



Nestlé Good food, Good life

Press Release

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Nestlé Pakistan kicks off urban forests tree plantation of 50,000 trees

LAHORE: Nestlé Pakistan launched its first urban forest tree plantation activity at Allama Iqbal International Airport with 25,000 trees, under its Nestlé Cares initiative to support endeavors to reduce carbon footprint in its ambition to achieve net zero by 2050.

Organized in partnership with Parks & Horticulture Authority (PHA) and Civil Aviation Authority, a large number of Nestlé employees, students from Nestlé for Healthier Kids partner schools, and civil society members participated in the volunteer activity.

Leading the volunteer work, Jason Avanceña, Chief Executive Officer, Nestlé Pakistan said, “Forests are the lungs of our planet, playing a crucial role in mitigating climate change and preserving biodiversity. However, deforestation and urbanization have led to the loss of green spaces, impacting our environment and the well-being of our communities. It is our responsibility to reverse this trend and create a more sustainable and livable future.”

“We will accomplish this with additional plantation activities in Lahore, Kabirwala and Sheikhpura. Our strategy aims to help restore forests and protect natural habitats while promoting sustainable livelihoods,” he added.

Speaking on the occasion, Aamir Ibrahim, Director Parks & Horticulture Authority said, “A greener Pakistan is in the best interests of everyone and urban forests such as these will help improve the quality of air in the city of Lahore and surrounding areas. I would like to express my gratitude to Nestlé Pakistan and its employees for stepping forward and assisting us.”

A second Urban Forest Tree plantation is planned at Canal-Jalo Park junction where Nestlé will plant an additional 25,000 trees, comprising plant species such as *Arjun*, *Jaman*, *Pilkan*, *Sukhchain*, followed by tree plantations at Sheikhpura and Kabirwala.

Nestlé Cares, the company’s voluntary program provides the opportunity to engage in volunteer work through direct and indirect participation. Earlier last year, Nestlé Pakistan committed to plant 100,000 trees by Mar 2024. Tree plantations with different stakeholders and partners around operational areas throughout the year have culminated in fulfilment of this commitment.

Nestlé, with its global headquarters based in Switzerland, has had a longstanding presence in Pakistan for over 35 years, and is committed to be a force for good throughout its value chain by Creating Shared Value for communities. This initiative is aligned with UN Sustainable Development Goals (SDGs) 13 and 15, Climate Action, and Life on Land respectively.

For further information, please contact:

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