EARTH5R:

LEADERS IN CSR & ESG

THE CSR & ESG ACTION SPECIALISTS

Executing grassroot projects with Precision and
Passion!

earth5r.org
community@earth5r.org
Whatsapp: +919920045587

EARTH5R
PROFILE

→

The Changemakers Behind Earth5R — Everyday People, Extraordinary Impact.

EARTH5R

THE MOST ROBUST AND TRUSTED SUSTAINABILITY AS A SERVICE PLATFORM FOR BUSINESSES.

Earth5R is India's largest environmental organization.

Earth5R drives measurable climate action with 1.3 million citizens across 65 countries.

We bring together India's most diverse communities, execution partners, and NGOs, positioning Earth5R among the world's leading environmental action ecosystems.

Earth5R offers its proprietary service suite, **SaaS-X: Sustainability as a Service eXchange**, a real-time sustainability infrastructure.

Earth5R Team at the Paris Peace Forum, representing India's grassroots-driven climate action on a global stage.

OUR MISSION

IMPACTING 2 BILLION LIVES THROUGH THE CLIMATE ECONOMY BY 2030

Earth5R's mission is to activate two billion people in the climate economy by 2030, using technology and grassroots action to unlock market potential and drive large-scale sustainable growth.

Earth5R Volunteers celebrating impact after completing a community-driven lake cleanup initiative.

In the photo:
Young Jahaan Gupta, founder of the I'm Earth project of Earth5R, which later evolved into Earth5R's full-fledged global community program, now converged into a powerful Earth5R app.
Alongside him are early project leaders Ketul Patel and Ishit Patel, whose unwavering dedication to cleaning up Powai Lake marked the beginning of a movement.

This is how Earth5R's formal Citizen Science Program began — with a few small people and a big vision.

What started as a simple community effort soon transformed into a large-scale waterbody restoration initiative — and eventually, a global sustainability platform.

From a handful of citizens at Powai Lake to a global movement - Earth5R's journey began small, but with science at its core.
Every cleanup focused on waste segregation, not just collection, because recycling starts with sorting. That early commitment to citizen science laid the foundation for Earth5R's data-driven, community-powered restoration model used worldwide today.

7.8M+
Global Volunteering Hours

48K+
Environmentalists mobilised via Earth5R App

792K+
Tons of CO2 offset

53K+
Impact Stories documented in Earth5R App

79K+
Plantations across Subcontinent

19.8K+
Tons of CO2 responsibly sequestered

897+
Hectares of Urban Plantation

6.3M+
Climate conscious Audience reached

Earth5R Founder, CEO Saurabh Gupta delivering a TEDx Talk at Patheon Assas, University of Paris.

"While bicycling 50,000km, Saurabh Gupta had the idea to found Earth5R, a global environmental and social organization, implementing an eco-citizens program.

Saurabh Gupta left his lucrative job as HR Head at Cafe Coffee Day to bicycle through multiple countries over 50,000 km.

He then founded Earth5R, a global environmental and social organization that established an Eco-citizens program, bringing together different communities around local ecological projects, such as creating Zero Waste communities to reduce poverty and restore ecosystems.

Earth5R Founder Saurabh Gupta atop the newly installed river cleaning equipment at the Mithi River, driving change for a cleaner future. Photo by Earth5R.

Domain Expertise
- Earth5R is a globally recognized environmental organization known for its innovative approach to sustainability and community-driven solutions.
- Earth5R integrates environmental conservation with socio-economic development, focusing on measurable and impactful outcomes.
- Our Capabilities include Sustainability as a Service, comprehensive project planning, technology integration, stakeholder coordination, sustainability advocacy, and environmental education.

Google Award for
Best App for Good 2023

Earth5R Selected for
Paris Peace Forum as Project
Leader

Awarded as UNESCO
Green citizen, one of the best 100
Environmental Projects Globally

Awarded Mithi River Cleaning
Project by United Nations

Innovative Approach to CSR & ESG

Earth5R leads the way in facilitating corporate transitions to green economies, leveraging its UNESCO recognition and Google award-winning app. The organization provides a holistic approach to CSR and ESG, empowering businesses to incorporate sustainable practices into their core operations.

Technology and Impact at the Core

The Earth5R app is a groundbreaking tool that helps individuals do evidence and data driven work. All activities are Geo Tagged, and data collection is automated. It serves as a platform for building a personal or corporate Sustainability Portfolio, showcasing real contributions towards environmental preservation.
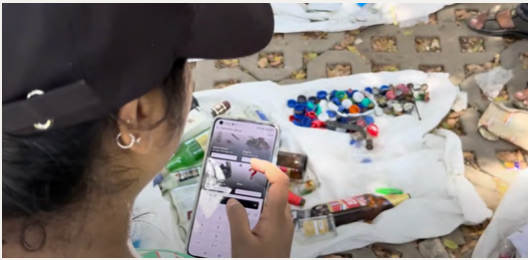
Earth5R App helps with evidence driven validated data collection during field work.
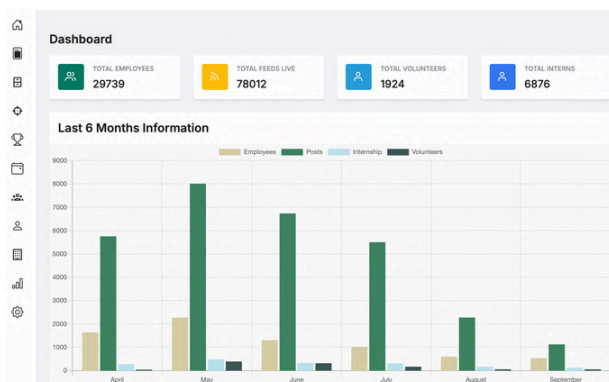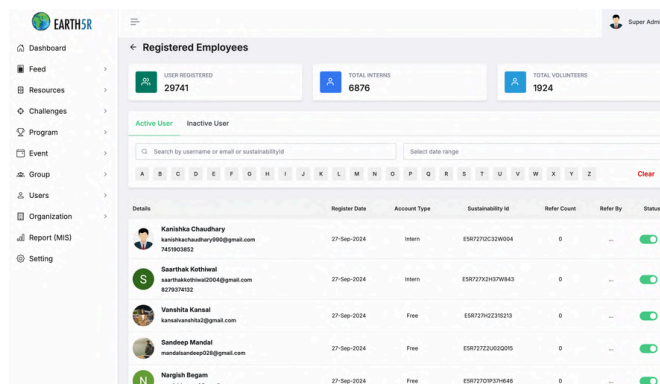

Our blockchain-led Plastic Credit program has provided livelihoods to hundreds of families in the Mithi River Catchment area.

Our Solar Powered River Plastic Recovery Project at Mumbai: CSR Project funded by Huhtamaki, in partnership with Mumbai Municipality and United Nations.

OUR GOOGLE AWARDED TECH

Earth5R offers a cutting-edge dashboard featuring a robust Management Information System (MIS) designed for real-time reporting of CSR and ESG initiatives.

BENEFITS

Real-Time Data Monitoring
- Instant access to project data and progress updates.
- Enables timely decision-making

Comprehensive MIS Reporting
- Generate detailed reports on sustainability metrics and KPIs.
- Customizable dashboards to meet specific needs

Geo-Tagged Validation
- Geo-tagging technology to validate on-ground activities.
- Ensures authenticity and transparency of project execution.

User-Friendly Interface
- Super-easy app.
- Intuitive design for easy navigation and data interpretation.

Cloud-Based Accessibility
- Secure, cloud-based platform accessible from anywhere at any time.
- Ensures data security with robust encryption and privacy controls.

Award-Winning Technology
- Recognized by Google for innovation in sustainability solutions.
- Trusted by organizations worldwide for enhancing CSR and ESG performance.

MANAGEMENT TEAM

SAURABH GUPTA

CEO and Founder

BHARATI MARATHE

VP- Projects
Environmental Architect

OVAIS SARMAD

Chief Climate Advisor
Former Dy Sec UNFCCC

DIVYANSH RAGHUVANSHI

Head- Global Development
Stanford GSB

President of Fiji, Mr. Ratu Epeli Nailatikau, with Earth5R Co-founders Saurabh Gupta and Ar. Bharati Marathe at the Paris Peace Forum.

French President Emmanuel Macron

awarded Earth5R Founder, Saurabh Gupta as Young Leader India France

- Awarded by French President Emmanuel Macron, the Young Leader India–France title positions Saurabh Gupta as a next-generation global sustainability leader—bridging diplomacy, climate innovation, and citizen-powered impact at scale.

- President Macron's leadership on international climate agreements, green finance, and multilateral cooperation makes this recognition a **strategic endorsement of Earth5R's global relevance** in aligning local action with international sustainability mandates.

- Saurabh is accelerating Earth5R's role as a global catalyst—activating 1.3M+ citizens, scaling SaaS-X infrastructure, and positioning India at the forefront of collaborative, community-driven climate solutions worldwide.

This recognition signals a new era where businesses can align with globally endorsed, community-driven sustainability frameworks.
With Earth5R's proven model, organizations now have a trusted partner to deliver verified ESG outcomes at scale.

OUR MODEL
SAAS-X

→

Driven by purpose, the river cleanup site team stands united in Earth5R's mission to restore and protect our water bodies. Photo by Earth5R.

SaaS-X Model

SaaS-X or Sustainability as a Service eXchange, is a proprietary service suite by Earth5R.
It's a service-based ecosystem to operationalize sustainability through local action, circular systems, technology, and measurable impact.
SaaS-X enables communities, businesses, and governments to co-create plug-and-play, ready-to-deploy environmental impact projects.

Earth5R
SaaS-X

1. Sustainability Consulting as a Service
2. Stakeholder Onboarding & Engagement as a Service
3. Sustainability Project Management as a Service
4. Technology as a Service
5. Sustainability Infrastructure as a Service
6. Circular Economy as a Service
7. Community as a Service
8. Sustainability Reporting as a Service

SaaS-X: A modular, service-driven platform delivering real sustainability through community exchange, circular systems, and data.

This integrated 8-part model offers a modern, turnkey solution to corporate ESG challenges by combining community action, technology, circular economy, and real-time reporting.

It's modular, impact-driven, and fully customizable—making it ideal for corporates seeking measurable sustainability, stakeholder alignment, and compliance with global SDG, CSR, and climate commitments.

Saurabh Gupta, engaged in high-level consultation with the European Union, presenting strategic insights on circular economy and resource efficiency.

Sustainability Consulting as a Service

Earth5R provides tailored sustainability advisory for corporates, governments, and institutions.

Consulting includes ESG strategy, baseline assessments, policy alignment, and action planning—anchored in global frameworks like SDGs, Net Zero, and GRI.

Our consulting services turn sustainability intent into a strategic roadmap with measurable outcomes.

In Mumbai, our consulting led to a city-wide plan integrating lake rejuvenation, air quality monitoring, and citizen engagement.

For a major FMCG client, we designed a plastic neutrality strategy linked to circular economy pilots in urban slums.

Saurabh Gupta, Founder of Earth5R, at the UNESCO Headquarters in Paris to engage in high-level discussions on sustainability and global environmental policy.

Stakeholder Onboarding & Engagement as a Service

Earth5R brings together citizens, institutions, corporations, and governments into one unified sustainability ecosystem.

Through high-impact partnerships with UNESCO, UNFCCC, the European Union, Mumbai & Bangalore municipalities, and global universities, we align diverse stakeholders toward verified, collective climate action.

In Mumbai, we mobilized waste workers, NGOs, and municipal teams into a decentralized waste system.

In Bengaluru, student leaders drove school-wide circular economy campaigns under Earth5R's engagement framework.

Installation of river cleaning equipment at the Mithi River. Photo by Earth5R.

Sustainability Project Management as a Service

Earth5R manages sustainability projects end-to-end—from planning and budgeting to field execution and compliance.

Whether it's a river cleanup in Pune or school-based circular economy programs in Bengaluru, our team ensures timely, high-quality delivery.

All projects are supported by live dashboards, impact forecasting, and adaptive management.

In Pune, our team coordinated over 1,000 volunteers and vendors for a 4-month marketplace recycling program.

We also oversaw ESG integration for a corporate campus project spanning renewable energy, greywater reuse, and biodiversity zones.

Earth5R App.
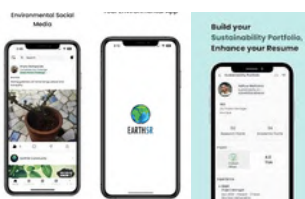
Technology as a Service

The Earth5R platform provides mobile apps, partner dashboards, AI-driven analytics, and blockchain-based impact verification.

This enables real-time tracking of citizen actions, project milestones, and sustainability metrics across geographies.

Tech serves as the backbone of transparency, data intelligence, and scale.

Our smart dashboards are now used by city administrators in Nashik to monitor lake restoration metrics zone-wise.

In partnership with schools, students use the app to report local climate issues and track their environmental footprint.

SaaS-X Model

Sustainability Infrastructure as a Service

We deploy on-ground infrastructure like River cleaning machines, Interceptors, composting units, smart bins, e-waste drop-offs, and lake aeration systems.

Earth5R ensures that physical sustainability tools are locally adapted, low-cost, and community-operated.

This turns action plans into visible, functional public assets.

In Dharavi, we implemented low-tech composters that processed market waste into nutrient-rich compost.

We also installed eco-restoration units along the Mithi River to reduce blackwater flow and restore biodiversity.

On-ground river cleaning setup as part of the UN-backed River Cleanup Project. Photo by Earth5R.

Circular Economy as a Service

Earth5R helps organizations implement circular economy models—from waste audits and upcycling networks to plastic credit tracking.

In Pune, we enabled informal workers to run decentralized plastic recovery units that diverted 80+ tons of waste.

We turn linear systems into regenerative loops with economic value.

We designed a take-back program with retailers in Andheri to collect post-consumer plastic packaging.

In Thane, our upcycling pilot created income for women artisans through waste-based product design.

On-site waste segregation by Earth5R staff as part of the Circular Economy project. Photo by Earth5R.

Community as a Service

Our model activates citizens, schools, and resident groups through awareness drives, volunteer programs, and citizen science tools.

We've mobilized over 60,000 people across 3,500 communities, turning local engagement into global sustainability momentum.

The community becomes the engine of implementation, not just the audience.

In Powai, we hosted neighborhood-led waste audits and tree plantation drives across housing societies.

Our school engagement model in Nashik turned over 500 students into sustainability leaders and cleanup volunteers.

Empowering communities through knowledge. An Earth5R volunteer trains local residents on sustainable waste management practices. Photo by Earth5R.

Sustainability Reporting as a Service

Earth5R produces investor-grade, blockchain-verified sustainability reports tailored to ESG, CSR, and SDG mandates.

Clients use our reporting to attract green finance, fulfill disclosure requirements, and tell authentic impact stories.

Reports cover carbon savings, waste metrics, community engagement, and long-term value.

A multinational client used our reports to cut ESG disclosure time by 70% and secure ESG-linked funding.

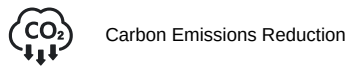We also co-developed SDG alignment dashboards for a university network engaging 15,000+ students.

A granular level reporting generated by Earth5R SaaS Dashboard

THE
KPIs

→

ESG KPIS

ENVIRONMENTAL

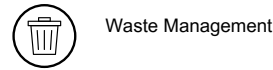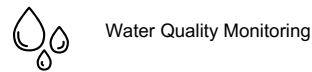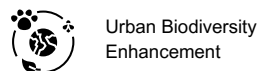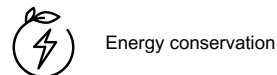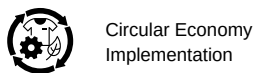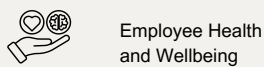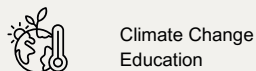| Activities	ESG KPIs	How Earth5R helps
Carbon Emissions Reduction	**Scope 1 emissions** Tons of CO2 Reduced	Earth5R's app **tracks collective employee action** (e.g., tree planting, cycling, waste cleanup) to calculate CO2 offset and **enhance overall ESG of the company**
Waste Management	**Total waste generated** Tons of Waste Collected/Sorted	Through **waste cleanup and analysis** modules, employees and community volunteers document and segregate waste for corporate tracking.
Water Quality Monitoring	**Prevention of Water Pollution** Water Pollution Levels	Water Pollution Study feature enables employees and community volunteers to **monitor water bodies for pollution,** report data, and track changes.
Urban Biodiversity Enhancement	**Enhanced Biodiversity** No. of Trees Planted/Counted	Urban Tree Counting and Plantation Programs track local tree data, create **air pollution indicators**, supporting **biodiversity goals.**
Noise Pollution Reduction	**Reduction in noise pollution** Noise Levels (dB)	**Noise Pollution** Surveys engage employees and community volunteers in monitoring and reporting noise levels in various local areas.
Energy conservation	**Percentage of renewable energy** Energy Saved (kWh)	**Energy Conservation** Studies help employees analyze usage and suggest conservation measures to reduce energy consumption.
Circular Economy Implementation	**Enhancing Circular Economy** No. of Workshops/Trainings Conducted, People Trained	Earth5R offers **Circular Economy Training**, equipping employees and community volunteers with **skills** to implement sustainable practices.

SOCIAL
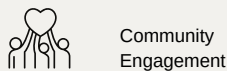
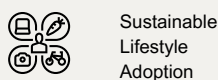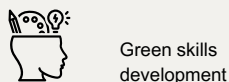| Activities	ESG KPIs	How Earth5R helps
Community Engagement	**Number of people impacted** Hours of Volunteering/Number of Participants	Earth5R's community modules engage employees and community volunteers in **local environmental projects, tracking and increasing volunteering hours.**
Employee Health and Wellbeing	**Employee turnover rate** No. of Fitness Activities/Participation Rate	Earth5R promotes well-being through **fitness challenges and lifestyle changes**, improving corporate wellness metrics.
Climate Change Education	**Number of people trained** No. of Workshops/ Participants	Climate Literacy Programs provide **workshops** to educate and engage **employees**, community volunteers, **customers** enhancing awareness.
Sustainable Lifestyle Adoption	**Number of jobs created locally** % of Employees Adopting Sustainable Practices	The app's **lifestyle challenges** (e.g., Zero Plastic Day, Public Transport Day, Water Audit, Green Day, etc.) track and promote sustainable choices among employees and community members. **Brands can promote** their own green/sustainability challenge campaigns for **activation and awareness.**
Green skills development	**Number of climate risk assessment** No. of Employees Trained/Certified	Earth5R offers **training and certifications** for employees and community members through **Green Skills** and Climate Literacy Programs.

GOVERNANCE

Activities	ESG KPIs	How Earth5R helps
ESG Reporting and Tracking	**ESG audit reports** No. of ESG Activities Logged/Impact Data Collected	Earth5R app provides a **dashboard** for companies to **monitor** and **report** on ESG activities and their **impacts** in **real-time**.
Employee Participation in ESG Initiatives	**Number of ESG reports published** No. of Employees Engaged	Earth5R sustainability modules, Sustainability Challenges, Group creation and event management features facilitate large-scale corporate **employee engagement in ESG initiatives.**
Points and Incentive Systems	**Enhanced ESG rating** No. of Points Redeemed/Employee Incentives	The Green Points System motivates employees to participate in sustainable activities, **boosting corporate ESG scores**.
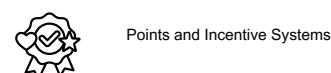
TYPES OF
PROJECTS

→

PROJECTS

Sustainable Urban Plantation Drives
Plantation projects aimed at greening urban spaces, enhancing biodiversity with food and fruit bearing plants, and reducing urban heat island effects.

Impact Metrics: *CO2 sequestration rate, Biodiversity Index improvement, Square meters of green space added.*

WASTE MANAGEMENT AND CIRCULAR ECONOMY WORKSHOPS
Workshops on innovative waste management techniques and Circular Economy including segregation, recycling, and composting, followed by implementing a sustainable waste management system.

Impact Metrics: *Reduction in waste to landfill, Percentage increase in recycling rates, Metric tons of CO2 emissions reduced.*

RENEWABLE ENERGY TRANSITION PROGRAMS
Facilitating the transition of corporate facilities to renewable energy sources through workshops, feasibility studies, and partnerships with renewable energy providers. Includes employee engagement programs that educate and encourage the adoption of renewable energy at home
Impact Metrics: KV *of renewable energy installed, Reduction in corporate carbon footprint, Percentage of energy consumption shifted to renewables.*

CORPORATE SUSTAINABILITY CHALLENGE
A month-long event where teams compete to achieve the highest impact in sustainability metrics, such as reducing energy consumption, enhancing waste segregation, or developing innovative sustainability solutions.
Impact Metrics: *Energy saved, Waste recycled, Number of innovative solutions proposed.*

SUSTAINABILITY SKILL DEVELOPMENT AND CERTIFICATION
Earth5R's acclaimed sustainability courses for corporate employees, focusing on practical skills for green economy transitions. Included options for specialized courses tailored to corporate sectors (e.g., finance, technology, manufacturing). Followed by field work and volunteering using Earth5R's Google Awarded App.
Impact Metrics: *Number of employees certified, Sustainability projects initiated by certified employees, Improvement in corporate sustainability ratings.*

CORPORATE CARBON OFFSET INITIATIVES
Developing tailored programs where companies can invest in local environmental projects, such as Afforestation, Renewable energy installations, or Sustainable agriculture, as a way to offset their carbon footprint.
Impact Metrics: *Metric tons of CO2 offset, Hectares of land reforested or under sustainable agriculture, Kilowatts of renewable energy funded.*

PROJECTS

WATER CONSERVATION AND MANAGEMENT PROJECTS
Implementing projects focusing on water conservation within corporate campuses and in communities facing water scarcity.
Techniques include rainwater harvesting, greywater recycling, and watershed management.
Impact Metrics: *Liters of water saved, Percentage reduction in water use, Improved water availability in target communities.*

ESG, SUSTAINABILITY REPORTING AND ANALYTICS TRAINING
Training for teams on how to accurately report and analyze sustainability initiatives and their impacts, aligning with global standards and frameworks.
Impact Metrics: *Improvement in sustainability reporting quality, increase in data-driven sustainability decisions, alignment with global standards.*

CLEAN WATER ACCESS PROJECTS
Improving access to clean water in underprivileged communities through the installation of water purification systems, rainwater harvesting units, and the restoration of local water bodies.
Impact Metrics: *Number of people gaining access to clean water, Liters of water purified, Water bodies restored.*

ECO-SANITATION FACILITIES CONSTRUCTION
Construction of eco-friendly sanitation facilities in rural areas, using sustainable materials and designs that conserve water and convert waste into compost.
Impact Metrics: *Number of eco-sanitation facilities built, Reduction in water use, Quantity of compost produced.*

GREEN SKILLS JOB TRAINING CENTERS
Establishing job training centers that focus on green skills, such as solar panel installation, circular economy, waste management, sustainable agriculture practices, and eco-friendly construction techniques.
Impact Metrics: *Number of individuals trained, Job placement rates in green industries, Number of businesses supported.*

ECO-ENTREPRENEURSHIP INCUBATOR PROGRAMS
Creating incubator programs for budding entrepreneurs focused on sustainability, providing mentorship, resources, and funding to help launch and scale their eco-friendly startups.
Impact Metrics: *Startups incubated, jobs created, Environmental impact of startups' products/services.*

PROJECTS
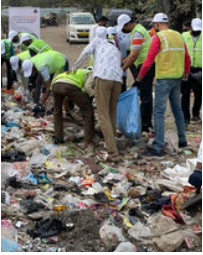
PLASTIC-FREE CAMPAIGNS AND INITIATIVES
Launching campaigns to reduce plastic use within corporate campuses and in surrounding communities, including plastic collection drives, installing water refill stations, and promoting alternatives to single-use plastics.
Impact Metrics: *Kilograms of plastic waste collected, Reduction in plastic usage, Number of refill stations installed.*

BIODIVERSITY CONSERVATION EFFORTS
Launching biodiversity conservation initiatives aimed at protecting and restoring local biodiversity. eg. wildlife conservation programs, protecting endangered species, and restoring habitats.
Impact Metrics: *Hectares of habitat restored, number of species protected, increase in local biodiversity.*

SUSTAINABLE AGRICULTURE SUPPORT PROGRAMS
Partnering with farmers to promote sustainable agriculture practices. This involves training in organic farming, providing resources for natural pest management, and supporting the transition to sustainable irrigation methods.
Impact Metrics: *Acres of land farmed sustainably, Reduction in chemical pesticide use, Increase in crop yields.*

URBAN TO RURAL KNOWLEDGE EXCHANGE INITIATIVES
Facilitating knowledge exchange between urban professionals and rural communities. This includes workshops on sustainable living practices, technology for rural development, and cultural exchange programs to foster mutual understanding and collaboration.
Impact Metrics: *Workshops conducted, participants engaged, Sustainable practices adopted by communities.*

SOLAR/RENEWABLE ENERGY FOR COMMUNITY FACILITIES
Installing renewable energy solutions, such as solar panels or biogas units, for community facilities like schools, health centers, and community halls in rural areas.
Impact Metrics: *Megawatts of renewable energy installed, community facilities powered by renewable sources, reduction in community carbon footprint.*

RIVER, BEACH, AND LAKE CLEANUP CAMPAIGNS
Targeted cleanup campaigns for rivers, beaches, and lakes, engaging employees and volunteers in removing trash and pollutants.
Impact Metrics: *Kg trash removed, Total Volunteering hours, Total Volunteers, GHG emission reduced*

A Typical River/ Water body Cleanup Brief Plan & Budget

→

Type	Budget Slab (INR)	Scope of Work (SaaS-X Modules)	Highlights of Community Engagement (Community as a Service)	Highlights of Technology & Monitoring (Technology as a Service)	Expected Impact Metrics
SaaS-X Pilot Deployment	₹10–20 Lakhs	River cleanup infrastructure for a ~200–300m stretch, semi-mechanical waste removal, localized awareness + volunteer onboarding. Introduces Earth5R's Circular Economy as a Service and Community as a Service modules in simplified form.	Local volunteer activation with basic training; micro-engagement models using school groups and community youth.	Earth5R App enabled for field logs, cleanup tracking, photo uploads; geo-tagged task reporting. Basic transparency layer for impact validation.	50–120 tons waste removed, ~1500 citizens engaged through cleanups, awareness drives, and school-based programs. Laid the groundwork for community ownership and behavioral change, with local volunteers managing post-cleanup monitoring. Served as a replicable pilot model for rivers, demonstrating early results in public health, visual cleanliness, and civic pride. Contributed to SDGs 6, 11, and 13.
Expanded Deployment	₹30–50 Lakhs	Circular Economy training, community-based sorting points, 500m river stretch, drone/GIS diagnostics, initial phytoremediation introduced under "Sustainability Infrastructure as a Service".	Volunteer teams onboarded; 3–4 localized events + visual SOP campaigns; resident committees formed.	Drone mapping, GIS pollution tagging, QR-based volunteer attendance; field data visualized through Earth5R dashboards.	150–200 tons waste removed, ~2500 citizens engaged, including youth, women, and local businesses. Initiated 3–5 circular economy micro-pilots (e.g., plastic-to-products, composting units), launched stakeholder roundtables, and began first phase of phytoremediation and water quality monitoring. Tangible reduction in riverbank dumping and initial biodiversity observations reported. Builds local ecosystem capacity and introduces SDG-aligned economic loops.
Mid-Scale River Reboot	₹50–70 Lakhs	Full integration of 4 SaaS-X modules (Technology, Circular Economy, Community & Reporting as a Service); infrastructure for ~1km stretch; Green Points gamification system launched.	Community groups formalized into task zones; 6–8 training events; youth/SHG groups introduced to upcycling micro-enterprise.	Earth5R real-time dashboard activated; water testing kits + pollution monitoring tools deployed; report auto-generation for stakeholders.	250–350 tons waste removed, ~4000+ citizens engaged across community, educational, and residential clusters. Trained 50+ residents in green livelihoods, such as upcycling, waste sorting, and biofertilizer production. Installed multiple sorting points, with 15–20 tons of waste recycled locally. Public visibility of cleanup success drives civic participation. Active dashboards, water testing, and behavior change indicate long-term sustainability and strong CSR/ESG alignmen
High-Impact Ecosystem Buildout	₹70–90 Lakhs	Modular waste processing systems installed; robust stakeholder ecosystem created (NGOs, schools, recyclers, civic partners); long-term job creation programs launched.	SaaS-X Community-as-a-Service scaled with structured livelihoods: paper bag making, upcycling workshops, green jobs for women/youth. Video documentary with interview of beneficiaries and key stakeholders. Before and after visuals captured from drone and land based videos.	Fully operational MIS dashboard; live tracking of waste collection, training attendance, and environmental data; ESG-grade impact verification.	400–500 tons waste removed, ~7000+ people directly engaged through door-to-door mobilization, corporate employee volunteering, school competitions, and weekly events. Trained over 100+ community members in green jobs, with many launching microenterprises. Achieved major ecological and visual transformation across 1.5+ km stretch, with riverbanks turned into walkable, clean, green zones. Strong documentation, media visibility, and stakeholder integration. Positioned as a scalable smart-river restoration zone.
Flagship Transformation Project	₹1 Cr onwards	Full SaaS-X ecosystem enabled—real-time governance, automated reporting, ESG integration, maintenance protocols. Includes policy advocacy and beautification for urban resilience.	Local ecosystems fully mobilized: women-led green businesses, inter-school environmental league, community river stewards formed. Above video documentary integrated with interviews from top global authorities eg MIT Sustainability, EU Officials, City Commissioners, UN Cliamte Change specialists. A special podcast with multiple stake holders including few top global experts.	Earth5R's full-stack system with intermitten drone videos validation, Full project video documentary, Published Case Studies, SaaS dashboard stakeholder login access, community app integration, and ESG reporting modules.	Upwards of 750 tons waste removed, Upwards 10,000+ citizens mobilized, and a fully restored river corridor (~2km+) featuring landscaped edges, information signage, and smart waste systems. Created 250+ livelihoods (including women-led enterprises, wastepreneurs, trainers). Deep stakeholder ownership, long-term MOU with civic bodies, and full ESG-grade reporting via Earth5R systems. Ready for national-level showcasing, policy dialogue, and replication across other river systems. Recognized as a sustainability flagship aligned with 9+ SDGs.

BRAND
ACTIVATION
& PR

→

Swiss Airline team with the Earth5R team at a Sustainable School where plastic waste from local cleanups was transformed into benches and desks—turning waste into learning.

BRAND ACTIVATION & PR

EARTH5R

We helps brands activate sustainability through high-visibility, community-driven environmental campaigns. We co-create on-ground and digital experiences- like cleanups, green drives, and circular economy programs- aligned with your brand values.

Each activation is backed by **verified impact data**, media engagement, and storytelling that strengthens ESG positioning and public trust.

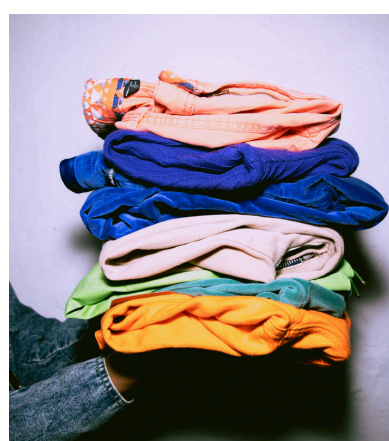**Urban Rooftop Garden** Campaign

Sustainable Streetwear Collaboration Launches

River/ Lake/ Beach Cleanup Live-Streamed Events

Water-Saving Challenges with Rewards

Thrift-and-Swap Fashion Carnivals

Tree-Planting with AR Gamification

Bicycling, Walking, Running Challenges

Social Media Challenges for Recycling

Carbon Offset Subscription Programs

BRAND ACTIVATION & PR

Where brand purpose meets public action. Amplify visibility through climate-positive campaigns.

Virtual Sustainability Workshops

VR Experiences of
Green Communities

Eco-Certification
for Online Shoppers

Sustainability Leaderboards

Carbon Offset Subscription Programs

Reusable Cup/Bottle Selfie
Contests

Eco-Friendly Commute Rewards
Campaigns

Green Energy-Powered Brand
Activations
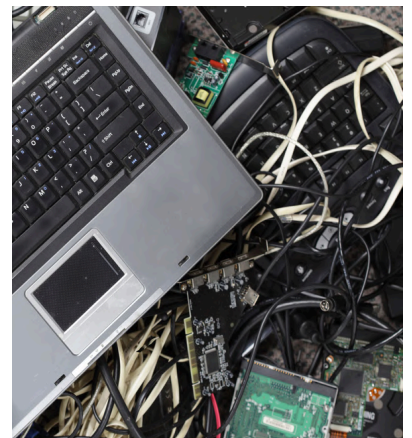
Ewaste collection Drive for Electronic
Manufacturing Companies

SUSTAINABILITY PROJECT CASE STUDY

1. Mithi River Cleanup Case Study
2. Summary of Impact
3. Key learning from the project

Fully installed and ready- river cleaning setup post-deployment under Mumbai Mithi River Cleanup Project. Photo by Earth5R.

EARTH5R

River Cleanup and Innovation Deployment at Mithi River:
A Collaborative Project with United Nations Technology Innovation Lab

Background
In late 2020, the United Nations Technology Innovation Lab (UNTIL) approached Earth5R to take over a critical environmental remediation project focused on cleaning Mumbai's Mithi River—a heavily polluted waterway running through some of the city's most densely populated and underserved areas.

Originally, the UN had partnered with WWF (World Wildlife Fund) for the execution. However, due to performance gaps, UNTIL and the Finland-based innovation consortium began scouting for a more agile and community-driven implementation partner in India. Earth5R emerged as the clear frontrunner following multiple consortium meetings and proposal rounds.

Project Budget & Scope
Total Budget: €600,000
Duration: Multi-phase deployment over 18+ months during COVID
Geographic Focus: Mithi River, Mumbai
- **Objectives:**
- Deploy solar-powered river cleaning infrastructure
- Conduct plastic waste sampling and environmental research
- Engage local communities for awareness and livelihood training
- Build circular economy systems to process river waste sustainably

Consortium & Onboarding
Earth5R was onboarded after intensive evaluation by a consortium consisting of:
- UNTIL leadership and financial team
- Finnish technology partners
- International funding agencies

Post-selection, Earth5R took charge of:
- Local government negotiations (Municipal Corporation, MMRDA)
- Land procurement
- Cross-border machinery import from Finland
- Full infrastructure setup at Mithi River during the COVID-19 pandemic

COVID-19 & Operational Resilience
Despite the pandemic's disruptions:
- Earth5R maintained project continuity following strict COVID protocols
- Conducted multiple high-level stakeholder meetings virtually and on-ground
- Successfully procured land for installation—a task stalled under earlier partners

MITHI RIVER CLEANUP CASE STUDY

Community Engagement & Circular Economy

Women receive hands-on training in upcycling waste into useful products, led by Earth5R volunteers. Photo by Earth5R.

- Trained and engaged local communities and waste workers
- Developed systems to handle 6+ tons of daily river waste
- Segregated waste for:
  - Recycling and upcycling (high-quality waste)
  - Pyrolysis/valorization (non-recyclables)
  - Scientific landfill disposal (residual waste)
- Created livelihood opportunities aligned with circular economy practices

Handover & Project Closure

Bharati Marathe, VP of Projects at Earth5R, discusses project completion with an MMRDA official. Photo by Earth5R.

- The site was handed over to MMRDA, Mumbai Municipality, and the Project Consortium.
- Project documentation, monitoring protocols, and SOPs were submitted
- Earth5R concluded the project with a sustainable operating model in place

Impact & Legacy
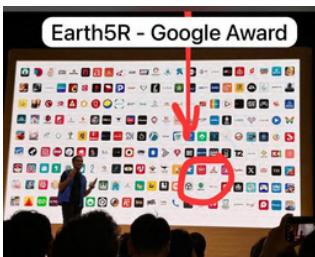
Google honors Earth5R App as Best App of 2023 during its annual event in Singapore — recognizing innovation in sustainability. Photo by Earth5R.

- First-of-its-kind solar-powered river cleaning unit in India
- Localized innovation driven by international collaboration
- Built a replicable model for other polluted urban rivers in India and globally
- Strengthened Earth5R's reputation as a UN-trusted environmental implementation partner. Earth5R eventually was selected by Google for top global award.

The Mithi River project is a landmark in global-local collaboration for urban sustainability. Earth5R's ability to combine technological deployment, community mobilization, and data-driven environmental engineering under crisis conditions (COVID-19) not only salvaged a stalled project but also set a new standard for innovation in river cleanup and circular economy integration.

Summary of Impact

Impact Metric	Quantity
Total River Waste Processed	8,034 tons
Plastic Recycled	2,410.2 tons
Waste Converted to Oil via Pyrolysis	4,017 tons
Circular Economy Value Generated	₹1.6 Crore
Community Income Generated	₹12.15 Crore
Waste Prevented by Families	517.8 tons
Families Trained	10,000
Families with New Livelihoods	2,500
Families Practicing Daily Segregation	6,300

Reduced landfill pressure: Over 2,900+ tons (plastic + segregated) diverted from landfills
Carbon impact reduction: Pyrolysis replaces fossil fuels, helps lower emissions from conventional disposal methods
Ecological recovery boost: The reduction in floating plastic improves aquatic biodiversity and riverbank ecosystem health
Public health improvements: Cleaner riverbanks = lower disease vectors = better hygiene for nearby urban slums

A Living Model for Urban River Regeneration

The Mithi River Cleanup is a model for scalable sustainability.
- It proved that tech-enabled river cleanup can work in chaotic, high-density cities
- It showed how community livelihood programs can coexist with climate action
- It validated a working model of circular economy, rooted in local implementation and global collaboration

This project is now a benchmark for how **public-private-community partnerships** can reclaim ecosystems, create jobs, and build resilient circular economies in the face of global environmental collapse.

MITHI RIVER CLEANUP CASE STUDY

Stories of Impact from Circular Economy Programs

Ayesha, a young student from Dharavi, learned to turn waste into opportunity—making paper bags from discarded paper as part of Earth5R's upcycling program. Photo by Earth5R

"पहले कुछ भी काम नहीं था... अब मैं खुद का धंधा चलाती हूं पेपर बैग बनाके।"
मैं मीठी नदी के पास रहती हूं। पहले काम नहीं था। रोज़ सोचती थी आज खाना मिलेगा या नहीं। एक दिन Earth5R के लोग आए, बोले कि पेपर वेस्ट से बैग बना सकते हो। मुझे हंसी आई, लगा क्या फ़ायदा। पर उन्होंने हमें सिखाया...कटिंग, गोंद लगाना, बैग फोल्ड करना। शुरू में बहुत गड़बड़ होती थी, गोंद नहीं चिपकता था, बैग फट जाते थे। लेकिन धीरे-धीरे समझ में आया। अब मैं हफ्ते में 300 बैग बनाती हूं और लोकल दुकानों को देती हूं। घर में थोड़ा चैन है। औरतें मुझे दीदी बुलाके सीखने आती हैं।

"Earlier, I had no work at all… now I run my own business making paper bags."
I live near the Mithi River. There was no work before. Every day I used to wonder, "Will we have food today or not?"
One day, the Earth5R team came and said, "You can make bags using waste paper." I laughed at first, thinking, "What's the use?" But they taught us—how to cut, apply glue, and fold the bags.
In the beginning, everything went wrong. The glue wouldn't stick, the bags would tear. But slowly, I started understanding. Now, I make around 300 bags a week and supply them to local shops.
There's a little peace at home now. Women from the neighborhood come to me calling me "didi" (big sister) and ask me to teach them.

Ayesha B

Stories of Impact from Circular Economy Programs

Abdul Rehman, a waste recycling shop owner in Dharavi, has been a key local partner in Earth5R's circular economy efforts—helping process sorted waste collected through community cleanups. Photo by Earth5R.

पहले लोग बोलते थे 'कबाड़ी है', अब बोलते हैं 'रिसाइक्लिंग वाला भाई'।"

मैं 18 साल से कबाड़ी का काम कर रहा हूं। पहले लोग हमें गंदा समझते थे। Earth5R का क्लीनअप शुरू हुआ, और बच्चों ने साफ-सुथरा, अलग किया हुआ प्लास्टिक लाकर देना शुरू किया।

मेरा काम आसान हो गया। अब मिक्स कचरा नहीं उठाना पड़ता, सीधा बिकने वाला माल मिलता है। कमाई भी बढ़ी, और इज़्ज़त भी। अब मैं हफ्ते में दो नए सोर्स से प्लास्टिक लेता हूं।

Earth5R ने समझाया कि कौन सा प्लास्टिक कितना रेट देता है। अब मैं खुद दूसरों को सिखाता हूं। पहले कचरा बेचता था, अब रिसाइक्लिंग में पार्टनर हूं।

"Earlier, people used to say 'he's just a scrap guy', now they say 'he's the recycling expert'."

I've been working as a scrap dealer for the past 18 years. People used to think we were dirty, looked down on us.

Then Earth5R started their cleanup, and the kids began bringing clean, properly sorted plastic to me. My work became easier. I didn't have to sift through mixed garbage anymore—I started getting material that could be sold directly. My income went up, and so did the respect. Now I collect plastic from two new sources every week.

Earth5R also taught me which types of plastic fetch better rates. Now I teach others the same. Earlier, I used to just sell trash, now I'm a partner in recycling.

Abdul Rehman

Stories of Impact from Circular Economy Programs

Swati Kamble, a resident of Mannu Bhai Chawl, Mumbai, creates handcrafted dolls using discarded fabric and coffee waste for stuffing — a beautiful example of upcycling through Earth5R's livelihood program. Photo by Earth5R.

"Starbucks के कॉफी वेस्ट से बनी ये छोटी-छोटी गुड़िया, अब मेरे घर की बड़ी कमाई है।"

मैं मन्नू भाई चाल, मुंबई में रहती हूं। मैंने हमेशा कुछ न कुछ हाथ का काम किया है—कपड़े सिलना, कढ़ाई, घर के लिए सजावट बनाना। पर वो सब कभी पैसे में नहीं बदल पाया।

फिर Earth5R की टीम आई और हमें सिखाया कि कपड़े के कतरनों और Starbucks के कॉफी वेस्ट से हम क्या कुछ बना सकते हैं। Starbucks के मशीन से जो कॉफी वेस्ट निकलता है, उसे Earth5R सुखा के हमें देता है— गुड़िया भरने के लिए (stuffing के तौर पर)।

हम वही वेस्ट इस्तेमाल करके प्यारी-प्यारी हैंडमेड गुड़िया बनाते हैं। हर गुड़िया में एक मुस्कान होती है। शुरुआत में लोगों ने मज़ाक उड़ाया—"कचरे से क्या बनेगा?" लेकिन जब हमारी गुड़िया मेलों में बिकने लगी, तब सब चुप हो गए।

अब मैं हफ्ते में 30-40 गुड़िया बनाती हूं। लोग ऑर्डर देते हैं, और मैं दूसरी औरतों को भी सिखाती हूं।

आज मैं गर्व से कह सकती हूं—मैं मुंबई से हूं, मैं कॉफी वेस्ट से कला बनाती हूं। और मेरी बनाई हर गुड़िया किसी के चेहरे पर मुस्कान लाती है।

"These little dolls stuffed with Starbucks coffee waste have become the biggest source of income for my home."

I live in Mannu Bhai Chawl, Mumbai. I've always done some kind of handwork—stitching clothes, embroidery, making decorative items for the house. But none of it ever turned into real income.

Then Earth5R came to our area and showed us what we could create using scrap cloth and coffee waste from Starbucks. The coffee waste that comes out of Starbucks' machines is dried by Earth5R and given to us—to be used as stuffing for the dolls.

Using that, we make beautiful handmade dolls—each one with a little smile stitched into it. At first, people laughed, saying, "What can you really make out of waste?" But when our dolls started selling at fairs, they went quiet.

Now I make 30–40 dolls every week. People place orders, and I've even started teaching other women how to make them.

Swati Kamble

Stories of Impact from Circular Economy Programs

नमस्कार. माझं नाव सुलोचना आहे. आम्ही सगळ्या कुर्ला भागात राहणाऱ्या महिला आहोत. आधी आमच्याकडे कोण लक्ष देत नव्हतं. पण Earth5R च्या मुळे आमच्या आयुष्यात खरंच बदल झाला.

Earth5R च्या लोकांनी आम्हाला ट्रेनिंग दिलं, जुने फाटलेले कपडे, चुरे झालेलं मटेरियल वापरून आम्ही मुलांसाठी सॉफ्ट टॉईज बनवायला शिकलो. सुरुवातीला आम्हाला काहीच कळत नव्हतं.. सुई, धागा, भराव, डिझाईन… पण हळूहळू शिकत गेलो.

आता आम्ही हत्ती, ससा, कुत्रा, असे मस्त मस्त खेळणी बनवतो. काही जणी भरावाचं काम करतात, काही सिलायीच, काही डिझाईनचं. आम्ही आता एक टीम झालोय. सकाळी एकत्र येतो, काम करतो, गप्पा मारतो आणि हसतो. काही वेळा लोक ऑर्डर देतात, त्याचं एवढं समाधान वाटतं!

Earth5R ने आम्हाला केवळ काम नाही दिलं, तर आत्मविश्वास दिला. मुलं विचारतात, 'आजी, तू आता टॉय फॅक्टरीमध्ये काम करतेस का?' आणि मला अभिमानाने म्हणता येतं हो, मी Toy Factory चालवते!

आमचं एकच सांगणं, कचऱ्यातूनही सुंदर गोष्टी निर्माण करता येतात. आणि आम्ही ते करून दाखवलंय!

Dharavi resident Sulochana Tai transforms torn and shredded waste cloth into soft toys for children—bringing smiles while promoting upcycling through Earth5R's community program. Photo by Earth5R.

Namaste. My name is Sulochana. We are a group of women from the Kurla area. Earlier, no one even looked at us. But after Earth5R came into our lives, everything changed.

Earth5R gave us training, how to use torn and shredded waste cloth to make soft toys for children. In the beginning, we had no idea, how to stitch, fill, design… But slowly, we learned.

Now we make elephants, rabbits, puppies, beautiful toys! Some of us do the stuffing, some do the stitching, and some work on the finishing. We've become a real team. Every morning we meet, work together, chat, and laugh. Sometimes we get custom orders—and that makes us so happy!

Earth5R didn't just give us work, they gave us confidence. My granddaughter asks, 'Aaji, do you work in a toy factory now?' And with pride, I say, yes—I run a toy factory!

We just want to say one thing—beauty can be made even from waste. And we've proved that!"

Salute to Sulochana Tai and the Kurla Women's Collective!

PARTNERS WE WORKED WITH

EARTH5R

CORPORATES

DECATHLON

Capgemini

London Stock Exchange

Lufthansa

pwc

McKinsey & Company

Deloitte.

SWISS

accenture

INSTITUTIONS

MIT Massachusetts Institute of Technology

Arizona State University

Brunel University London

Columbia University

LSE

New York University

Penn University of Pennsylvania

Michigan State University

INTER-GOVERNMENTAL PARTNERS

UNESCO GREEN CITIZENS
DEVIENS UN ÉCLAIREUR DU CHANGEMENT
BECOME A PATHFINDER FOR CHANGE

UN GLOBAL PULSE

OECD

EARTH5R

READY TO GET STARTED?

Earth5R founders Saurabh Gupta and Ar. Bharati Marathe representing India at the Paris Peace Forum

CONTACT

📞 +91 9920045587

✉️ community@earth5r.org

🌐 www.earth5r.org