



Communication in the age of sustainability: planeed announces strategic partnerships with Evernine

Munich, 19.09.2023: The growing demand for transparent and authentic sustainability communication has increased significantly in recent years. However, companies face the growing challenge of communicating their sustainability efforts in a credible and effective way. Communicating sustainability aspects related to products is becoming increasingly difficult, and the risks of warning letters and significant fines are omnipresent. This situation will be exacerbated by the forthcoming Green Claims Directive, which is expected to come into force in 2024. At a time when authenticity and credibility is a critical influence in communicating ESG issues, planeed is pleased to announce that a strategic partnership has been formed with Evernine Group to jointly drive the future of sustainability communications.

The challenge of today

A recent judgment by the Karlsruhe Regional Court underscores the growing sensitivity to authentic sustainability communication. A major German drugstore chain was banned from advertising products as "climate neutral" or "environmentally neutral" after Deutsche Umwelthilfe successfully took action against such claims. Jürgen Resch, national director of Deutsche Umwelthilfe, sees this ruling as a

milestone in the fight against greenwashing. The forthcoming Green Claims Directive, expected to come into force in 2024, further tightens the requirements. This EU directive, officially known as Directive (EU) 2019/904, aims to reduce misleading environmental claims in product advertising.

„The increasing interest in sustainable products and services is changing the logics of how companies need to present themselves today and in the future. We are therefore pleased to have a strong partner in the Evernine Group at our side to jointly drive sustainability communication and make planeed available to an even broader user group.“, says Bernhard Liebl – Co-Founder of planeed.

The importance of sustainable products has long since reached the mainstream. According to a survey by McKinsey, more than 60 percent of consumers attach great importance to sustainability when purchasing branded products. This development offers companies enormous opportunities, but also carries the risk of misleadingly advertising products as sustainable.

Modern technology and expertise as a solution

The strategic partnership between planeed and Evernine ushers in a new era in sustainability communication. Instead of superficial sustainability advertising for products, services and co., planeed enables companies to communicate their actual activities in a modern, credible way and in the language of their stakeholders.

With a user-friendly interface and unique features, sustainable activities can be quickly captured in planeed and shared with stakeholders across multiple channels. The seamless integration of a dashboard also allows companies to clearly visualize their impact, which can optionally be included as a widget on any website. planeed is the ideal solution for companies that really want to take action (or already are) and focus on authentic communication in the age of sustainability.

Comprehensive communication packages accompany the engagement

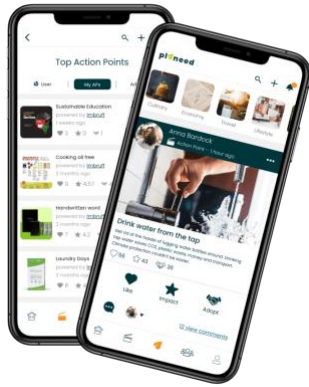
As a multi-award winning leading German innovation and communications consultancy, Evernine Group offers an integrative full-service agency business in parallel to its consultancy services. The partnership now also enables Evernine's clients to use the planeed platform to authentically spread the word about their sustainable activities.



The functions of planeed in combination with Evernine's wide range of services enable companies to set up their sustainability communication in a modern and future-oriented way.

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About Evernine Group

Evernine Group is a multi-award winning leading German innovation and communications consultancy with integrative full service agency business. We stand for effective next-level communication in the field of sustainability.

www.evernine-group.com

About planeed

planeed is a social platform that enables companies to communicate their activities in a modern, credible way and in the channels of their stakeholders. planeed was founded in 2022 by Dr. Aly Sabri and Bernhard Liebl, MSc. and is headquartered 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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