



## **All together for more sustainability**

**Get active in the community with Action Points and teams - the planned app as if made for Robert Habeck's campaign.**

**Munich, 14.06.2022:** The current campaign '80 Millionen gemeinsam für Energiewechsel' shows on a broad front that we can achieve a lot together. This is precisely why the planned app was developed and is now available for free download in the app stores as a new social media variant. According to the motto 'Every Action Counts', the app inspires and motivates with unique interaction formats and functions, such as Action Points, intelligent teams and a specially calculated impact score to become active exactly in the sense of Robert Habeck's campaign.

### **It's about our future**

The future of the planet is synonymous with the future of humanity. Sustainability will shape our national and global society more than any other "trend" before it. To protect our country and our planet and prevent the worst effects of climate change, we must act now - and act together.

*„Solving the climate crisis is a task for society as a whole and can only succeed if all sectors of society join forces in a global movement.“ – Bernhard Liebl, CMO & Co-Founder.*

Unlike comparable sustainability platforms & apps, which mostly rely on editorial maintenance of their content, the founders of planeed see the key to success in their open, community-based approach.

*„People feel more and more responsible for what they do or don't do (yet). So why not tackle the impending climate catastrophe together in a social network and with the full power of a sustainability-conscious community?“ – Dr. Aly Sabri, CEO & Co-Founder.*

Many Internet platforms have already shown the world in recent years how important and successful cooperation in an open network is. Environmental & climate protection is already anchored in the collective consciousness and joint action by all sectors of society is more important to people today than ever before.

## **Together we save the world**

And not just proverbially. Under the motto "Every Action Counts", planeed gives every action, no matter how small, a visible impact. Newly developed interaction formats enable users to become active themselves and immediately see the effect of their actions in the real-time displayed impact score. In planeed, users can post their own Action Points, i.e. small (sustainable) behaviors such as "cooking with a lid," and have them adopted by other users. Even more impact is achieved in the team, with which users, companies, organizations and co. can build a strong community on very different topics.

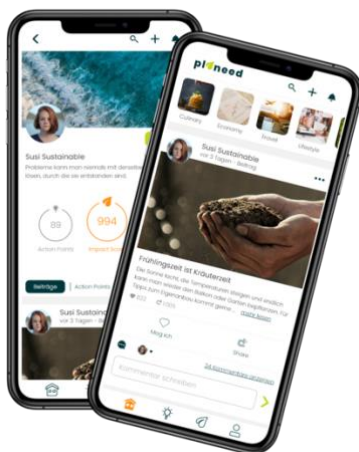
## **Real Impact instead of Green Wash**

Acting actively and working together harmoniously are intended to act symbiotically in planeed and create a motivating environment to drive innovative ideas and new ways of thinking even beyond one's own actions. This makes planeed not only the

platform of choice for sustainability-conscious end users, but also offers companies and organizations a completely new approach to successfully implement sustainability initiatives. The strictly community-based approach does not give greenwashing a chance and thus promotes the much needed actual purpose - creating real impact together! The planned app is now available for free download in the app stores.

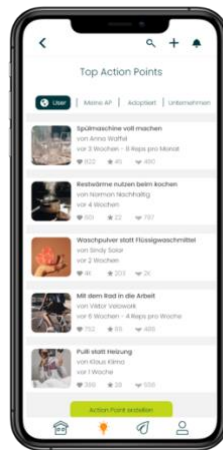
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## Images



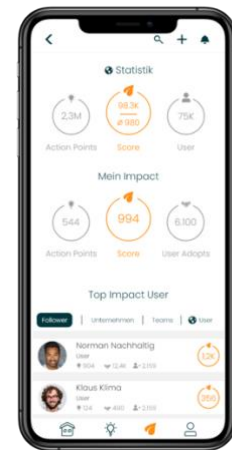
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## About planeed

planeed is a social media app that enables users to integrate sustainable behaviors into their everyday lives in a new way and to achieve visible successes together. As planeed, we are convinced that every individual can make a contribution to environmental and climate protection, so that even the smallest action can make a difference.

Through a unique range of functions in combination with a sophisticated weighting system, the mutual exchange of experiences, ideas & sustainable behaviors is promoted and a motivating visualization of the created impact is generated. planeed was founded in 2022 by Dr. Aly Sabri and Bernhard Liebl and is based in Munich.  
planeed - A social platform where sustainability is fun!

**We are always available for questions, interviews and personal information on our press news.**

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EVERY ACTION COUNTS

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