

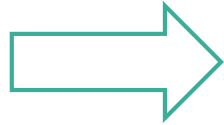
TomorrowTM matters

Sustainability initiative by House of Hiranandani

Presentation for Award Submission

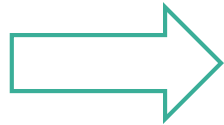
Understanding The Campaign

The Objective



Create consciousness about sustainability by creating awareness at grassroots level

The Approach

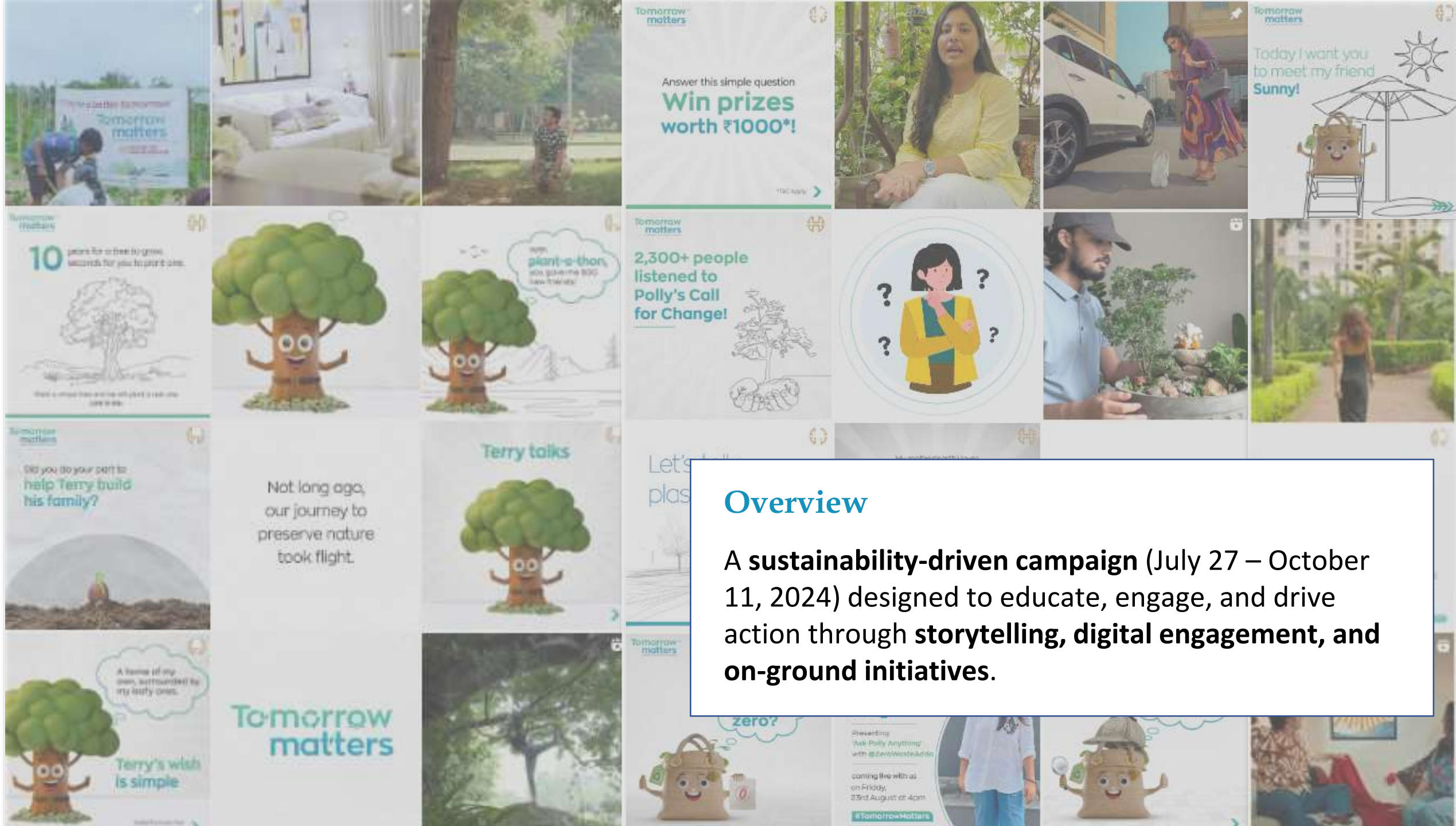


A storytelling-led, multi-channel campaign blending digital content, influencer advocacy, and on-ground activations to inspire change.

The Philosophy



Building a sustainable tomorrow starts with the choices we make today.



Overview

A **sustainability-driven campaign** (July 27 – October 11, 2024) designed to educate, engage, and drive action through **storytelling, digital engagement, and on-ground initiatives.**

TomorrowTM About matters

Sustainability initiative by House of Hiranandani

At **House of Hiranandani**, we have always stood for sustainable living, and we believe with conviction that **#Tomorrowmatters.**

Taking our commitment to sustainability one step forward, it is this conviction that led to our campaign and its pillars of action to help build a sustainable tomorrow.



Terry

Terry is a tree, rooted in the mission to inspire people to plant more.



Binny

Binny is a blue bin, guiding people toward better waste management.



Sunny

Sunny is the sun, reminding us to use energy wisely and switch off when it's not needed.

Polly

Polly is a plastic bag, here to remind us to recycle responsibly.



To bring **our message** to life, we introduced four characters who represented crucial aspects of **sustainability**:

Terry



Polly



Sunny



Binny





31
Jul



30
Jul



Influencer Collab

4
Aug



3
Aug



“

Tomorrow Matters is one of our significant steps towards the environment and the community.

”

Prashin Jhobalia
VP, Marketing Strategy



Read more



12 Aug



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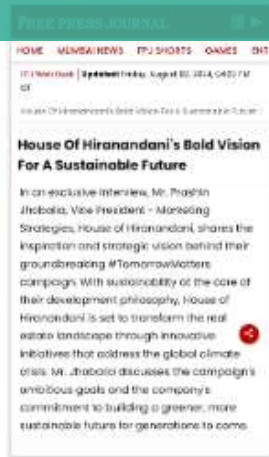
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Media Coverage



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HOUSE OF HIRANANDANI

This Week's Conservation Day was a big success! **Tomorrow matters** is proud to be a part of it.

Click here to know Terry's story.



Meet Terry with Terry
Learn about Terry's story and how he's helping to make a difference.

Meet Terry with Terry
Learn about Terry's story and how he's helping to make a difference.

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HOUSE OF HIRANANDANI

Join Terry in building his family

Here are the steps to help me!

1. Register below.
2. Download the E-Certificate.
3. Share the E-certificate in your stories, tag us.
4. Become a part of the change, for a better world!

Click here to know Terry's story.

Plant-a-thon a success!



HOUSE OF HIRANANDANI

Meet Terry, the "Tree-mendous" character who's helping to make a difference.

Here's what you can do to help Terry's family grow!

Click here to know Terry's story.



HOUSE OF HIRANANDANI

Tree-mendous News!
We're Planting Seeds of Change.

And you know we have planted more than 15,000 trees.

That's right, in just 10 years of Tree-mendous we've planted more than 15,000 trees.

Click here to know Terry's story.



HOUSE OF HIRANANDANI

Our Blueprint Just Got Greener

Click here to know Terry's story.

Click here to know Terry's story.



Emailers

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Click here to know Terry's story.

Click here to know Terry's story.



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We sparked a conversation about sustainability on [The Better India Podcast](#), discussing the "[Tomorrow Matters](#)" campaign.



Plantathon

Our **commitment to sustainability** extends beyond the digital realm, taking root in tangible actions like our **Plantathon** event, making a real difference.

Key Metrics

- 500+ Trees Planted
- 320+ Hands Helping



Cyclothon 2.0

- 500 trees Planted
- 2,000 plants distributed

World-o-Meter

- An activity installation where participants would pedal to turn the space green on the screen – creating awareness about reducing carbon footprint



Diwali Lighting Festival

- 500+ people educated about Sustainable Living through Skit.
- 400 kgs of Compost Distribution - 2,000 packs of 200g distributed in Estate and Chennai Township.
- Eco-Friendly Diwali Workshop - A dedicated space for conducting workshops on various Diwali related products to be made with eco-friendly materials.



Christmas – Vibes of Happiness 2.0

- 1200+ physical pledges
- Tomorrow Matters Zone - A dedicated space with eco-friendly Christmas tree
- Snowman made from paper cups –
Instilling the ideas of best out of waste



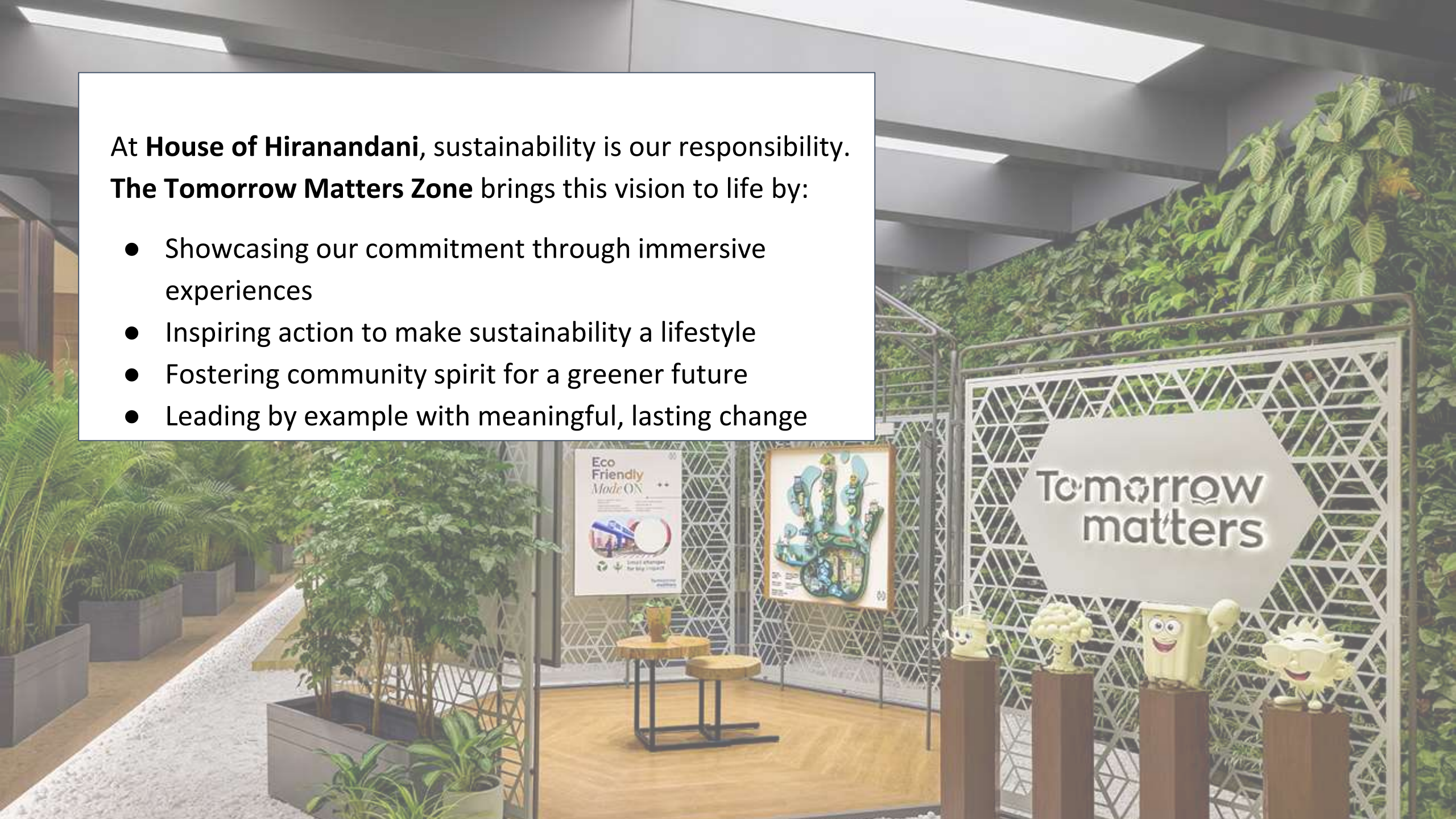
HTHM - 10

- Seed pencil - 30,000 pcs distributed
- 45kgs plastic waste collected from Upvan Lake & 4 km Route
- Art Installation - Kinetic Energy -
An interactive activity installation where participants would jog to turn the space green on the screen – creating awareness about reducing carbon footprint



At **House of Hiranandani**, sustainability is our responsibility. **The Tomorrow Matters Zone** brings this vision to life by:

- Showcasing our commitment through immersive experiences
- Inspiring action to make sustainability a lifestyle
- Fostering community spirit for a greener future
- Leading by example with meaningful, lasting change



Hand Sculpture



3D Characters



Posters



Results

43.1M

Impressions across
platforms.

6.5M

People engaged
beyond awareness.

1000+

Trees planted across
communities.

320+

Participants joined the
Plantathon.

1,090+

Sustainability pledges
made.

THANK YOU