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**Treeline Urban Resort joins Plastic Free July
in campaigning for a more sustainable Siem Reap**

SIEM REAP—Treeline Urban Resort, the newest luxury art & design hotel along the leafy banks of the Siem Reap River, is bent on walking the talk. The seven-month-old Treeline, the first hotel venture for award-winning property developer Urbanland, is taking on environmental sustainability as one of its core missions.

Treeline has been announced as one of the key partners of Cambodia's fifth Plastic Free July, a global movement that helps millions of people across over 150 countries be a part of the solution to plastic pollution. For all of July, participants pledge to avoid single-use plastic, keeping any unavoidable plastic to tally up at the month's end and serve as a tangible reminder of how much plastic we consume.

"Siem Reap is at the centre of an awakening to the urgent need of caring for the environment that's taking over Southeast Asia," says Plastic Free Cambodia (PFC) founder Sarah Rhodes. When Sarah moved to Siem Reap in 2014, she made it her mission to help address the city's plastic pollution issue and launched the plastic free initiative in 2015. It has broadened its scope to include all of Cambodia, as well as neighbouring countries such as Laos, Myanmar and Malaysia.

To mark the fifth year since its founding in Siem Reap, Treeline is hosting PFC's anniversary party on July 6. It's a key fundraising event that doubles as a celebration thanking program participants and the community for their support, and will kick off with a treasure hunt where everyone gets a prize (fun twist: each prize will be different, and there will be an extra special one in the pile).

The event's entertainment will also include a performance by Sokunthea Duk of Cambojam fame, a longtime supporter of PFC and an advocate of the plastic-free movement. Free-flow vegan and vegetarian snacks will be served and guests will get a chance to help create a community art piece.



“I’m so thrilled that Treeline is hosting this milestone event. PFC has developed a special relationship with the hotel and I love seeing how much progress they’ve made in terms of the eco-friendly practices,” says Sarah, who will share the Plastic Free Southeast Asia story and its plans for the future at the event. “Treeline is definitely setting an example for the industry, and working with businesses like them, who are passionate about the cause, is what motivates and inspires me to keep doing this work.”

Thanks to this collaboration with Plastic Free Cambodia, Treeline is on track to becoming the first hotel in the Kingdom to completely ban single-use plastic in its premises, from front-of-house right to all back-of-house operations. The property’s rooms are free of single-use plastics and are instead appointed with glass bottles for drinking water as well as bins made from water hyacinth. These bins are lined with reusable liners and all amenities are made from renewal resources such as bamboo, wood or cotton. Bags — for room slippers, laundry and toilet paper — are made of cotton or linen cloth and are completely reusable. Across the property, takeaway containers come in the form of compostable palm leaves and eco-friendly cardboard. Minibar goods are also stored in glass containers, as are coffee and sugar.

Over the last few months, all Treeline staff have received thorough training courtesy of the Plastic Free Cambodia team. This training program is now an important part of the orientation for all new team members.

“Finally, we are entering the era of mindful and conscious travel where care for the environment needs to be paramount and is now beginning to be appreciated, in some cases even demanded by travellers,” explains Treeline General Manager Joni Aker. “Community needs to be part of any sustainable property’s DNA. This is one of our guiding principles at Treeline, and so it’s part of everything we do — from showcasing Cambodian heritage and art as a way of celebrating the local culture and people, to enforcing practical measures across the hotel to minimize our ecological footprint.”

Since opening in November last year, the hotel has rolled out a series of initiatives that reinforce its drive for environmental sustainability, from the use of energy efficient systems such as solar power for heating water, to recycling everything from glass to cooking oil, and even composting onsite. Treeline also recently joined Clean Green Cambodia, a directory of sustainable businesses in the Kingdom and an online resource dedicated to educating the community on environmentally low-impact practices.

Apart from sustainable practices woven into the hotel’s daily operations, Treeline takes an active role in engaging with the community during monthly or citywide cleanups to mark World’s Oceans Day, World Environment Day and, of course, the opening of Plastic Free July.

“Our team is so passionate about protecting the environment and educating the youth, as well as the wider community, about the importance of doing so for future generations



and the benefit of all,” adds Joni. “The cleanup and tree-planting days are a wonderful way of doing that. It brings the community out in full force — fellow hotels, other businesses and organizations all work together to achieve a common goal.”

Part of Treeline’s larger vision for the environment is to help regenerate Siem Reap’s riverside district into a vibrant, clean and leafy public space for tourists and locals alike. Treeline founder and architect Hok Kang believes the area has endless opportunities, not to mention historical significance: as one of the country’s most sacred waterways, it flows from the waterfalls of Kulen Mountain — which have ancient lingas carved into the riverbeds — meanders around the temples of Angkor and then into present-day Siem Reap, before flowing out into the vast Tonle Sap, the largest freshwater lake in all of Asia.

“Siem Reap without this river wouldn’t be such an inspiring city — so we need to protect it. When you drive or stroll along this tree-lined river, and there’s a cool breeze in the air, there’s nothing quite as magical. My dream is to see the river turned into a public space with a continuous, leafy walking trail and public art installations, a place where people can walk, jog, and meet,” he said.

All these efforts have so far resonated with Treeline’s guests. “The hotel has attracted a like-minded clientele who share the same ethos that there’s something, no matter how small, that we all can do to contribute to the global effort of reducing the impact of travel and tourism on the environment,” adds Joni. “Those who’ve experienced Treeline appreciate and support what we do at the hotel, and love that they can be a big part of it.”

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Treeline Urban Resort is a privately-owned, 48-room design hotel on Siem Reap’s Riverside in Cambodia. Treeline Urban Resort offers a one-of-a-kind home for guests traveling to gateway city for the temples of Angkor. Masterfully crafted with leading Cambodian artists, our curated experience includes dedicated spaces for a growing private collection of contemporary art. www.treelinehotels.com