

SARAWAK TOURISM BOARD'S ECOGREEN PLANET INITIATIVE PLANTS 2,000 SEEDLINGS AT BUKIT LIMA NATURE RESERVE

Sibu, Sarawak - July 18, 2024 - Sarawak Tourism Board (STB) reached a significant milestone by planting 2,000 seedlings of five species at Bukit Lima Nature Reserve. This effort was part of the broader ecoGreen Planet initiative, launched in June 2022 during the Rainforest World Music Festival (RWMF) and Borneo Jazz Festival. The initiative highlighted Sarawak's dedication to environmental awareness and sustainability, aligning with Malaysia's national reforestation goals through a holistic approach to responsible tourism.

The planting initiative fulfils a 5-year Memorandum of Understanding (MOU) with the Sarawak Forestry Corporation (SFC) to plant 10,000 trees by 2027. This commitment supports STB's mission of advocating sustainability and responsible tourism, and contributes to carbon offsetting efforts for the festivals. ecoGreen Planet's dedication to integrating sustainability into cultural events like RWMF enhances the region's environmental footprint positively.

According to **Sharzede Datu Hj Salleh Askor, CEO of Sarawak Tourism Board**, "Our goal is not just to offset carbon emissions but to create a lasting impact on our environment, ensuring a greener future for generations to come."

She added "This tree-planting activity is part of the 5-year greening programme through ecoGreen Planet, which supports Sarawak's aspiration to plant 35 million trees, an effort that began on May 27th last year." During the 2024 RWMF, STB introduced the Green Ruai, a space powered entirely by solar energy, showcasing green technologies and sustainable farming practices. This initiative highlighted STB's leadership in eco-friendly event management and its comprehensive approach to responsible tourism.

The ecoGreen Planet reflected STB's commitment to establishing RWMF as a sustainable festival through innovative, Responsible Tourism initiatives. During this year's RWMF, the Green Ruai was powered entirely by solar energy. The Green Ruai showcased cutting-edge green technologies and sustainable farming practices, emphasising STB leadership in eco-friendly event management. "By integrating sustainable practices into our festivals, we are setting a benchmark for responsible tourism in the region," added Sharzede.

MEDIA RELEASE

Supported by sponsorships and ticket sales proceeds, ecoGreen Planet continued to play a pivotal role in Sarawak's reforestation efforts, promoting biodiversity conservation and ecological balance. This initiative not only served to educate attendees on sustainable practices but also highlighted Sarawak's commitment to preserving its natural heritage. The success of these initiatives illustrated the power of collective action in driving environmental resilience and sustainability thanks to festival-goers whose contributions and support made these reforestation efforts possible. Their participation and dedication were vital to achieving sustainability goals and preserving Sarawak's natural heritage.

For further information on Sarawak's greening initiatives, STB invites the public to visit the newly revamped website and take the pledge to support the green initiatives on <https://sarawakresponsibletourism.com>.

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About Sarawak Tourism Board

Sarawak Tourism Board is the key promoter for Sarawak. STB is a winner of the Asia Pacific Excellence Awards 2016 by Asia-Pacific Association of Communications Directors (APACD) and has received the ASEAN PR Excellence Award 2015 Gold Award. The Rainforest World Music Festival is a five-time Top 25 Best International Festivals recognised by Songlines World Music Magazine (2011 – 2015). Meanwhile, the Rainforest World Music Festival and Borneo Jazz Festival Virtual Experiences were recognised by World Responsible Tourism Awards 2021 as 'Ones to Watch' under Destinations Building Back Better Post-Covid and the virtual experience of the 2021 Rainforest World Music Festival won the PATA Gold Awards 2022 under Sustainability and Social Responsibility Category for Culture. Sarawak Tourism Board also won the Golden City Gate 2019 five-star award, Marketing Excellence Awards 2021 for Excellence in Mobile Marketing (bronze) and PATA Gold Awards 2022 its destination video entitled 'A Journey Awaits' under the marketing category.

STB was honoured with the "Nation's Pride Award" in Tourism Promotion Excellence at the BrandLaureate BestBrands Awards for the year 2022-2023. Additionally, at the Malaysia Public Relations Awards (MPRA) 2023, STB's campaign for the Rainforest World Music Festival titled "The Comeback Stronger Brand Story" was recognized with the Campaign of the Year award. STB also secured the Gold Award for Product Brand Development (B2C) under the theme "Comeback Stronger", acknowledging its compelling narrative emphasizing sustainability practices. STB received the Best Global PR Campaign Award at the DAVOS World Communications Forum Award (WCFA) 2023.