

MTC Sealed MoU with Regenerasi to Advocate Sustainable Development

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The Malaysian Timber Council (MTC) and Persatuan Regenerasi dan Kelestarian Alam (REGENERASI) signed a Memorandum of Understanding (MoU) to establish a mutually beneficial partnership to promote sustainable development among the youth on 28 October 2022 at Menara PGRM Kuala Lumpur.

The MoU will pave the way for a deepened collaboration on sustainable development programmes. REGENERASI will support MTC in getting youths to experience tree planting, nurture the trees, and create awareness among the youth on the sustainable timber trade processes.

It was signed by MTC Chief Operations Officer Madam Noraihan Abdul Rahman and REGENERASI President Datin Emilia Rosemawati Uzir,

“We are targeting youths to participate in this programme to make them aware of their responsibility to care for the environment for the benefit of the future generation. MTC values our partnership with REGENERASI since we share the same goal of promoting sustainable development” said MTC Chairman Madam Hajah Norrida Yusoff.

“Through these programmes, it will create a generation of Malaysians that know how to plant trees properly and in turn appreciate the importance of sustainable development” she added.

Close collaboration with NGOs and civil society is the norm for MTC, and the Council has been actively involved in CSR initiatives and had collectively contributed through various initiatives under MTC’s CSR programmes “Giving Back to Stakeholders”, “Giving Back to Community”, and “Giving Back to Nature”.

These have led to the Council being named “Best Government Council of the Year Award for Excellence in Environmental Sustainability and CSR Initiatives” two years in a row. Amongst the programmes organised were providing relief assistance to the industry as well as the underprivileged community and families.

Under “Giving Back to Nature”, the Council has planted more than 700 trees this year.

Besides, MTC also is actively pursuing community planting programmes which are mooted to address raw material shortages in the timber industry with the planting of fast-growing timber species on idle land belonging to villagers. Among the areas earmarked for this community farming programme are Pokok Sena in Kedah, Batu Kikir and Gemas in Negeri Sembilan, and Kuantan, Pahang.