

A lush tropical forest with palm trees and banana plants under a sunset sky. The scene is filled with vibrant green foliage, including numerous palm trees and large-leafed banana plants. The sky is a mix of soft, golden light and darker, dramatic clouds, suggesting a late afternoon or early evening setting. In the background, a range of mountains is visible under the hazy light of the sun.

**Tree Planting
Program**

Zenith





Plant a tree

Furthering our commitment to create environmentally sustainable solutions, Zenith is excited to announce the expansion of the JAC One Tree programme into Asia through a collaboration with onetreepanted.org in the Philippines. This landmark initiative builds upon Zenith's ongoing commitment to environmental stewardship and community development. In effect since 2019 in Australia and New Zealand, this expansion into the Philippines is the fulfilment of a long-held wish to make a positive impact in the region.



Zenith Expands JAC One Tree Programme into Asia

The project's primary objective is to undertake enrichment planting with indigenous tree species, revitalizing denuded areas and safeguarding the remaining forested regions within the Bulusan Volcano Natural Park and the Magallanes Juban Forest Watershed Reserve in Sorsogon Province. These once-dense canopy areas have seen a decline in natural habitats due to swidden cultivation, extensive hunting, and human settlement. Zenith aim to assist in reversing this trend and supporting the restoration of vital ecosystems.

The ecological benefits of this reforestation project are profound. It will contribute to regenerating secondary growth forests, increasing native tree diversity, restoring watersheds, preventing soil erosion, and enhancing carbon absorption. Furthermore, the Bulusan Volcano Natural Park is home to numerous endangered species, including frogs, lizards, bats, snakes, and other reptiles, making this conservation effort vital for their survival.

Community Benefits



The project will focus on restoring 125 hectares (at 400 seedlings per hectare) with a diverse range of native tree species, including:

- Akleng Parang
- Binunga
- Ipil
- Narra
- Malapapaya and Molave

The selection of these species involved collaboration with local stakeholders, including farmers, village officials, environmental groups and women: The project also supports the development of five community-based enterprises for the processing of forest products adding income to 100 local women.

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