



Companies needs to better communicate sustainable engagement

Munich, 02.02.2023: In a new CEO2 podcast, planeed CEO Dr. Aly Sabri discusses the importance of effective communication for corporate sustainability. In the process, listeners are offered new insights into how companies need to position themselves in an increasingly sustainability-conscious market environment and how planeed helps them stay competitive.

When it comes to sustainability, corporate communication is still in its infancy. "Do good!" is not enough; stakeholders must above all also experience that good things are happening. The podcast offers exciting insights into the current state of sustainability communication and shows how social networks can help companies achieve their sustainability goals. Dr. Sabri also emphasizes the importance of community thinking to achieve broad participation of all stakeholders and create the necessary momentum.

How does successful sustainability communication work? planeed CEO Dr. Aly Sabri in the podcast at CEO2-neutral. Enjoy listening:



[Spotify](#)



[iTunes](#)



[PHAT Website](#)

The answers to the most important questions are already summarized here.

Why are sustainability reports not enough and what is needed instead?

The sustainable commitment of many companies is often already very pronounced and exemplary, but companies do not talk about it, talk about it too little, or talk about it in the "wrong" place. The reason is often the complexity of the topic. After all, effective sustainability communication must be transparent, gripping, simple and tangible, but still based on data and facts.

"Companies already do a lot, but find it extremely difficult to communicate their sustainable commitment. The once-a-year sustainability report is simply not the right tool here, especially since it is often not read and does not speak the language of consumers," says Dr. Sabri - CEO of planeed.

How can a social network scale sustainable engagement?

As an individual, you often think that your actions don't have much of an impact. But they do. Because people develop their ability to act best by modeling their own behavior on the behavior of others. And especially with social networks, as we all know, you can reach excellent people and scale an existing momentum. Social networks are ubiquitous - i.e., easily available - and can be accessed everywhere these days.

What do you need the community spirit for when it comes to sustainability?

Sustainable engagement needs an open - planeed calls it 'semi-open' - community approach to create credibility and reach all stakeholders. Purely editorial approaches, top down or unidirectional do not pick people up and create mistrust.

This is about engagement and interaction, i.e. the story has to be written by all stakeholders.

What is different and new about planeed?

Sustainability deserves and needs its own network. With planeed, in addition to the classic functions, completely new interaction formats and mechanisms were created to involve all stakeholders to the maximum in the entire process and to put sustainability in a better light. Out of the image of abandonment or boredom and into an interactive and exciting network of a new generation. Thanks to these formats, planeed is unique and stands out from existing social media platforms.

Characters (with spaces) 3.552

Images



[Download](#)



[Download](#)

About planeed

planeed – talk about your climate action

In a competitive market, sustainable action alone is not enough. Above all, stakeholders have to know that good is being done. The motto is “Do good and talk about it!” to stay ahead in a highly competitive market environment. And this is exactly where planeed comes into play. For companies who want to give their sustainable ambitions the visibility they deserve. planeed was founded in 2022 by Dr. Aly Sabri and Bernhard Liebl and is based in Munich.

We are always available for questions, interviews and personal information on our press news. For more information and additional images, please visit our [Newsroom](#).

planeed GbR

Elsenheimerstr. 54
80687 Munich

Press contact

Bernhard Liebl

E-Mail: hello@planeed-app.com

Mobile: +49 170 290 290 4



EVERY ACTION COUNTS

www.planeed.app

Follow us on Social Media

[Facebook](#) | [Instagram](#) | [LinkedIn](#)