CityTurtles – EDU

Sustainability Operationalization Program for Educational Institutions
Program Framework & Operating Manual

1. Program Overview
CityTurtles – EDU is an institutional sustainability program that enables educational institutions to operationalise sustainability by converting daily campus mobility behaviour into measurable, verified outcomes aligned with UN Sustainable Development Goals (SDGs). The program moves beyond one-time initiatives and awareness campaigns to establish a structured, repeatable, and defensible sustainability system at the campus level.

2. Program Objectives
Primary objectives include:
- Enabling measurable and verifiable sustainability outcomes
- Encouraging sustainable commuting behaviour
- Providing SDG-aligned evidence for reporting
- Recognising positive behaviour
- Establishing a repeatable annual sustainability cycle

3. SDGs Addressed
- SDG 11: Sustainable Cities and Communities
- SDG 12: Responsible Consumption and Production
- SDG 13: Climate Action
- SDG 17: Partnerships for the Goals

4. Program Structure
CityTurtles – EDU runs as a 12-month institutional program with four phases:
1. Baseline Establishment
2. Behaviour Enablement & Participation
3. Verification & Recognition
4. Reporting & Review
5. Operating Model
Institutional Roles:
- Institutional Sponsor (VC / Registrar)
- Nodal Department (Sustainability / IQAC)
- Faculty & Admin Coordinators

CityTurtles Roles:
- Certified Program Manager
- Central Methodology & Reporting Support

6. Phase 1: Baseline Establishment
Duration: 4–6 weeks
Objective: Establish a non-intrusive baseline of commuting behaviour
Outputs: Aggregated commute profile and baseline emissions estimate

7. Phase 2: Behaviour Enablement & Participation
Duration: Months 2–10
Objective: Encourage sustainable commuting without enforcement
Outputs: Participation and behaviour shift trends

8. Phase 3: Verification & Recognition
Objective: Verify consistent sustainable behaviour and recognise participants
Recognition formats include badges, certificates, and apparel

9. Phase 4: Reporting & Review
Objective: Convert outcomes into institution-ready documentation
Outputs include annual sustainability report and SDG-aligned summaries

10. Governance & Safeguards
- No individual surveillance
- Aggregated and anonymised data
- Voluntary participation
- No compliance claims

11. Program Benefits
Strategic: Enhanced sustainability credibility
Operational: Low administrative burden
Cultural: Positive engagement and visible sustainability culture

12. Program Duration & Renewal
Annual program with year-on-year continuity and improvement
Closing Note:
Sustainability is achieved when behaviour is measured, recognised, and sustained.