



Let's talk about your climate action

Munich, 15.03.2023: plained, the new network for sustainability, is proud to announce a MEGA update. The app was first launched in June 2022 with the tagline 'Purpose connects us'. With the update, brand new features are now added to become even more relevant for companies as well. As a new form of reporting, sustainable actions are effortlessly packaged into so-called Action Points, which scale authentically and in real time through all stakeholder groups thanks to newly developed interaction formats. Thanks to the linking of metrics such as CO2 and SDGs, the target group is convinced by measurable impact. An ESG Management Suite provides companies with an interactive dashboard for evaluations, analyses and reporting.

From Impact Maker to Game Changer

With the two packages Impact Maker and Game Changer, companies can individually design and implement their sustainability strategy. The Impact Maker is the perfect starting point for establishing sustainability in and around the company, documenting activities and actively involving employees. Those who also want to present their sustainable commitment in real time and communicate their successes

even more effectively to their stakeholders will find a perfect extension in the Game Changer package. For companies that want to get to know planeed first, the app also offers a free "starter" package.

"We are excited to release the new version of planeed, giving companies a unique tool to create sustainable momentum. planeed is a 'low hanging fruit' for companies - meaning that the effort of having a presence is marginal, compared to the effect achieved,", said Dr. Sabri – CEO of planeed.

Communicate. Engage. Validate.

Customers, investors, but also their own employees and future talents increasingly demand transparent information on ecological and social aspects and the continuous progress in these areas. With the new planeed version, the two founders Dr. Aly Sabri and Bernhard Liebl want to address precisely this need and support companies according to the principle "Communicate. Engage. Validate." to offer companies a unique platform that ideally supports and revolutionizes sustainability reporting.

Communicate: The functionality of Action Point has been significantly expanded since its launch in 2022. The enhancements with metrics and SDG tagging now allow companies to present their activities in a more quantified way and communicate them in real time. The new dynamics of Action Point help to make sustainability transparent and comprehensible within the company and even actively involve employees and other stakeholders.

"The original goal of the Action Point was to document sustainable actions and communicate them authentically. It quickly became clear that planeed can do much more and that the Action Point in particular offers companies an extended solution to the sustainability report.", said Bernhard Liebl – CMO von planeed.

Engage: When it comes to successful sustainability transformation, the commitment of all stakeholders counts. This was clear to the two founders from the very beginning and is confirmed time and again by various studies and feedback

interviews. The new version makes it possible to involve employees even better in the sustainability strategy. This commitment does not stop with employees - other stakeholders such as customers, partners and suppliers can be freely defined, addressed and integrated.

Validate: Credibility and transparency are essential when it comes to sustainability communication. With standardized metrics, internationally recognized key figures and user generated content, planeed aims to dissolve the risks of greenwashing and create full transparency. In addition to potential savings such as kWh, CO2, etc., SDG tagging allows sustainable actions to be assigned to global goals. This allows companies to see at any given time where they are already doing well and where there is still potential for optimization. All actions can be displayed, evaluated and exported as a report via the new ESG Management Suite.

Talk about your climate action

The collective shift in values toward a meaningful, ecological and collaborative economy is causing expectations of companies to rise rapidly. Customers, investors, as well as the company's own employees and future talents increasingly demand transparent and reliable information on ecological and social aspects and the continuous progress in these areas.

This process of change will dominate the coming years and decades. Thus, companies that make an active contribution to a more sustainable future and communicate this credibly will be stronger than ever in tomorrow's economy. And this is where planeed's new features come in. For companies that want to give their sustainable ambitions the visibility they deserve.

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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](#).

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