

Keyword: climate-change

Headline: Globe and partners double up reforestation, CO2 reduction efforts

Byline: None

Published Date: 09:00 AM April 10, 2021

Section: globalnation

Word Count: 635

Content:

Globe is doubling reforestation, watershed conservation, and carbon dioxide (CO2) reduction efforts to combat climate change through various efforts and collaborative initiatives with its customers. These efforts have raised P15.65 million to cover 156 hectares of reforestation sites in Bukidnon and Lanao del Sur through its long-term partnership with Hineleban Foundation.

By planting a healthy mix of interim species *Calliandra* and indigenous tree species such as Narra, White and Red Lauaan, Mamalis, Bitag, Ulayan and Katii, Globe and Hineleban have sequestered a conservative estimate of 25,083.13 metric tons of CO2 with the aim of reducing 96,069.04 metric tons of CO2 by 2025.

Hineleban Foundation worked with Banga Watershed Farmers Development Cooperative (BFWDC) in the initial stages of the reforestation program with Globe and is now working with the Kaliwawa Salawagan Talaandig Tribal Agricultural Cooperative (KASATATRIACO) consisting of 52 families to help in succeeding reforestation activities.

"We are grateful to Globe for being our reliable ally in our reforestation efforts. Our partnership is a true testament that when various stakeholders come together, there are no limits to what we can achieve. Our reforestation team takes extra steps to ensure each seedling thrives, and with your generous help, make sure that it takes deep root in the soil in the first years of its long life," said Georgia Perrine, Hineleban Foundation General Manager.

Apart from its partnership with Hineleban, Globe also engaged in a 5-year partnership with The Mead Foundation starting in 2019 to undertake permanent reforestation activities in the upland areas of Iba, Zambales. This area has been severely denuded, leading to issues with loss of flora and fauna, invasive cogon grass establishment and regular fires.

To date, an initial 3 hectares were planted with more than 30,000 seedlings. More native and indigenous trees will soon be planted once pioneer species mature. The project also provided livelihood to the displaced Aeta communities, both in the planting activities and the foundation's ongoing forest ranger programs.

"The Mead Foundation together with our local Aeta partners are very grateful for this kind and generous support from Globe. Together in this joint reforestation effort we can help return the ecological balance of the local environment while giving provision of alternative income generating activities for the displaced Aeta residents of Zambales. Help us make this project a success by supporting and donating through the GCash app," said Ben Mead, Founder of The Mead Foundation.

Globe also engaged with the Zoological Society of London for its mangrove rehabilitation program in Iloilo which is set to start this year.

“The task of restoring our rainforests is massive and goes beyond planting trees. Together with our customers and other stakeholders, we can also help protect critical watersheds, increase biodiversity, establish forest habitats, sequester greenhouse gases, and improve local livelihoods,” said Yoly Crisanto, Globe Chief Sustainability Officer and SVP for Corporate Communications.

Globe encourages its customers to donate their Rewards points or GCash credits. Every 100 Rewards points donation is equivalent to one tree, and every PhP100 donation via GCash is equivalent to 1 tree planted. Download the Globe Rewards app on the mobile device and click the “DONATE” banner. Tap “HINELEBAN100” and press “REDEEM”. Download the app via <https://www.globe.com.ph/rewards.html#GRewardsApp>. To support Mead Foundation, go to <https://mead-foundation.org/trees/> and scan the QR code using your GCash app.

Globe supports 10 United Nations Sustainable Development Goals particularly UN SDG No. 15 centered on protecting, restoring and promoting sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation and biodiversity loss as well as SDG No. 13 which promotes urgent action to combat climate change and its impacts.

To know more about Globe’s sustainability programs, visit <https://www.globe.com.ph/about-us/sustainability.html#gref>

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