



**Company Name**  
**Impact Report**

Measures & KPI | 01. Mai – 25. November 2024

REPORT

Shaping a strong corporate culture in the areas of sustainability and responsibility – **the planeed way.**



# 24 ACTION POINTS FOR CHANGE

**Equal pay for equal work**  
 powered by Company  
 with 5 - 1 week ago  
 54 hearts 32.93 stars 36 thumbs up

**Switch to LED**  
 powered by Company  
 with 3 - 2 days ago  
 43 hearts 65.32 stars 31 thumbs up

**Give trash a basket**  
 powered by Company  
 with 3 - 1 month ago  
 32 hearts 35.65 stars 29 thumbs up

**Equal pay for equal work**  
 powered by Company  
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+11  
more

# IMPRESSIVE RESULTS ACHIEVED





The company's sustainable measures were clearly perceived:

**1.327 times**  
(37,91 % of all employees)

Snippets (Total)

total Snippets: 14







 Clicks	<b>824</b>
 Likes	144
 Adopts	122
 Ratings (ø 74.47)	111

Point of Actions (Total)

Point of Actions: 13

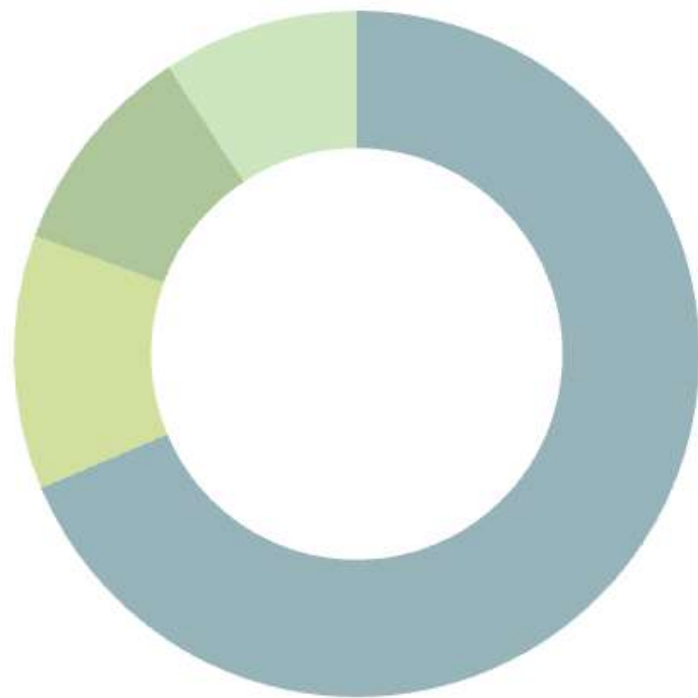






 Scans	<b>503</b>
 Likes	136
 Adopts	116
 Ratings (ø 80.13)	104

# Snippets (Digital Touchpoints)

## Snippets (Total)

total Snippets: 14



	Clicks	824
	Likes	144
	Adopts	122
	Ratings (ø 74.47)	111

# 45,8 %

## Engagement Rate

The Action Points **communicated via digital touchpoints** received 144 likes, were adopted 122 times and rated 111 times, leading to an overall engagement rate of 45.8%.







# Point of Actions (Analog Touchpoints)

Point of Actions (Total)

Point of Actions: 13



	Scans	503
	Likes	136
	Adopts	116
	Ratings (Ø 80.13)	104



# 70,8 %

## Engagement Rate

The Action Points **communicated via analog touchpoints** received 136 likes, were adopted 116 times and rated 104 times, leading to an overall engagement rate of 70.8%.

# Top Action Points

Title	Likes	Adopts	Impact
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 **Equal pay for equal work**  
 powered by [Company](#)  
 with 5 - 1 week ago  
  
 ❤️ 54 ★ 32.93 🤝 36

❤️  
25

🤝  
22

🌱  
9

 **Switch to LED**  
 powered by [Company](#)  
 with 2 - 2 days ago  
  
 ❤️ 43 ★ 65.32 🤝 31

❤️  
20

🤝  
16

🌱  
8

 **Give trash a basket**  
 powered by [Company](#)  
 with 1 - 1 month ago  
  
 ❤️ 32 ★ 35.65 🤝 29

❤️  
16

🤝  
14

🌱  
7

samples



**79,2** of 100  
**Average Rating**



Ratings

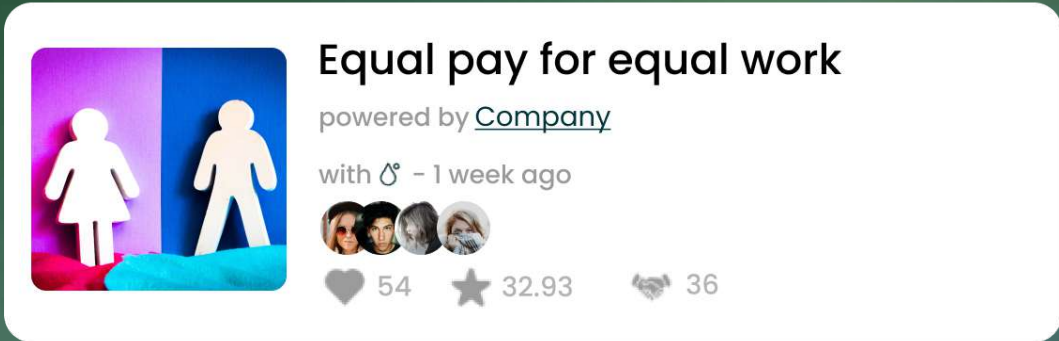
**116** 100.00% ↑

 **79.15**

An average rating of **79.2%** across all Action Points shows that the CSR measures were perceived very positive by the employees.

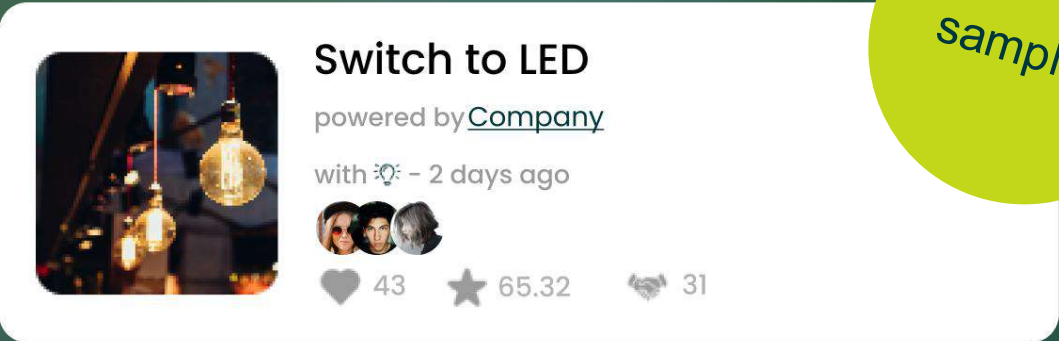
# Sentiment Analysis

With an assigned **impact of 86** this two Action Points are perceived most positive by employees.



**Equal pay for equal work**  
powered by [Company](#)  
with 👤 - 1 week ago

54 ❤️ 32.93 ★ 36 🤝



**Switch to LED**  
powered by [Company](#)  
with 👤 - 2 days ago

43 ❤️ 65.32 ★ 31 🤝

samples


# Top Performing Point of Action

With **194 scans**, this Point of Action has reached the **most people**. This equals to a reach of **6% of all employees**.



# Top Performing Snippets


87



**Equal pay for equal work**  
powered by [Company](#)  
with 👤 - 1 week ago

👤👤👤👤  
❤️ 54 ⭐ 32.93 🗨️ 36

81



**Switch to LED**  
powered by [Company](#)  
with 🌟 - 2 days ago

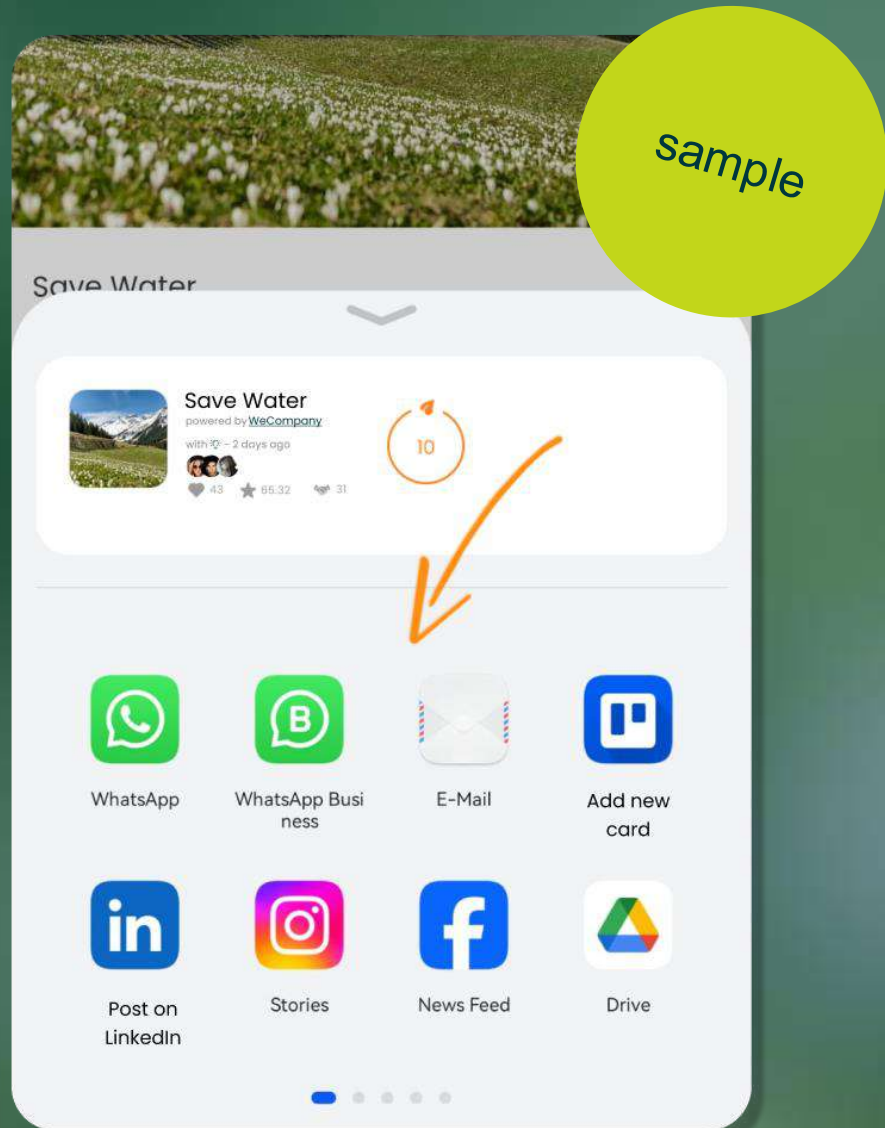
👤👤👤  
❤️ 43 ⭐ 65.32 🗨️ 31

With **87 & 81 clicks** these Snippets were **clicked the most**. This equals **5% of all employees**.

samples



# The new Spread Feature



The shortly introduced Spread Feature reached already 63 spreads, making the company's employees to micro-influencers.

# planned Spaces

One **planned Space** contributed with an **Impact Score of 21** to the overall company Impact of 106.

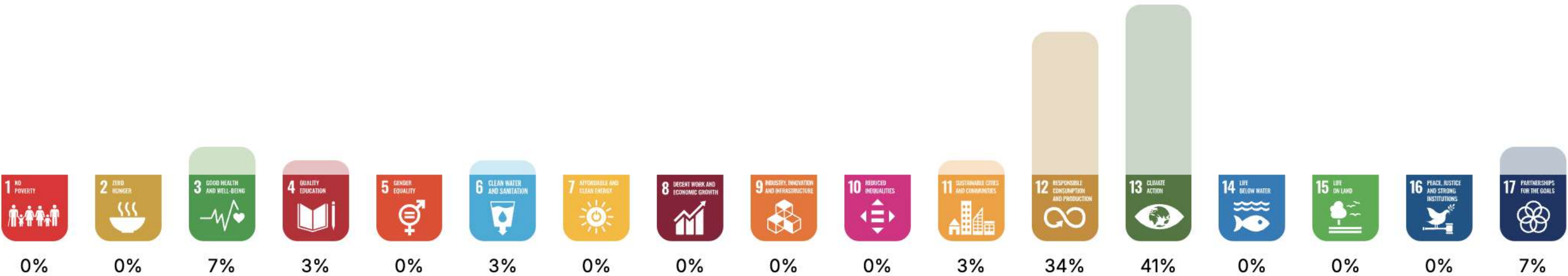
- 13 Action Points in total
- 8 of them are 100% user generated content

This demonstrates the empowerment and engagement potential fostered by thoughtfully designed planned spaces.



# 7 of 17 SDGs covered

## SDG Mapping



# Your Journey to a **CSR Ambassador**

The CSR Ambassador Badge is a certificate demonstrating an outstanding commitment to empower and engage the organizations community.

It is awarded with an **Impact Score of 1.000**.



106

Company on course



1.000



# SUBJECTS TO EXPLORE

- The Action Point “Action Point Title” only reached 17 scans but 81 clicks with the digital touchpoint.
- With 194 scans the Point of Action “PoA Title” outperformed.
- The Point of Action “PoA Title” only achieved 4 scans.
- The Snippet “Snippet Title” just achieved 10 clicks.