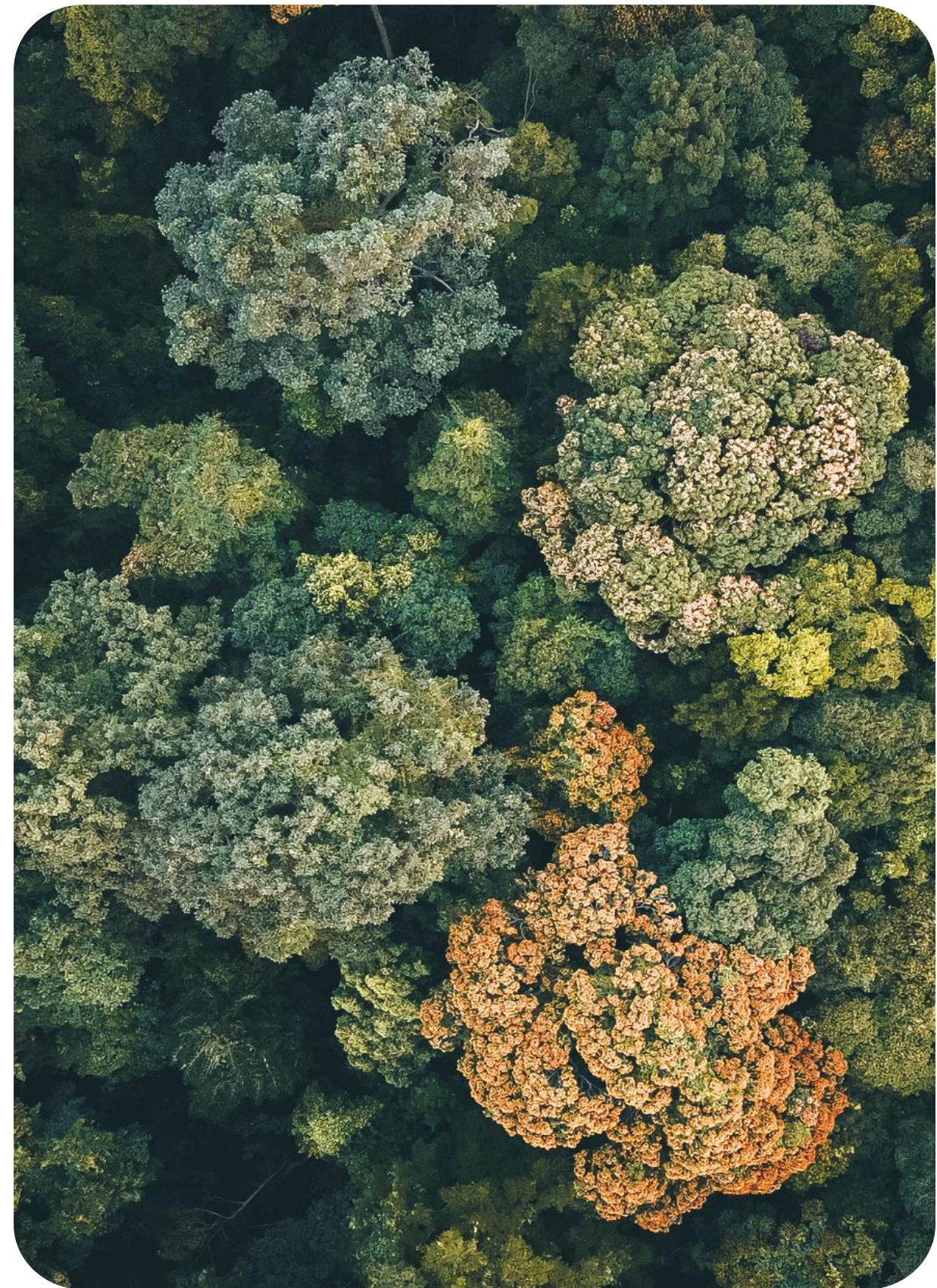


FOREST RESEARCH INSTITUTE MALAYSIA (FRIM)

# CORPORATE SOCIAL RESPONSIBILITY (CSR) PACKAGES



# Introduction

**Forest Research Institute Malaysia (FRIM)** is a leading institution in tropical forestry research and is renowned for its conservation, research, and educational efforts. Situated on 545 hectares of tropical rainforest, FRIM serves as both a research institute and a popular eco-tourism site in Selangor, attracting thousands of visitors annually. FRIM started to actively conduct CSR activities with corporations in 2000. FRIM is an ideal venue due to its proximity to corporate headquarters in Kuala Lumpur.

Gazetted as a National Heritage in January 2015, FRIM is working towards attaining the UNESCO World Heritage Site status. FRIM serves as an enabler for corporate CSR programmes to raise public awareness on environment and forest biodiversity conservation.



Our CSR packages are designed to foster environmental stewardship and community engagement. Each package offers a unique opportunity to connect with nature and contribute to a greener, more sustainable future. Join us in making a difference!

# CSR in FRIM

Goals:

- ✓ to enhance understanding on the importance of FRIM and forest conservation efforts;
- ✓ to encourage environmental movement and promoting green causes;
- ✓ to raise environmental awareness and to disseminate information to the public.



# Draw up own biodiversity plans, states told

**PUTRAJAYA:** State governments should draw up their own biodiversity plans in accordance with the National Policy on Biological Diversity 2022 to 2030.

Prime Minister Datuk Seri Anwar Ibrahim said the mainstreaming of biodiversity management could be strengthened at the state and municipal levels through the implementation of initiatives in the Malaysia Forestry Policy, National Physical Policy, National Coastal Zone Physical Plan and Central Forest Spine Ecological Master Plan.

“Efforts to improve the management of biological diversity are indeed challenging as they are under the jurisdiction of the state governments and the field covers cross sectors.

“Hence, several initiatives have been taken at various levels to strengthen and boost the biodiversity conservation agenda, such as the establishment of National Tiger Conservation Task Force by the NRECC (Natural Resources, Environment and Climate Change) Ministry, Pahang Biodiversity Council, Sarawak Biodiversity Centre and Sabah Biodiversity Centre.”

He said this at the launch of the National Policy in Biological Diversity 2022 to 2030 here yesterday.

Patrolling Programme has seen 1,500 community rangers appointed in 2023, comprising armed forces and police veterans, and Orang Asli.

“For 2024, community rangers would be increased to 2,000 people with an allocation of RM60 million.”

He said Ecological Fiscal Transfer for Biodiversity Conservation had also been increased to RM200 million from RM150 million this year, aimed at empowering state governments in conservation and gazettement of protected areas.

The government is also planning to issue biodiversity sukuk of up to RM1 billion involving the replanting of degraded forests that would generate carbon credit.

This, Anwar said, is in line with Madani framework to create biodiversity assets in the carbon market through conservation and reforestation efforts.

“To encourage involvement of the private sector in charity projects in 2024, the government will also provide tax cuts for entities that sponsor tree-planting or conservation and rehabilitation awareness programmes that are recognised by the Forest Research Institute of Malaysia.

“Organisations such as UMW Holdings Bhd, Yayasan Axiata &



Natural Resources, Environment and Climate Change Minister Nazmi Nik Ahmad says ministry has conducted engagements with state governments on climate change.

100 million trees by 2025.

Anwar is expected to attend World Climate Action Summit Dec 1 and 2, held against backdrop of the 2023 United Nations Climate Change Conference, or Conference of the Parties of the UN Framework Convention on Climate Change.

He is expected to deliver

The Ministry of Finance has appointed FRIM as the Endorsing Body for tax deductions for CSR activities related to tree planting projects or environmental awareness, preservation and conservation programmes (Jan 2024 - Dec 2026). Budget 2024 speech

Companies registered under Companies Act (Act 777) contributing to CSR projects/activities on tree planting, awareness raising and environmental conservations conducted by FRIM are entitled to a **100% tax deduction** under subsection 34(6)(h) of the Income Tax Act 1967



# CSR Packages



Tree Planting



Eco-roots Initiative



Know Our Trees



Eko-Eksplorasi



Sponsorship



# 1) TREE PLANTING

Engage in a fulfilling day of tree planting, where you'll not only contribute to reforestation efforts but also learn the importance of trees in our ecosystem. FRIM expert/guides will ensure you would have a memorable experience.

No.	Package	Capacity	No. of trees	Rate (RM)
1.	Package A	20 pax	20	7,000
2.	Package B	40 pax	40	10,000



# Tree Planting packages include:

- ✓ site visit
- ✓ the entrance fees of participants,
- ✓ services of guides & planting materials,
- ✓ a certificate,
- ✓ plaque,
- ✓ goody bags,
- ✓ gloves,
- ✓ planting tools
- ✓ transportation of tree saplings from nursery to the planting location,
- ✓ site clearing, preparation of planting holes, soil mixing, and
- ✓ post planting care (such as watering the plants, mulching, pruning and staking to ensure the survival of the trees).



# \* 2) ECO-ROOTS INITIATIVE

Activity: Hands-on training will be given to participants on forest propagation and landscape planting material. They will learn about soil preparation, how to produce planting material and ensure the seedlings thrive. Participants can take the seedlings home or leave them at FRIM's nursery for donations to schools, universities or NGOs. The programme will end with a guided tour of our nature trails for an insight into FRIM's history and unique man-made forest.

Participants will receive a Certificate of Appreciation and take home a tree seedling for planting.





# Eco-Roots Initiative

No.	Package	Capacity	Rate (RM)
1.	Package A (+ nature trekking)	20 pax	5,000
2.	Package B (+ nature trekking)	40 pax	8,000

Our package include:

- ✓ the entrance fees of participants
- ✓ services of nature guides
- ✓ planting materials
- ✓ a certificate
- ✓ plaque
- ✓ gloves
- ✓ planting tools



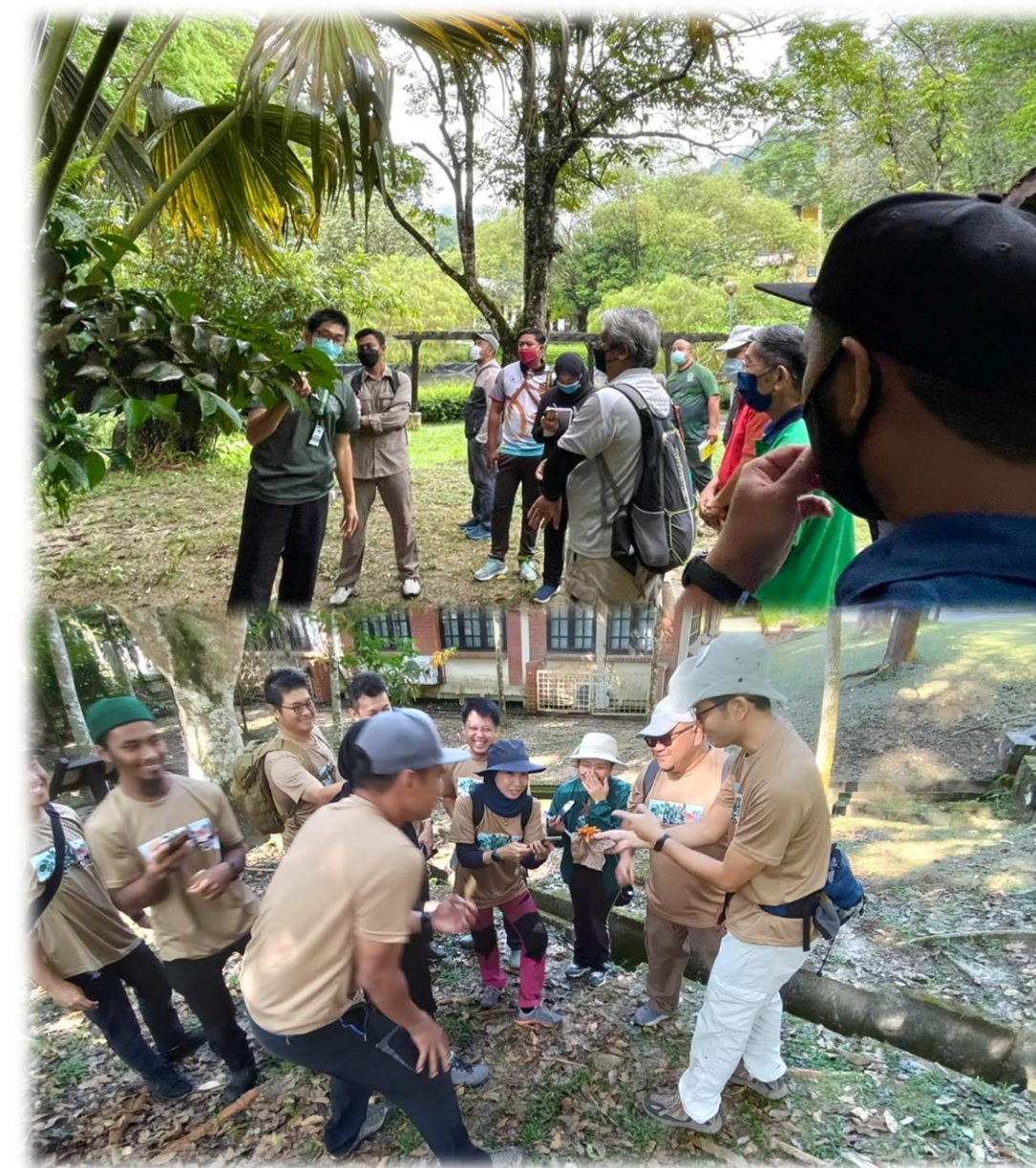
# 3) KNOW OUR TREES

**Kenali Pokok** programme aims to educate participants about the importance of preserving and conserving important tree species in the country. It uses methods like ex-situ (outside their natural habitat) and in-situ (within their natural habitat) preservation and conservation.

Objectives:

- a) Promote a culture of environmental conservation, focusing on Endangered, Rare, and Threatened (ERT) local tree species among communities and local authorities.
- b) Develop a community capable of independently ensuring the sustainability of environmental conservation and managing urban green spaces.

No.	Package	Capacity	Rate (RM)
1.	Kenali Pokok Package	30 pax	7,500
2.	Pelihara Pokok Kita Package	30 pax	8,000



# 4) EKO-EKSPLORASI BERSAMA KOMUNITI

No.	Package	Capacity	Rate (RM)
1.	Package A	14 pax	8,000
2.	Package B	28 pax	15,000

Embark on an educational journey with our ‘**Eko-Eksplorasi bersama Komuniti**’ package, where you will get to explore the wonders of nature and learn about sustainable living practices. This package is perfect for eco-conscious adventurers.

**Location:** Tapak Skim Perhutanan Masyarakat FRIM-NRES oleh Persatuan Sahabat Alam Tampik Janda Baik, Pahang

**Duration:** 1 day (9.00 am – 5.00 pm)

- Programme:
- ii. Appreciation activities related to the environment/nature; and
  - ii. Interactive outdoor recreation and community eco-tourism activities.



# 5) SPONSORSHIP



FRIM also accepts sponsorships for tree planting, forest conservation and other environmental education activities for public, local community and students.



# FOREST CONSERVATION PROJECT

We invite corporate partners to support our Forest Conservation Project as part of your CSR initiatives. By sponsoring this project, you will contribute to vital activities such as forest inventory, mapping, carbon stock monitoring, tree replanting in forest gaps, and engaging in community awareness programmes. The initiative aims to protect and sustain our precious natural habitats while fostering environmental stewardship and community involvement.



# KEM KENALI KHAZANAH HUTAN: POKOK KITA, KHAZANAH KITA

Discover the biodiversity richness of our forests through FRIM 'Kem Kenali Khazanah Hutan' package. Take part in guided tours and environmental educational activities which highlight the importance of forest conservation and local tree species.

Sponsor benefits:

- ✓ Two (2) corporate sponsor representatives will stay overnight at the FRIM chalet with twin sharing.
- ✓ 14 corporate sponsor representatives will participate in the Forest Skywalk at Night activity.
- ✓ Tokens of appreciation from FRIM including 1 corporate gift, an appreciation certificate, and 15 goodie bags.

**Location:** Perah Campsite, FRIM, Kepong

**Duration:** 2 days, 1 night

**Rate:** RM40,000



# CONTACT US:

## FRIM Corporate Communication Unit:

Office No. : 03-6279 7591 / 7577 / 7529  
E-mail: [frim\\_ccu@frim.gov.my](mailto:frim_ccu@frim.gov.my)

Letter(s) of application should be forwarded to the following officer:

Head of Corporate Communication Unit  
Forest Research Institute Malaysia (FRIM)  
52109 Kepong  
Selangor Darul Ehsan



# THANK YOU!

