



# PolarBear for Institutions

## PROGRAM OVERVIEW

*Official document for Municipalities, Regions, Public Administrations and Territorial Bodies*



## PolarBear for Institutions

*Real data for more effective environmental policies.*

Anonymous monitoring of sustainable behaviors. Territorial dashboards. Insights for climate and energy plans.

## 1. Introduction to the PolarBear Ecosystem

*An integrated platform to understand and guide the sustainable transition.*

PolarBear is a digital ecosystem that collects, analyzes, and distributes anonymous data on people's sustainable behaviors.

It comprises four main modules:

### 1.1 Citizen App

*Anonymous measurement of individual impact*

- Mobility
- Energy
- Food
- Digital
- Circular economy

Users contribute voluntarily, without registration.

### 1.2 Sustainable Partner Program

*Engagement of local businesses*

- Sustainable rewards
- Territorial campaigns
- Behavioral incentives

### 1.3 PolarBear Research Program

*Scientific observatory*

- Anonymous datasets
- Behavioral analysis
- Support for research and policy

### 1.4 PolarBear for Institutions

*Tools for Public Administrations and territories*

- Emissions monitoring
  - Territorial dashboards
  - Climate plan insights
  - Sustainability campaigns
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## 2. Why for Institutions

*An operational tool, not a static report.*

Administrations need:

- Real data, not self-reported
- Updated territorial insights
- Tools to incentivize citizens
- Support for climate and energy plans
- Continuous monitoring of behaviors

PolarBear for Institutions meets these needs with a **scientific, anonymous, and scalable approach**.

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## 3. Institutional Dashboard

*A single view to understand your territory.*

The dashboard provides territorial indicators on:

- **Average per capita emissions**
  - **Sustainable mobility**
  - **Energy and consumption**
  - **Food and dietary habits**
  - **Digital and device usage**
  - **Circular economy**
  - **Temporal trends**
  - **Comparisons between neighborhoods / municipalities**
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## 4. What Institutions Can Do with PolarBear

*Concrete use cases.*

- **Sustainable mobility campaigns**
  - **Urban challenges for citizens and schools**
  - **Local rewards for sustainable behaviors**
  - **Analysis for climate and energy plans (SEAP)**
  - **Urban observatory on emissions and behaviors**
  - **Partnerships with local businesses**
  - **Support for research and urban innovation projects**
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## 5. Available Datasets and Indicators

*Anonymous, territorial, updated data.*

- Aggregated indicators
- Time series
- Territorial comparisons
- Behavioral clusters
- Insights for environmental policy

Data is anonymous, collected voluntarily, and processed with scientific methodology.

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## 6. Methodology

*Complete transparency.*

- ISPRA/IPCC emission factors
  - Verifiable and versioned models
  - Quality controls
  - Outlier management
  - Privacy by design anonymization
  - Technical documentation available
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## 7. Outputs for Institutions

*What an entity collaborating with PolarBear receives.*

- **Annual territorial reports**
  - **Quarterly insights**
  - **Dedicated institutional dashboard**
  - **Support for research projects**
  - **Datasets for environmental policy**
  - **Co-designed local campaigns**
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## 8. Why Collaborate with PolarBear

*A unique observatory of its kind.*

- Real data, not self-reported
- Continuous and voluntary collection
- Growing territorial coverage

- Transparent methodology
  - Scalable infrastructure
  - Strong focus on research and policy
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## 9. How to Activate PolarBear in Your Territory

### Immediate access

- Demo dashboard
- Aggregated indicators

### Full activation

- Institutional dashboard
  - Advanced datasets
  - Local campaigns
  - Technical and scientific support
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## 10. Contacts and Requests

**Bring your city into the future of sustainability.**

**Contact the institutions team: [institutions@polar-bear.app](mailto:institutions@polar-bear.app)**