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TOYOTA INDONESIA ACTUALIZE AFFORESTATION ON THE NORTH COAST OF JAVA ISLAND



Brebes, Central Java - On March 1, 2018, Toyota Indonesia through Toyota Forest Program again showed its concern for the surrounding environment by doing reforestation activities "Mangrove for Life" which has been doing since 2013, in order to actualize the afforestation on the North Coast of Java Island. On this occasion, Toyota Indonesia planted 70,000 Mangrove Tree in 6 hectares of land located in Mangrove Pandansari, Kaliwlingi, Brebes, Central Java. The selection of this location is based on the success of local communities to rehabilitate their villages that affected by abrasion so that it becomes a mangrove conservation area that is abrasion-free.

This inauguration ceremony was attended by General Secretary of Ministry Environment and Forestry Ir. Bambang Hendroyono, MM; PLT Governor of Central Java who also serves as Vice Governor of Central Java Drs. H. Heru Sudjatmoko, M.Si; and the Regent of Brebes H. Idza Priyanti A.Md. SE and Board of Directors and Management of PT TMMIN. On the same occasion, Toyota Indonesia also invited various environmental non-governmental organizations such as IUCN (International United for Conservation of Nature), WWF (World Wide Fund for Nature) Indonesia, and Indonesian Biodiversity Foundation (Hayati)

to see directly the efforts of Toyota Indonesia to participate in maintaining the ecosystems diversity.

Besides the company policy to plant one tree for each car produced by PT. TMMIN or so-called One Car One Tree Policy, this initial planting is also part of Toyota Indonesia's target to plant and maintain 300,000 mangroves in a number of areas along the northern coast of Java spread along the Thousand Islands (DKI Jakarta), Karawang, Brebes, Batang, Kendal, and Surabaya in 2018.

The selection of mangrove trees has the benefits of carbon offset (absorbing carbon in the air), growing biodiversity and contributing value added to surrounding communities through Income Generating Activity (IGA). In accordance with the target set by Toyota Indonesia to aforestating the coast of Java, the planting of ten thousands of mangrove trees is expected to overcome environmental problems in the midst of extreme weather conditions that currently hit Java and surrounding areas.