



FOREST PLANTATION DRIVE

To create a smarter, better, and greener tomorrow
Let's **alt_future** together.

As BGSW celebrates a legacy of 25 years,
we are creating mini-forests
to etch a part of you, for the decades to come.

We have planted **25,000+** saplings
on behalf of each of our **25,000+** associates across the globe;
a sustainable initiative that will outlive
the many milestones of BGSW,
for many years to come.



We joined hands with our partner, Forests By Heartfulness, to plant **25,000+** saplings of forest variety, on behalf of the **25,000+** associates. These saplings were planted across four locations of BGSW in India- Hyderabad, Coimbatore, Bangalore and Pune. The forests are symbolic of sustainability, diversity, and longevity to commemorate both our legacy and our commitment to **alt_future**.

Creative Evolution

This is our **key visual**, the fingerprint

The fingerprint is the most **universal yet unique** aspect there can be. When we contextualize this to the diversity at Bosch - the fingerprint celebrates the strength of this diversity and uniqueness of each Boschler



The mnemonic of the forest plantation initiative, which is an extension of our key visual, **symbolizes the uniqueness of a fingerprint with that of the tree trunk's unique rings.**

Both - truly one of a kind and that which reflects the character, capability and circumstances that enable it to thrive

alt_future

Our slogan, alt_future is both an outcome we aspire and a call to action. **To alt_future and shape tomorrow, we act today.**

We carry with us the **power to alter future for the better** by constantly reinventing, decoding and **reimagining ways to make life better** for individuals, enterprises and **communities**

Why This Initiative?

As we look at the many years ahead of us, it is crucial we also leave a legacy that addresses ecological and social sustainability for generations to come. This initiative aims at doing just that.

Attract significant biodiversity (birds, bees, rodents & reptiles)

Raise local groundwater table

Create a microclimate and abating city pollution



Sequester at least 3,000 tons of Carbon over next 25 years

Provide naturally grown fruit and medicinal herbs to the local communities

Not Just a Plantation Drive

An initiative which is beyond a plantation with associates engaged throughout the year, and is a branding opportunity which places sustainability at the core



Plantation

- Dense mini-forests with 25K+ saplings planted in 4 locations - Hyderabad, Coimbatore, Bangalore & Pune.
- 1000+ associates with families participated in the plantation drive
- Presence of forestry expert at each location for awareness building



Associate Engagement

- All-year round maintenance drives planned to encourage other associates to visit with a family member
- Accessible to Boschlers at BGSW to visit the plantation site next 2 years
- All forests are geo-tagged for active monitoring and reporting.
- Governance : Quarterly updates, video footage, drone updates on the restoration impact available to all Boschlers on the microsite



Employer Branding

- Onsite branding at each of the plantation sites
- Internal Communication amplified to encourage participation as well as create awareness
- Social Media promotion and Media Blitz for maximum engagement and awareness

Arid land turned into dense rainforests



South India faces a warm and dry climate for a large part of the year. However, these mini-forests will provide some respite in the area they are planted.

The forests were created using Forests by Heartfulness' proprietary Heartyculture High Density (HCHD) plantation method. This involves extensive soil reconstitution using Activated Biochar, Vermicompost, Cow manure and cocopeat. The selection of species, besides being native and endemic, will be such that they support one another through an extensive root network. Within 1 year, the saplings will grow to a height of 10-15 ft, which is several times the growth of a regular plantation. And in 2 years' time, the forest would be impenetrable with no sunlight reaching the soil.

So the next time one takes a stroll through the pathways of these forests, it would literally feel a few degrees cooler than what it is otherwise!

Impact created across 4 locations



98%

Survival Rate of saplings planted



3,000

Tons Carbon sequestration Potential of this forest in next 25 years



150+

Different species of native trees

Impact via social media



63

news/articles published



74 M

Potential Reach (print & online)



37%

Engagement on Social Media

Glimpses from the drive



Get more information and view progress of our mini-forests



Watch highlights of the drive across 4 locations

