

# HOW TO PLANEED GUIDELINE.

planeed is THE platform to promote sustainability in your company and to get valuable feedback through the engagement of employees and customers: exchange and inspire, share and find news, ask questions or discuss, become active with your own actions – all this and much more is possible here. In the following 'How to' we want to give you some tips to get the best out of planeed for your company and to contribute optimally to the community.

## A few things up front:

Nobody is perfect – we all learn and become a little better, smarter and more aware every day. For companies, sustainability is also a continuous learning process and responsible action requires inspiration, motivation and often a little rethinking, which means:

- ☛ There are no golden rules, everything is in flux – we all want to be open to new things that serve (could serve) the cause
- ☛ There are many impoderables – therefore there are no „stupid“ questions, suggestions or anything else
- ☛ Everyone on planeed wants to get involved – we are specialists in some things and laymen in many and help us, be ‚sustainable together‘
- ☛ Sustainability is best achieved together – many ideas often come from the community or your employees themselves

On the following page, we have defined **four types of companies**. See for yourself which type appeals to you and let our tips inspire you.

To make it even easier to get started, we've provided some very specific suggestions at the end of this 'How to' to give **you ideas for your content strategy**.



# Which planeed type is your Company?

## Acting sustainably is important to us – but we don't know where and how?

We think it's great that sustainability already plays a role in your company. With this, you already bring along the most important things and planeed will support you in optimally developing and driving sustainability in your company.

## You already do a lot on the topic of sustainability – you would like to position yourself as a role model in your industry

That's great – welcome to an active community, because planeed is then exactly the right platform for your company. Here you can give free rein to your ideas and sustainable activities, create real impact and inspire other users and companies with your Action Points, teams, etc. to sustainable action.

## Sustainability still plays a rather subordinate role for us – we simply don't have the resources for it

We can understand that – because many companies feel the same way. The good news: Especially then, planeed is an ideal platform for you, because our community-based approach means that even the smallest actions can make a big difference. In addition, much of the content on behalf of your company is generated directly by your employees or by the community itself.

Your corporate presence can be made even more resource-efficient with our **managed planeed** approach, in which certified planeed partners do the work for you.

## Sustainability does not play a role for us – our business area is not affected by it

We understand if you think so, but we see it a little differently. After all, showing sustainable commitment can be beneficial for your company in many ways, even if it's not core to your business.

Think, for example, of your corporate image. This is primarily shaped by the perception of the market and your customers, partners or even investors are increasingly concerned about sustainable commitment. Sustainability is also playing an increasingly important role in promoting your own corporate culture or increasing your chances of recruiting new employees.

Of course, we are all no angels, but the planet is our habitat and to preserve it is certainly not wrong. Just take a look around planeed and maybe you will discover ideas that inspire you to become (more) active yourself.



# 21 Content-Ideas, that always go down well with the community

Even though we've already given you some tips to follow, the biggest challenge often comes down to the question of WHAT should we actually post? And as a new social media variety, we understand that the answer may not seem so clear at the beginning. That's exactly why we want to give you some ideas that you can use for your own content strategy in planeed.

## 1. Introduce your company and/or team

Giving your company profile a face creates closeness and trust. Who is actually behind the company profile? What makes you stand out as a company and who are your great employees? Is there perhaps even animal support? The introduction of your company and your employees can be classic or very creative. For example, how about each of your employees introducing themselves with an everyday sustainability tip?

This tip can directly also be the 1st Action Point that employees create and assign to the company.

## 2. Get inspired – adopt Action Points and apply them to your business

Browse through planeed, the 'feed', the 'Action Points', the 'teams', other 'companies' and think about what would also be interesting for your company. Interact as a user with these ideas ('Likes', 'Impact', 'Adopts').

Adopted Action Points can now be assigned to your company and you already have first activities and generate impact.

## 3. 'Follow' other planeed users and companies with your profile....

...to stay up to date on interesting content. The larger your network, the more exciting content you'll find that also fits your business.

## 4. Allow a look behind the scenes

In addition to the people, your products or services, the community is also interested in the trappings. Why not show how you work (especially if you are sustainable with a "hack" or two) or share sustainable recipes from your employees' lunches.

Working from home is also already a step towards sustainability due to the elimination of the commute – how do your employees work when they're at home?



## **5. Introduce an interesting book**

Reading often helps to forget the stressful workday. So why not share what books your employees are currently reading and why? It doesn't have to be a technical book on sustainability at the drop of a hat. Why not a great novel?

There are also great ideas for living sustainability with books. For example, most books can also be bought used. A digital version also saves the environment and valuable resources.

## **6. Share interesting articles (on the topic of sustainability)**

The Internet is full of exciting news that wants to be shared. Actively search for or collect articles that you come across in your daily work and share them with the planned community. This is a good alternative or supplement for companies that don't have their own blog and regularly produce their own news.

## **7. Tell which tools you work with**

There are so many great tools that make everyday work more efficient and convenient, or even contribute to a paperless office routine. Take a look at your own personal toolbox and show the community how you work with it.

No tool, no problem: If you might not be working with any specific tools, there are certainly routines or little hacks that can make your day-to-day work easier or maybe even more sustainable, right?

## **8. Share inspirational quotes**

Sharing quotes is (almost) always well received. A little motivation or inspiration is good for all of us, and quotes are guaranteed to serve their purpose. The Internet also offers plenty of sources on the topic of sustainability.

Tip: The best place to put your quotes is in a graphic – nicely designed in your look and feel, but as bold as possible.

## **9. Honor a special day**

You wouldn't believe it, but there really is something to celebrate every day. Sweatpants Day, Eat Your Vegetables Day and many more. There are also many action days on the topic of sustainability, which are perhaps worth a post or two.

## **10. Post sustainable ideas around the (office) everyday life**

We ourselves are often surprised at how many (small) ideas already help to make everyday working life a little more sustainable. Using recycled toilet paper, glass instead of plastic, etc. Surely you also have one or the other idea or routine that deserves to make it into the community as an Action Point. Often these ideas come from the employees themselves – planned allows you to actively involve them.



## **11. Ask a question to the community**

Actively reach out to the community and be happy to involve them. Show that the community and its opinion are important to you. Often you will get valuable answers that you would never have thought of yourself. Your questions will best find their way into the community via our 'plaNEEDs' category.

## **12. Share your learning of the week**

As the saying goes, you never stop learning. Even if you don't consciously continue your education, every week brings new insights into your business, your cooperation as a team, God and the world, and so on. Especially when you get more and more involved with sustainability, many "aha moments" come your way. Let the community grow with you - a return for you is guaranteed.

## **13. Share any general sustainability tips**

In addition to the previously mentioned ideas, tips of any kind also provide an ideal opportunity for new exciting posts. Research suitable tips that help promote sustainability in your industry and post them as a list. Alternatively, of course, you can share individual tips on a more regular basis, such as a "Tip of the Week." Often, these tips come up all by themselves and don't even need to be researched. So share them with the community.

## **14. Make a challenge**

Challenges show the community that you are showing initiative and promote the sustainability image of your company. Think about what you want the community to actively engage in and start a participatory action as a challenge. For example, a car-free week (for those who can do so) on the way to work could be an idea for such a challenge.

Even within your company, to motivate your own employees, various challenges can be proclaimed. For example, how about rewarding all employees or entire departments and teams as soon as a certain Impact Score is achieved?

## **15. Share successes and milestones**

The good thing is that being more sustainable offers an extreme amount of scope for celebrating various successes. Share your successes with the community and share them in planeed. Again, milestones for Impact Scores (we managed to crack 100) offer a perfect opportunity.

## **16. Show gratitude to the community**

As with the well-known social media platforms, users can also follow your company profile in planeed. You have finally reached 100 followers? Then feel free to show a bit of gratitude for everyone who made this success possible. You can also use the same logic to thank the members of your team and express how strong your community already is in a post.



## **17. Share feedback from your customers**

If you do a good job, you are sure to get one or two positive feedbacks. Particularly sustainable efforts on your part often find approval in the community and are praised. Feel free to post this feedback without seeming arrogant. However, try not to make your feed only out of overbearing feedback.

## **18. A little fun must be**

Your content doesn't always have to be super serious – even if the topic of sustainability is often perceived as serious. planeed is a 'sustainment' app that combines sustainability with entertainment. Offer the community content that makes them smile and shows that sustainability can also be fun.

## **19. Organize a quiz**

A quiz is fun and encourages the community to participate. If they are interested, there doesn't always have to be a prize. The broad spectrum around sustainability offers extremely many possibilities for exciting and inspiring quiz questions.

## **20. Post various facts and curiosities**

Did you know that 2019 was the warmest year globally since observations began? If you follow the media or actively search for it, you will always find curiosities and interesting facts that you can almost believe yourself. Feel free to share this content with your community.

## **21. managed planeed**

Let one of our certified planeed partners support you. After a short kick-off workshop in which goals and expectations are defined, you can get started – without having to take action yourself.

