



Acting sustainably today means surviving tomorrow

Munich, 30.08.2022: Let's get active in time. Sustainability has to leave its niche of being inconvenient and not doing anything - sustainable living has to be fun, entertaining and hip. Sustainment is what planned calls this and offers the platform for it with the app of the same name. The word creation from sustainability and entertainment describes exactly the necessary step that can ensure our survival.

This summer has clearly shown it again - climate change is not a possible consequence of our actions on earth - climate change is in full swing. Droughts, water shortages, heat records, forest fires and entire glaciers breaking off are just a few of the effects with which this summer has clearly demonstrated that it is high time for action. And far too often, sustainability is still seen as a purely personal choice. But solving the climate crisis is a task for society as a whole, and one that will only succeed if we all join forces.

Sustainability means smarter, not less

We need to rethink, raise awareness and take action at all levels. Each and every one of us is called upon to get involved and actively stand up for the survival of our children. However, living and acting sustainably still has the image of doing without,

giving up comfort, taking a step backwards and "it has to be done". Instead, the new "we" culture is geared toward a new kind of consumption - away from consumerism and toward the intelligent, sustainable use of resources. Self-motivation and enjoyment play an important role here.

Sustainment is the solution - because fun does not contradict sustainability, but allows to create a viral momentum to bring sustainable action quickly and effectively into people's minds and hearts. Even the latest research shows that, especially when it comes to the environment, the participatory approach is the most promising. Everyone is affected, everyone has to take a stand. That means everyone should and can contribute to the solution.

From individual lifestyle to a new global identity

planeed - sustainable together is based precisely on these premises and combines social media, entertainment and participation on a new level. Every user is challenged to help solve the most urgent problem of our time with their own creativity. Anyone can post their own suggestions, so-called Action Points, which in turn can be evaluated and even adopted by the community. The result: every action, no matter how small, by the community generates a big impact for our planet. A motivating visualization of what has already been achieved motivates people to stay on the ball.

"We are convinced that we can ensure our survival. We just have to be active all together and be open to new ideas." We learn from Bernhard Liebl, one of the two founders of planeed. "Taking action ourselves - even in small things creates the change of mindset we need. planeed is fun for users and they feel entertained, motivated and inspired. That's exactly our goal."

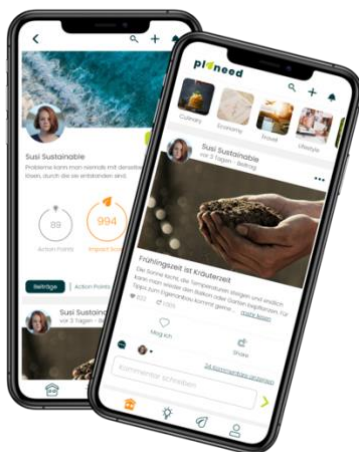
Companies can also get involved on planeed and even use SDGs to document their sustainability strategy according to international standards. Feedback from the community not only promotes engagement, but also provides valuable insights into whether the path taken is resonating with the target groups. *"We offer companies a*

completely new variant of engagement with their target groups, which is currently unique on the market," says Dr. Aly Sabri, CEO of planeed.

The community-based approach of planeed really helps every person and company to playfully reduce their own carbon footprint, save energy and make their own life more climate-friendly. Since June 2022, planeed is available in the app stores.

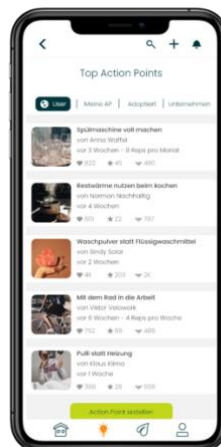
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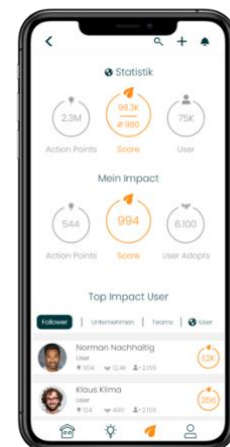
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About planeed

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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