



CityTurtles

CORPORATE CLIMATE ACTION CLUB

www.cityturtles.com



CityTurtles - Corporate Climate Action Club (CCAC)

A Practical, High-Impact Climate Culture Program for Your Organisation

Executive Summary

Forward-thinking organisations like yours are already driving sustainability. A common gap we hear, however, is the difficulty of capturing team climate actions in a way that is **measurable, verifiable, and communication-ready**.

CityTurtles fills this gap simply and efficiently.

Our 90-day Climate Action Club (CCAC) activates your teams, delivers verified climate data, builds internal visibility, and strengthens your employer brand — all with **minimal operational effort** from HR or ESG.

CCAC delivers:

- Measurable Scope 3 (commute) CO₂ reduction
- High participation through simple everyday actions
- Verified data (BCRS protocol)
- Strong internal branding & visibility
- Communication-ready stories for CSR/PR
- A climate-positive culture your teams appreciate

We run the program end-to-end.

Why HR Teams Choose CAC

1. Easy to Launch

We handle all communication, onboarding, tracking, and reporting.

2. Designed for High Participation

Cycling, walking, EV days, carpooling, zero-waste — practical activities everyone can join.

3. Supports Well-Being & Team Morale

Movement-based activities improve energy, reduce stress, and boost morale.

4. Strengthens Employer Brand

Teams see the organisation taking real, visible climate action.

5. ESG-Ready Outcomes

All actions feed into verified sustainability metrics for reporting.

Why Leadership Approves CCAC Quickly

✓ Verified CO₂ Reduction (Scope 3)

Data is validated via the patent-backed BCRS protocol.

✓ Audit-Ready Climate Impact Report

Clear, structured reporting for ESG, sustainability disclosures, and leadership reviews.

✓ No Additional Infrastructure or CapEx

A behaviour-led initiative with zero setup cost.

✓ Strong Visibility for Corporate Reputation

The program produces high-quality stories, visuals, and results.

CSR Budget Option (Triple-Benefit Approach)

Many organisations also run CCAC under **CSR budgets**, as the program delivers three aligned outcomes in one initiative:

- Strong internal/external **branding**
- **Verified climate action data** (Scope 3)
- Engaging **CSR activity** with measurable participation

This allows CSR, HR, and ESG teams to gain value in a single, compliant initiative.

What CityTurtles Provides (End-to-End)

0. Branding & Visibility Layer

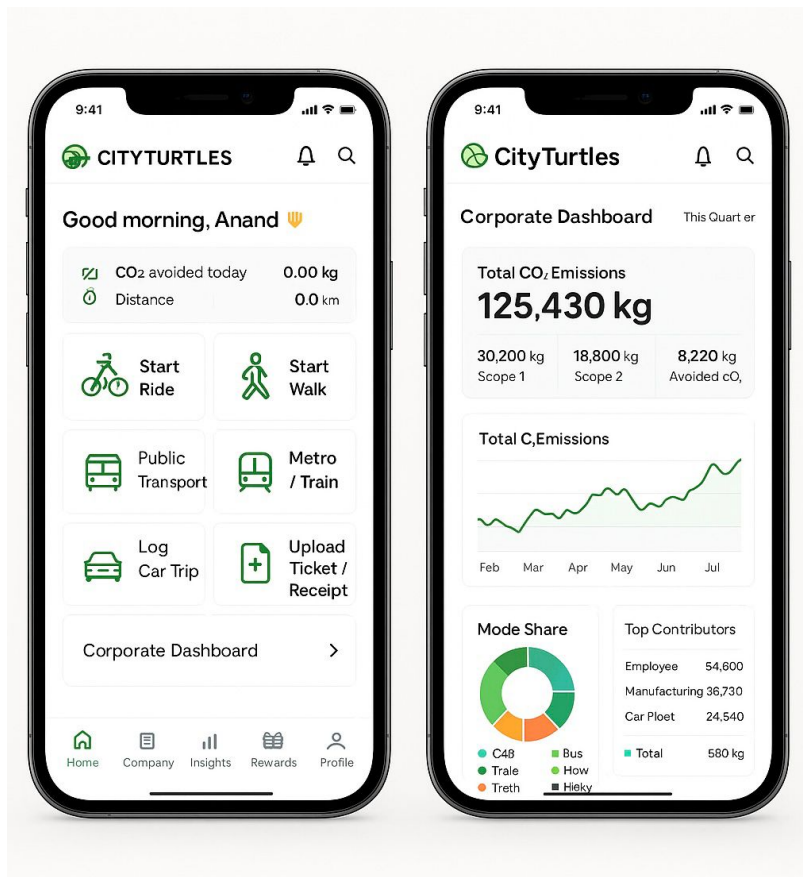
- Company-branded CCAC jerseys
- Digital communication kits (mailers, posters, display screens)
- Campaign branding with your logo
- Professional team photos for HR, CSR, PR & LinkedIn

1. CCAC Launch Event

- Virtual or onsite launch
- Branded launch material

2. Team Onboarding

- Clear onboarding instructions
- Creatives for internal channels
- Department-wise onboarding insights



(Image for illustration purpose not an actual App)

3. Monthly Climate Campaigns

Examples:

- Cycle/Walk to Work Week
- EV & Carpool Month
- Zero-Waste Challenge
- “Leave the Car Behind” Fridays
- Departmental Climathon

4. Measurement & Tracking

- CityTurtles app for climate actions
- Verified data (GPS + BCRS) All climate actions are verified through the BCRS Protocol — our patent-pending behavioural climate measurement system that ensures accuracy and data integrity.
- Leaderboards & participation dashboards

5. Recognition

- Climate Hero certificates
- Team/department performance highlights

6. Leadership Dashboards

- Participation insights
- Verified CO₂ reduction
- Wellness & engagement indicators

7. Final Climate Impact Report

- ESG-ready metrics
- Scope 3 commute insights
- Communication-ready content

Success Metrics

- Minimum **30% team participation** in Month 1
 - Verified, audit-ready CO₂ reduction
 - Increased participation across departments
 - Strong CSR/PR storytelling outcomes
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Pilot Pricing (90 Days)

- **Small (up to 200 team members): ₹50,000**
- **Medium (200–500 team members): ₹75,000**
- **Large (500+ team members): ₹1,25,000**

Includes:

- Full program management
- Communication support
- App access
- Dashboards
- Final Climate Impact Report

Transparent pricing. Zero additional workload for HR.

After the Pilot

Most organisations continue with the **One-Year Climate Culture Program**, which includes:

- 12 monthly campaigns
- Quarterly reports
- Annual BCRS verification
- Year-round recognition

Annual program starts at **₹2,50,000**.

Next Steps

We are onboarding organisations this quarter. Let's schedule your CCAC launch.

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CityTurtles — Practical, measurable climate action for modern workplaces.