



PRESS RELEASE

“LOVE FOR TREE MOVEMENT”: ONE SEED FOR THE GREEN WORLD

Dharmasraya, 21 November 2021. To celebrate World Tree Day, Professor Sumitro Djojohadikusumo Conservation Area (AK-PSD) ARSARI, which is managed by the ARSARI Djojohadikusumo Foundation (YAD) organized the “Love Tree Movement”. The event showcased short documentary followed by an inspiring talkshow, and finally invited everyone concerned about conservation to participate in donating tree seeds to be planted at AK-PSD ARSARI site. With only Rp. 20.000,- (twenty thousand rupiah) per seed, donors can have trees under their name planted and cared for in AK-PSD ARSARI, and receive periodic reports from the team in the field.

AK-PSD ARSARI is an area measuring 2,400 ha located in three districts (Dharmasraya, Solok Selatan and Muara Bungo). This conservation forest is directly adjacent to Kerinci Seblat National Park (TNKS), which is designated as a green zone and conservation area to maintain the balance of the ecosystem according to YAD’s cooperation agreement with PT. TKA on the management of Prof. Sumitro Djojohadikusumo Conservation Area in under No. L.313/Director-TKA/12.17; number 170A/YAD/XII/2017, signed on December 15, 2017.

“AK-PSD ARSARI as an educational platform was formed in collaboration with government institutions, universities, and non-governmental organizations. This is why in maintaining the balance of the ecosystem, it is necessary to involve the community to participate, and planting trees is one of them,” explained Dr. Catrini Kubonbody, Executive Director of YAD.

The event opened at 15.00 WIB with an introduction from the Executive Director of YAD, followed by a short video documentary entitled "Tree" which was produced by YAD Media and Communications together with the field team from the field of Environmental Conservation. The Inspirational Dialogue that took place afterwards presented fresh and enthusiastic faces, Rahayu Saraswati Djojohadikusumo (environmental activist, wildlife lover, Climate Reality Leadership corps, young police), Sepriyoga Virdana (practitioner of forest conservation guard, leader Wanadhyaksa, young researcher), and Elfira Septiansyah (biodiversity conservation practitioner, young researcher), as the resource person, and guided by Tito Suryawan as a young person who cares about environmental conservation.