



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

**T4T: TIEZA's Tree Planting Activity for 2024**

<b>DATE</b>	28 November 2024
<b>VENUE</b>	Andres Bonifacio Shrine and Eco-Park Brgy Pinagsanhan B, Maragondon, Cavite
<b>EVENT BY</b>	Corporate Planning Department
<b>PARTICIPANTS</b>	<ul style="list-style-type: none"><li>• TIEZA Volunteer Officers and Employees</li><li>• Brgy. Pinagsanhan Volunteers</li></ul>

**HIGHLIGHTS OF THE ACTIVITY**

**I. EXECUTIVE SUMMARY**

In support of the Philippines' National Greening Program, established under EO No. 26, s. 2011, the Tourism Infrastructure and Enterprise Zone Authority (TIEZA), through its Trees 4 Tourism (T4T) initiative, organizes an annual tree planting activity as part of its Corporate Social Responsibility (CSR) efforts to contribute to the community and promote environmental sustainability.

Trees are essential for improving air quality, enhancing biodiversity, and promoting the well-being of local communities. They also serve as natural barriers against disasters by reducing soil erosion and mitigating flood risks. The rising occurrence of extreme weather events, such as super typhoons, underscores the urgent need for reforestation. Tree planting is a critical environmental strategy to address the escalating effects of climate change and environmental degradation.

Since 2013, TIEZA has planted over 6,700 seedlings across various sites, with the following details:

- In 2013, 400 fruit-bearing tree seedlings were planted in Hilaga Paskuhan Village, San Fernando, Pampanga.
- In 2014, more than 1,000 trees were planted at a landfill site in Pintong Bukawe, San Mateo, Rizal.
- In 2015, 1,000 Gmelina seedlings were planted in Brgy. Balacad, Laoag, Ilocos Norte.
- In 2016, 200 pine trees were planted in Burnham Park, Baguio City.
- In 2017, 750 seedlings were planted at the La Mesa Watershed in Brgy. Greater Lagro, Novaliches, Quezon City.
- In 2022, simultaneous tree planting activities were held at the University of the Philippines Land Grant, Siniloan, Laguna, and the Gardens of Malasag Eco-Tourism Village, Cagayan de Oro City, with a total of 1,100 seedlings planted.

- Lastly, in 2023, simultaneous tree planting activities took place at the Mount Samat National Shrine, Pilar, Bataan, and the Mount Data Hotel, Bauko, Mountain Province, where a total of 1,250 seedlings were planted.

On 28 November 2024, a tree planting event was held at the ABSEP, Maragondon, Cavite, to commemorate Bonifacio Day, which honors his crucial role in founding the Katipunan, the revolutionary society that fought for Philippine independence. A total of 200 fruit-bearing seedlings were planted by TIEZA volunteers.

Since the launch of the T4T program, it has continued to support four key benefits for the tourism industry:

- promoting sustainable ecotourism;
- disaster prevention;
- climate change protection; and
- environmental beautification.

Through these tree planting initiatives, TIEZA advances its mission to promote sustainable tourism by balancing environmental preservation with economic development. This effort not only demonstrates TIEZA's dedication to environmental stewardship but also encourages others to take proactive steps in safeguarding the environment.

## II. PREPARATION STAGE

Since early September 2024, the project team has collaborated with the Administrator of the Corregidor Flagship Tourism Enterprise Zone (CFTEZ), the Philippine Coast Guard, and Provincial Environment and Natural Resources Office (PENRO) Bataan, as the CFTEZ was initially chosen as the venue for the 2024 CSR activity. However, unforeseen weather conditions and logistical challenges prevented the planned event at CFTEZ, Cavite City, from taking place. In response, the management decided to move the event to a new location to avoid further weather-related disruptions. The activity was rescheduled to 28 November 2024, and the new venue was the ABSEP, Maragondon, Cavite. This decision was based on an assessment of key criteria, including site location, environmental conditions, accessibility, coordination needs, and the potential impact on the environment.

On 14 November 2024, the project team obtained approval from the Administrative Officer of the Local Government Unit (LGU) of Maragondon to proceed with the activity. The team also reached out to the Department of Environment and Natural Resources (DENR) Region IV-A to request seedlings for planting. However, PENRO IV-A declined the request, stating that their office does not provide seedlings for CSR activities.

On 19 November 2024, the team coordinated with the Maragondon Cavite Disaster Risk Reduction and Management Office (DRRMO) for assistance with any potential emergencies. Additionally, the team met with the ABSEP staff for a site assessment and coordinated preparations to ensure a smooth and organized planting process. The final venue check was conducted on 26 November 2024 to confirm that everything was in



place. Through the team's diligent efforts, the event was able to proceed as planned with all necessary arrangements in place to achieve the objectives of the CSR initiative.

The staff of the ABSEP specifically requested the planting of fruit-bearing tree species within the vicinity of the park. In response, a total of 200 fruit-bearing seedlings were purchased from the M.A. Mendoza Plant Nursery.



**Figure 1 & 2. Site Assessment and coordination with ABSEP staff**

Three (3) locations within the shrine and eco-park were identified as planting sites. Locations 1 and 2, located in the perimeter zones, were chosen to strengthen the park's boundary by providing natural protection against soil erosion and enhancing the ecological buffer zone. These trees contribute to a serene and peaceful environment of the shrine. Location 3, was selected for its potential to enhance the park's aesthetic appeal, creating a more inviting atmosphere for visitors while promoting biodiversity. Additionally, these fruit-bearing trees will serve as a future source of shade for park-goers, contributing to a more enjoyable experience.



**Figure 3. Location 1 - Near the Andres Bonifacio Murals**





**Figure 4. Location 2 – ABSEP boundary – East Side**



**Figure 5. Location 3 – Southern side of ABSEP**

On 25 November 2024, a pre-orientation for TIEZA volunteers was held at the TIEZA Multipurpose Hall. During the pre-orientation, the current situation, items to bring, expectations, and groupings for the tree planting activities were discussed.



**Figure 6 & 7. Pre-orientation for TIEZA volunteers**



As part of the preparations, information about TIEZA's T4T program was shared during the weekly flag ceremony to inform volunteers and ensure alignment with the event. A request to include the announcement was submitted to the TIEZA Learning and Development team on 07 November 2024, followed by a revised request on 14 November 2024. These efforts ensured that all participants were well-informed and prepared.

The 2023 T4T T-shirt logo designed by Ms. Donna Virtuz, was considered for the 2024 Tree Planting Activity. The design, previously awarded and recognized for its quality, was reused to save time and effort. This decision also acknowledged another talented designer from last year's contest, ensuring broader recognition of their contributions. This approach demonstrated the team's commitment to efficiency and inclusivity in planning and executing the event.



Figure 8. T-shirt design for 2024

### III. DETAILS OF THE ACTIVITIES

TIEZA volunteers arrived at ABSEP at 7:20 AM. Before the start of the program, the volunteers participated in a stretching session led by Mr. Lirio, a TIEZA-ADSD representative and volunteer. The program officially began at 7:45 AM, Mr. Paquito D. Lagrosas Jr. briefed the group on the proper handling and planting procedures for planting fruit-bearing seedlings. After the short instructional session, the volunteers proceeded to their assigned locations. The tree planting activity officially began at 8:00 AM and concluded at 10:00 AM. A total of 50 TIEZA volunteers and 20 community volunteers participated in the event. The MDRRM stakeholders, Mr. Arnaldo B. Villafranca and Ms. Kriegel H. Beringuel, were on standby to provide emergency assistance during the event.



Figure 9. Participants stretching session





**Figure 10. Briefing on proper handling and planting of seedlings**

Below were the photos taken during the tree planting activity at ABSEP, Maragondon, Cavite on 28 November 2024:



**Figure 11-14. Photos taken during the activity**





**Figure 15. TIEZA Volunteers**

#### **IV. RECOMMENDATIONS**

1. To ensure the continued success and growth of TIEZA's tree planting initiatives, the TIEZA should strengthen partnerships with the Department of Tourism, its attached agencies, and other national and local government units. These partnerships enhance coordination, increase efficiency, and provide additional resources such as funding, technical support, and manpower to support future activities.
2. Involve younger generations within TIEZA through volunteer programs focused on environmental sustainability and tree planting will foster a culture of stewardship, ensuring long-term commitment to environmental preservation.
3. In addition to the annual T4T tree planting activity, TIEZA should explore community-based CSR initiatives that can contribute to tourism development in specific locations including TIEZA's operating entities and Flagship TEZs.
4. Considering that OFW dependents are required to pay reduced travel tax due to their parents' or spouse's employment abroad, TIEZA should explore ways to offer these taxpayers a meaningful return or benefit in recognition of their contributions.

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