



## **Small actions - big impact: Together for more sustainability!**

### **Every Action Counts: planed empowers you to create real impact as a community.**

**Munich, 22.03.2022:** Our window to act effectively is closing more and more. This also emerged very clearly once again from the current [IPCC 2022 report](#) on the climate crisis. The social challenge to adopt sustainable and climate-neutral ways and lifestyles is more important than ever. This is a challenge that planed wants to meet: Under the motto "Every Action Counts," the app will offer a completely new social media platform from April onwards, where users can inform themselves, exchange ideas, and be inspired to adopt sustainable behaviors. The innovative concept is designed to inspire users with community-generated action points for more sustainability in everyday life. The mutual adoption of action points and a sophisticated weighting system ensure in a playful way that even the smallest action can create a big impact as a network - no matter whether it's not eating meat or loading the dishwasher to full capacity.

## Overcoming major challenges together

Operating sustainably is one of the greatest challenges of the future. More and more people are becoming aware that we need to take action for environmental and climate protection - and to do so together. But even if the necessity has already arrived in many people's minds, the thought of not being able to make a difference on our own often has a negative effect for our own actions. The result is a feeling of powerlessness and helplessness, which gives us the sense of not being able to make a difference with our sustainability intentions. This is exactly where the planeed app comes in: It offers an innovative solution to motivate and inspire broad user groups to act sustainably.

*"We absolutely believe that truly every individual can make a contribution, so every action, no matter how small, adds up to make a difference."*



Dr. Aly Sabri – CEO & Co-Founder

## How planeed works!

On planeed, every user has the possibility to inform himself about current topics, to be inspired and motivated by other users and their activities or to become directly active himself:

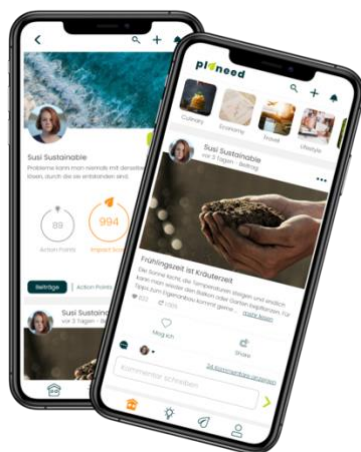
- **The Actionpoint:** A small idea for more sustainability is posted as an action point. Other users then can adopt the action point. In this way, even the smallest actions gain great impact.

- **Build Teams:** Whether it's a family, sports club, company, or to build a personal community. In planeed, any team can join forces to create even more impact.
- **Impact Score:** A sophisticated weighting system creates a motivating visualization of the impact achieved. This convinces that even small actions in the community can achieve great results.

Thanks to the innovative range of functions combined with the enormous potential of social media, planeed offers a promising opportunity to create real impact together within the community. This way, sustainability in everyday life is not only fun, but also becomes a special experience. From April 2022, the planeed app will be available for free download in the app stores.

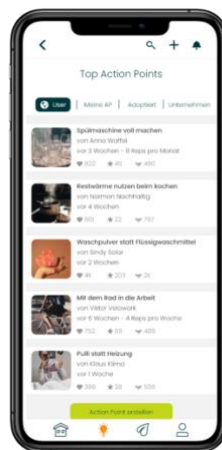
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## Image Material



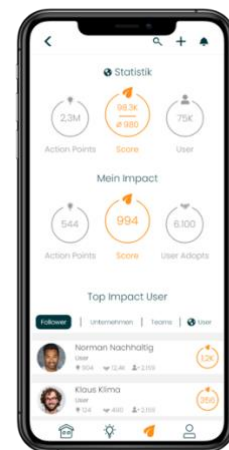
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## About planned

planned is an app that promotes the mutual exchange of experiences, ideas & sustainable behaviors and inspires & motivates users to more sustainability in everyday life. Community-generated action points, the possibility to join any team and a specially calculated impact score create an innovative social media approach that allows to generate visible impact with any action, no matter how small.

planned was founded in 2022 by Dr. Aly Sabri and Bernhard Liebl and is based in Munich. planned - a social platform is shaping the world more sustainably!

**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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