



Good food, Good life

Press Release

Islamabad, September 21, 2020

Nestlé Pakistan and Metropolitan Corporation Islamabad commence tree plantation in the capital

Nestlé Pakistan donated 5000 trees to Metropolitan Corporation Islamabad to initiate monsoon tree plantation drive in the capital.

The tree plantation drive by Nestlé is geared towards fostering a culture of environmental wellbeing, in line with Prime Minister's Clean Green Initiative. Planting trees not only captures carbon but also helps rebuild forests and communities, protect threatened and endangered biodiversity and conserve water.

Speaking on the occasion, Fatima Akhtar Ahmad, Manager Public Affairs, Nestlé Pakistan said, "The drive is focused towards Nestlé's philosophy of creating shared value and sustainability that revolves around striving towards zero environmental impact of operations in a systematic manner."

Shaikh Ansar Aziz, Mayor Islamabad, while expressing his views said, "I'm thankful to Nestlé Pakistan for supporting us continuously over the years in our efforts to promote tree plantation activities in Islamabad. Their generous donation of trees reflects their commitment towards a Clean Green Pakistan."

Nestlé Pakistan earlier commenced monsoon tree plantation activity this year in Lahore, under the Nestlé's Cares initiative, the global employee volunteer program that will encompass similar drives across operational areas. This initiative is aligned with UN Sustainable Development Goals (SDGs) of Clean Water and Sanitation, and Life on Land.

Reforestation initiatives such as this builds on Nestlé's existing actions complementing its commitment to halt deforestation to tackle climate change.

About Nestlé

Nestlé is the world's largest food and beverage company. It is present in 191 countries around the world, and its 328,000 employees are committed to Nestlé's purpose of enhancing quality of life and contributing to a healthier future. Nestlé offers a wide portfolio of products and services for people and their pets throughout their lives.

For further information, please contact:

Muhammad Rahat Hussain
Manager Public Affairs
Nestlé Pakistan
muhammadrahat.hussain@pk.nestle.com