



Republic of the Philippines
Tourism Infrastructure & Enterprise Zone Authority

T4T: TIEZA's Tree Planting Activity for 2023

DATE	24 October 2023
VENUE	<ul style="list-style-type: none">• Mount Samat National Shrine, Pilar, Bataan• Mount Data Hotel, Bauko, Mountain Province
EVENT BY	Corporate Planning Department
PARTICIPANTS	<ul style="list-style-type: none">• TIEZA Volunteer Officers and Employees• Mount Data Hotel and Banaue Hotel and Youth Hostel employees

HIGHLIGHTS OF THE ACTIVITY

I. EXECUTIVE SUMMARY

As an advocacy and support to the National Greening Program of the Philippines mandated under the EO No. 26, s. 2011, the Tourism Infrastructure and Enterprise Zone Authority's (TIEZA) conducted the yearly tree planting activity as part of the Corporate Social Responsibility (CSR) under the **Trees 4 Tourism (T4T)** program to give back to the community and to ensure environmental sustainability.

Historically, TIEZA has already planted cumulatively more than 6000 seedlings in various locations. 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. In 2022, a total of 1100 seedlings were planted during a simultaneous tree planting activity held at the University of the Philippines Land Grant (UPLG), Barangay Magsaysay, Siniloan, Laguna and the Gardens of Malasag Eco-Tourism Village (GMETV) on 24 October 2022.

This year, another simultaneous tree planting activity was held at the Mt. Samat National Shrine, Pilar, Bataan, and at the Mount Data Hotel (MDH), Bauko, Mountain Province, on **24 October 2023** synchronized with the celebration of the **International Day of Climate Action**, a worldwide movement initiated by people concerned about climate change and global injustice. A total of 1250 combined seedlings were planted by the TIEZA volunteers and Mount Data Hotel employees.

Since its launch in 2012, the program has continued to support the four (4) benefits of **T4T** 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 human tender loving care and we can do so by engaging in environmental activities that also improve our quality of living such as tree planting. Trees have lots of

benefits and tree growing is an essential way country across the globe which can avert the harsh impacts of climate change. The damages wrought upon us in the form of super typhoons, monsoon rains, landslides, and erratic weather conditions have been globally recorded.

II. PREPARATION STAGE

The project team has identified the Mount Samat National Shrine, Pilar, Bataan – TIEZA's Flagship TEZ, as the place of activity based on the five criteria for selection of the tree planting site: site location, environmental conditions, accessibility, coordination requirements, and impact on the environment, social, and cultural.

On 25 - 26 September 2023, the project team went to the Mount Samat National Shrine, Pilar, Bataan, for site assessment and proper coordination with the Philippine Veterans Office (PVAO), Metro Bataan Development Authority (MBDA), Local Government Unit of Pilar, Provincial/Community Environment and Natural Resources Office, and staff of the Mount Samat Flagship TEZ as partners of the said activity.



The PVAO specifically requested species of pine trees to be planted in the vicinity of Mount Samat National Shrine aligned with the approved master plan of the shrine. A total of 650 pine tree seedlings were requested and granted by the Department of Environment and Natural Resources – Baguio City. There were four (4) location identified as planting sites within the shrine.



On 19 October 2023, a pre-orientation with TIEZA volunteers at the TIEZA MESS Hall was conducted. During the pre-orientation, the current situation, what to bring, what to expect, and groupings for the tree planting activities were discussed.



Meanwhile, as a recommendation from previous years activity to conduct more tree planting activities in the operating entities/assets, the team coordinated with the Operations Department Manager, Atty. Ma. Teresa Alvarez, and endorsed Mount Data Hotel as an entity for the 2023 tree planting site. The team coordinated with Ms. Elleanor G. Gumastin, OIC, MDH for the site preparation, DENR coordination, and the request for seedlings used for the 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.

Also, a logo design contest was launched to be used for 2023 T4T t-shirt. The said contest was open to all TIEZA employees to showcase their talents and promote creativity. A total of 13 entries were received by the team. The design submitted by Mark Anthony A. Vituz, of ATEZ, won the said contest.



III. DETAILS OF THE ACTIVITIES

Mount Samat National Shrine, Pilar, Bataan

TIEZA volunteers arrived at the Mount Samat National Shrine at 8:20AM. Upon arrival, the volunteers were given time for stretching prior to the start of the orientation spearheaded by the representative from the CENRO-Pilar. The program of activities started at 8:45AM and Mr. Francis Theodore Initorio delivered his inspirational message regarding the importance and benefits of tree planting in the environment. After a short briefing, the participants proceeded to their respective locations. Meanwhile, the tree planting proper started at 9:00AM and ended at 11:00AM. A total of 63 TIEZA volunteers participated the tree planting activity. Also, the said activity served as a Familiarization Tour for the participants in one of TIEZA's Flagship TEZs. Moreover, participants from the various sector/stakeholder (i.e., Philippines Coastguards, Army Reservist, Bataan United Architect of the Philippines, PENRO, CENRO, and PVAO) joined the activity.

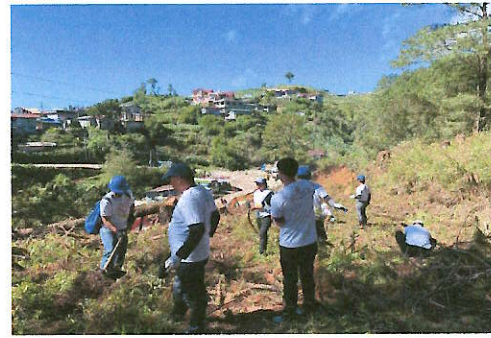
The activity was in coordination with Mr. Dennis Dauis, Curator of the Mount Samat National Shrine. During the activity, 10 personnel from the MBDA were on standby for any possible emergency situations. Below were the pictures taken during the tree planting activity at the Mount Samat National Shrine, Pilar, Bataan:



Mount Data Hotel, Bauko, Mountain Province

The PENRO – Mountain Province provided 600 pine trees and native coffee seedlings for the activity. A total of 60 participants joined the tree planting activity including the Operations Department Manager, MDH and BHYH employees, and volunteers from the Community Environment and Natural Resources Office - Bauko.

A representative from CENRO-Bauko, Mountain Province conducted an orientation for the participants on the importance of tree planting and proper handling of seedlings. According to him, trees are the main source of oxygen which every living thing on earth needs. He also demonstrated the correct way of planting bare root tree seedlings and provided an overview of the Mount Data Hotel and the selection of seedlings to be planted. After a short briefing, the participants were divided into two (2) groups and proceeded to their respective locations. Below were the pictures taken during the tree planting activity at the Mount Data Hotel, Bauko, Mountain Province:



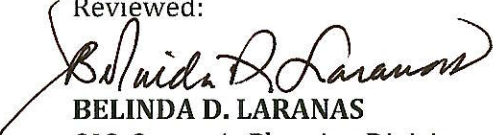
IV. RECOMMENDATIONS

1. Consider tree planting activity in coastal areas using mangrove to protect the coastal area from damage and promote habitat for marine organisms.
2. Partnership with the Department of Tourism (DOT) and/or its attached agencies, and more partnership with national agencies and local government units for the conduct of the activity.
3. More tree planting activities to be done at the identified areas and restoration sites in the Philippines following the criteria for selection of the tree planting site: site location, environmental conditions, accessibility, coordination requirements, and impact on the environment, social, and cultural.
4. TIEZA should continue its initiatives to conduct simultaneous tree planting activities in TIEZA entities every year.

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