. The DENR also provided the GMETV a Memorandum of Agreement (MOA) for the responsibilities for growing and monitoring of seedlings. A total of 100 seedlings were planted, consisting of eight (8) indigenous tree species, namely: Molave, Narra, Apitong, Antipolo, Malatao, Dau, Duguan, and Ylang-ylang. A total of 45 volunteers participated the tree planting activity including Operations Department's resident managers and bookkeepers of all operating entities, as well as the employees of the GMETV, and volunteers from the Provincial Environment and Natural Resources Office Region X.

Mr. Beunavetura P. Labininay, farm foreman of CENRO Initao, Misamis Oriental, conducted an orientation for the participants on the importance of tree planting, proper handling of seedlings, and how to plant trees. He also provided an overview of the Malasag Forest and the selection of seedlings to be planted. He further identified the



seedlings by their local names, and he also provided the scientific names of each seedling.

Below were the pictures taken during the tree planting activity at GMETV:







#### IV. RECOMMENDATION

1. More tree planting activities to be done at the identified areas and restoration sites.
2. The authority should increase the budgetary requirements for the activity since everyone is interested in helping with the restoration of the earth.
3. Encourage having city tree planting for beautification and restoration.
4. Random tree monitoring of the health and survival rate of newly planted trees should be measured as part of the program's success.
5. More partnership with national agencies and local government units for the conduct of the activity.

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