



PolarBear Research Program

PROGRAM OVERVIEW

Official document for research institutions, universities and institutions



PolarBear Research Program

The first anonymous behavioral observatory on individual sustainability.

Real, anonymous, territorial data. An open laboratory for research, policy and innovation.

1. Introduction to the PolarBear Ecosystem

An integrated platform to understand and accelerate 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, generating high-resolution data.

1.2 Research Program

The scientific heart of the ecosystem

A behavioral observatory that transforms anonymous data into useful insights for:

- Academic research
- Public institutions
- Environmental policy
- Territorial innovation

1.3 PolarBear Analytics

Data engine and analytical infrastructure

- Aggregation
- Normalization
- Quality controls
- ISPRA/IPCC models
- Territorial dashboards

1.4 PolarBear for Institutions

Tools for Public Administrations and territories

- Emissions monitoring

- Local campaigns
 - Behavioral incentives
 - Climate plan support
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2. Mission of the Research Program

An ecosystem of data to understand how sustainable behaviors change.

The Research Program is designed to provide a solid empirical basis for those studying:

- Ecological transition
- Individual behaviors
- Environmental policies
- Urban innovation
- Territorial sustainability

The 5 pillars of the mission

- **Anonymous data**
 - **Voluntary collection**
 - **Scientific methodology**
 - **Continuous updates**
 - **Growing territorial coverage**
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3. Available Datasets

Three levels of access, for different needs.

3.1 Aggregated — Free access

Ideal for:

- Preliminary analysis
- General trends
- Territorial comparisons

Contains:

- Averages
- Distributions
- Periodic updates

3.2 Pseudonymized — Access on request

For:

- Advanced analysis
- Correlations
- Behavioral clusters

Contains:

- Time series
- Geographic filters
- Cross-domain correlations

3.3 Microdata — Academic / institutional projects

For:

- Scientific research
- Policy design
- Longitudinal studies

Requires:

- Data Processing Agreement
- Ethical-legal review

Contains:

- Granular data
 - Technical variables
 - Contextual metadata
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4. Methodology

Complete transparency.

The Research Program uses a rigorous methodological framework based on:

- ISPRA/IPCC emission factors
 - Verifiable and versioned calculation models
 - Quality controls and outlier management
 - Privacy by design anonymization
 - Technical documentation available upon request
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5. Program Outputs

What we produce together.

- **Annual reports**
 - **Quarterly insights**
 - **Territorial dashboards**
 - **Scientific papers**
 - **Datasets for environmental policy**
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6. 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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7. How to Obtain Access to Datasets

Immediate access

- Aggregated datasets (open access)

Access on request

- Pseudonymized datasets
 - Microdata for academic or institutional projects
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8. Contacts and Requests

Let's build together the largest observatory on individual sustainability.

- **Request Dataset Access**
- **Download Technical Documentation**
- **Contact the research team: research@polar-bear.app**