

Digitalising reforestation efforts



(Above) The trees have been curated by a consultant botanist for their ability to absorb carbon from the air.

Nik Nazmi (centre) and Teo (second from right) joining GreenRE and Zero Waste Malaysia representatives at the launch of the ForestOne mobile tree planting game. — Photos: GLENN GUAN/The Star

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For every virtual tree grown in fun mobile game, mall will plant a real tree

1 UTAMA Shopping Centre has launched ForestOne – a mobile tree planting game.

Shoppers who recycle at the mall's 1Recycling Centre (1RC) can convert their green points into ForestOne virtual water via the app and grow their virtual tree until it reaches maturity.

For every in-game achievement, players will earn an etree certificate and 1 Utama will match and plant a real tree for every virtual tree grown.

It was launched by Natural

Resources and Environmental Sustainability Minister Nik Nazmi Nik Ahmad.

In a statement, Nik Nazmi said, "1 Utama should be commended for supporting tree-planting programmes not just in the mall but also within the Bandar Utama township.

"With mobile tech so ingrained in our lives, I am confident that the younger generation and others will play ForestOne and through this fun ecological game, be inspired to

help green the planet one tree at a time."

Also present were 1 Utama director Tan Sri Teo Chiang Kok together with representatives of ForestOne sustainability advisor GreenRE and Zero Waste Malaysia.

Teo said, "ForestOne was designed to digitalise 1 Utama's reforestation efforts under our mall's sustainability greenprint.

"In the game, shoppers can select a variety of indigenous Malaysian trees to plant such as

merbau, meranti, chengal, mersawa, keruing and bellan.

"Through ForestOne, we aim to protect and conserve these endangered species by tree planting activities at our Arboretum which is a garden space dedicated to cultivating trees.

"We are proud to be our shoppers' tree planting partner."

The trees available in ForestOne have been curated by 1 Utama's consultant botanist Dr Francis Ng for their ability to

absorb carbon from the air.

Players of the ecological game will also be able to visit their adopted trees labelled with their name and etree certificate number at the Arboretum.

In the future, adopted trees will also be planted at Central Park and within Bandar Utama.

Nik Nazmi, accompanied by Teo, also opened 1RC, 1 Utama's one-stop recycling hub.

The hub integrates technology, sustainability and rewards into a singular recycling solution.