planeed

2024

IMPACT

CSR 2024

Global Impact Report

From CSR Commitment To Stakeholder Connection

What if your CSR initiatives could do more than make an impression – what if they could drive measurable business success, deepen stakeholder trust, and inspire real action?

2024

The true impact of CSR depends not only on the initiatives themselves but also on how effectively they are communicated and perceived. Misaligned or poorly executed CSR communication risks diminishing stakeholder trust and missing out on opportunities to drive real business value.

This report offers practical, data-backed insights into what makes CSR communication resonate. The report dives into the metrics and touchpoints that reveal which initiatives capture stakeholder attention, how to measure their engagement, and how to turn CSR efforts into tangible results that enhance both reputation and business performance.

Explore highly valuable insights, groundbreaking data, and actionable key findings that show how organizations can optimize their communication strategies to align with stakeholder values, inspire participation and achieve measurable impact.

This is your roadmap to transforming CSR communication into a key driver of growth and loyalty in an increasingly responsible world.

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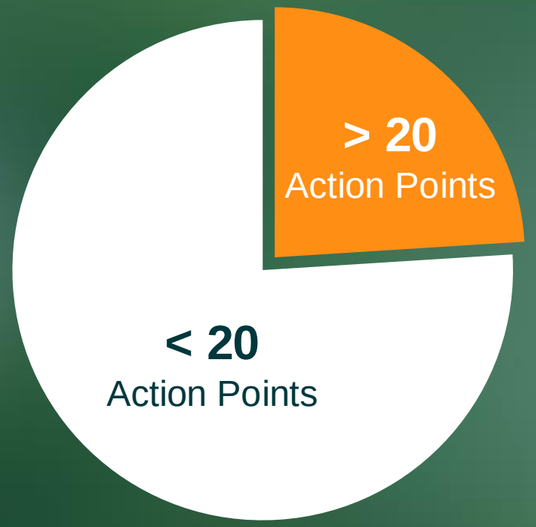
STAKEHOLDER REACH

STAKEHOLDER REACH

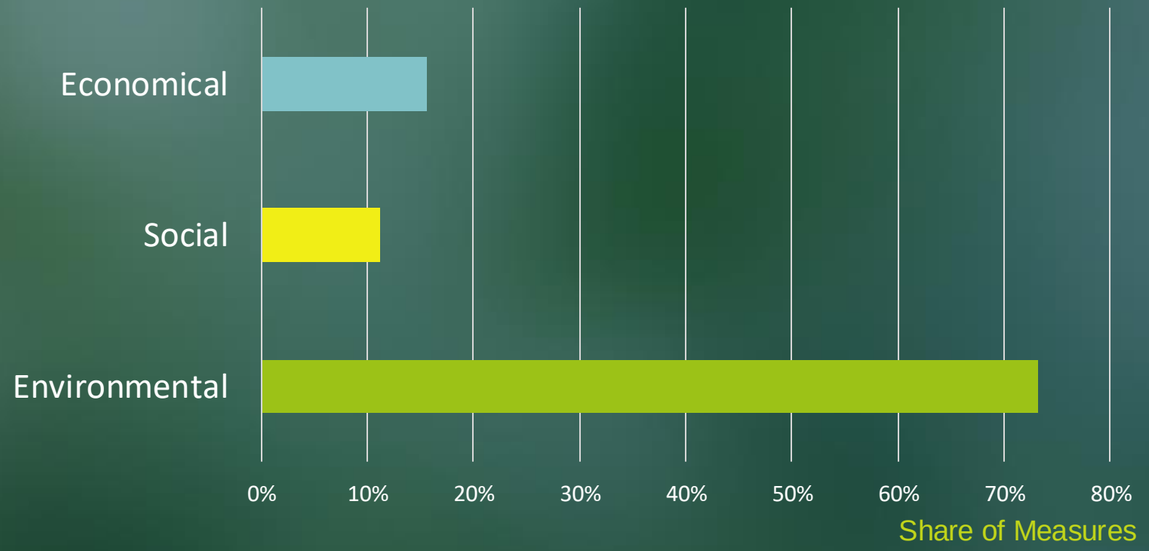
2024



24%

of organizations created **more than 20 planeed Action Points**, transforming their CSR measures into a dynamic & interactive dialogue.

Distribution of Action Points according to the three pillars of sustainability.



Source: planeed, Action Points

STAKEHOLDER REACH

2024

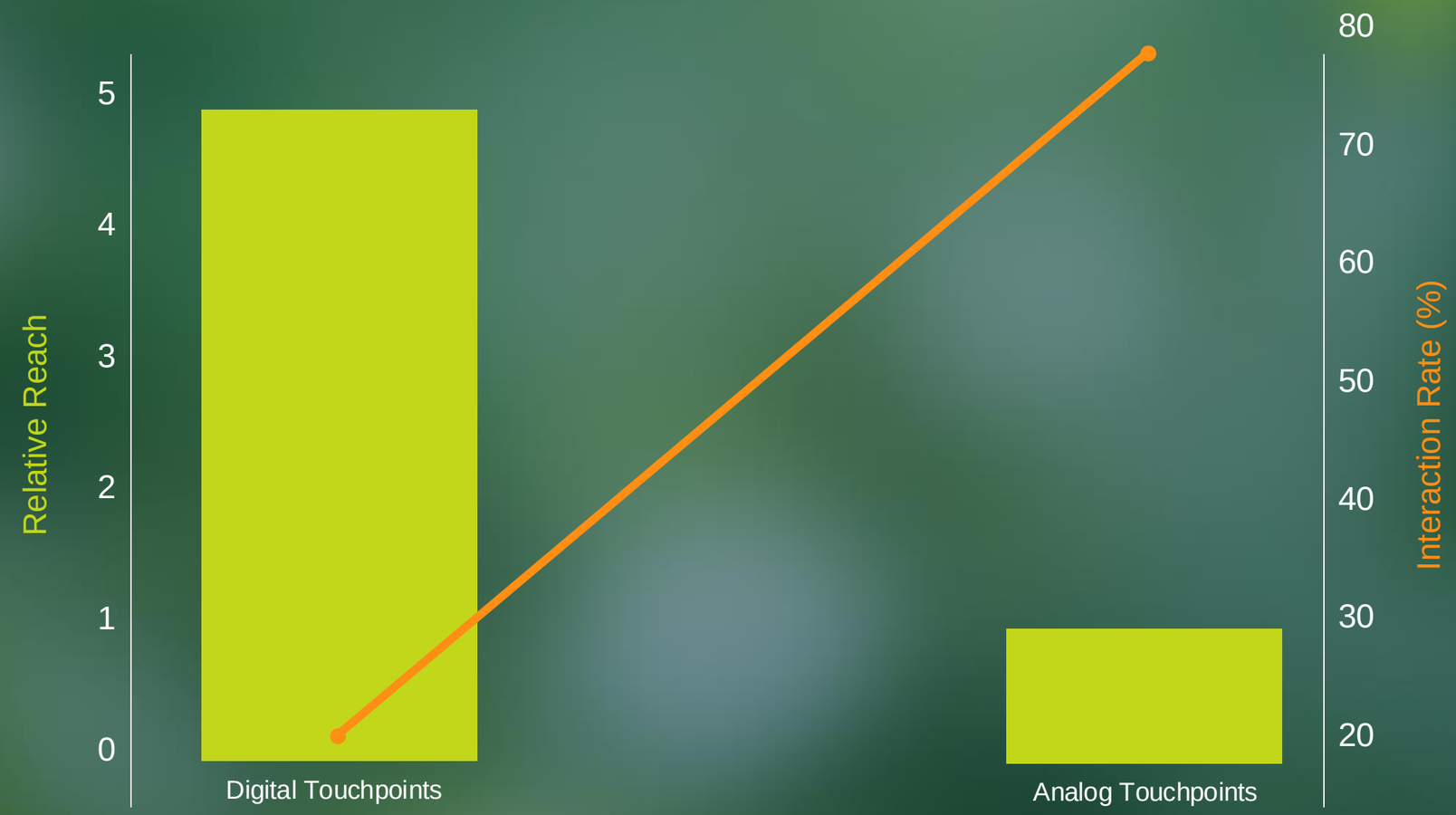
Organizations additionally communicated their Action Points with planeed's provided external digital and analog touchpoints, leveraging the reach of the organizations CSR initiatives.

More than **every second CSR measure** (60%) was supported by additional touchpoints, reflecting the **strong acceptance of cross-platform and analog communication channels**.

Source: planeed, Snippets & Point of Actions

STAKEHOLDER REACH

Digital touchpoints achieved nearly 5 times the reach of analog touchpoints.



However, **the interaction rate for analog touchpoints was 4 times higher** than for digital touchpoints.

(see also page 17)

Source: planeed, Point of Actions, Snippets, Interaction Formats

STAKEHOLDER REACH

Stakeholders amplified the organizations share of (CSR) voice

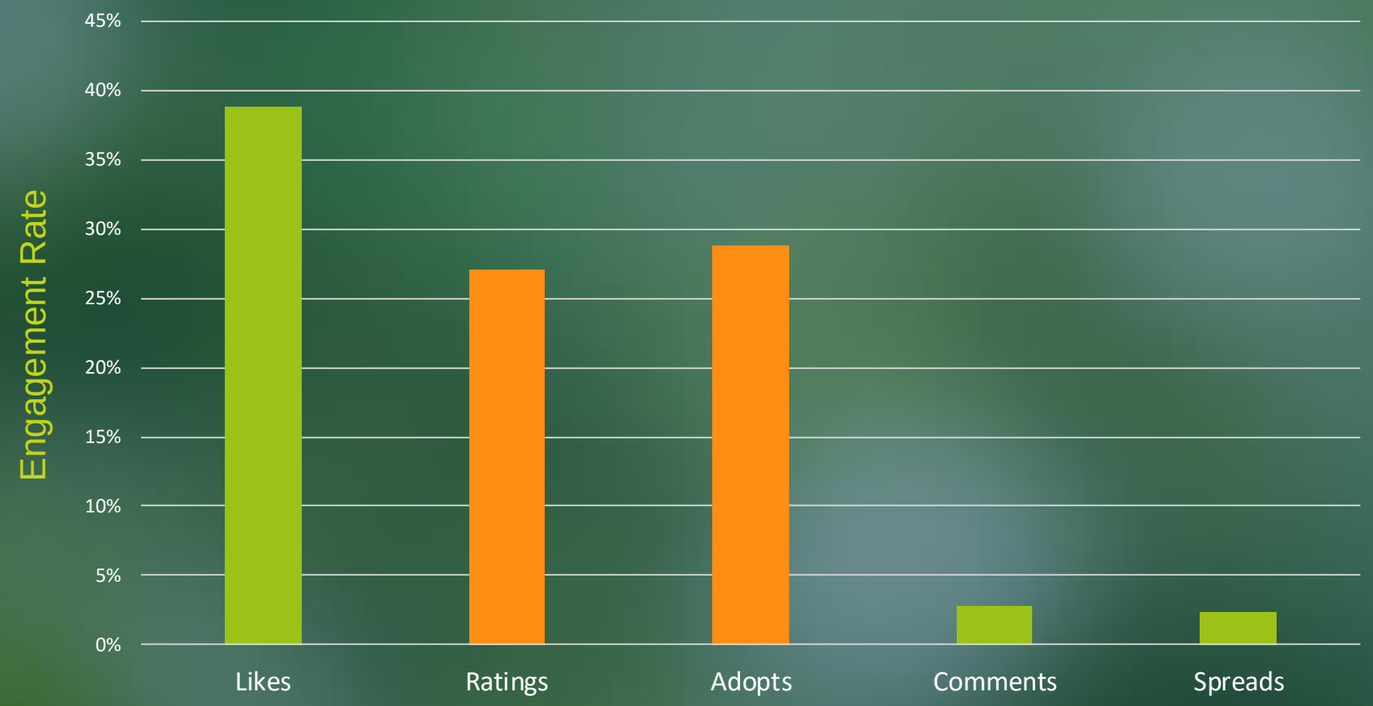
Every 2nd CSR measure has a share by stakeholders within their own communities, making themselves micro-influencers on behalf of the organizations.

Source: planeed, Spread

ENGAGEMENT

ENGAGEMENT

CSR-specific interactions are almost on a par with the well-known “Like”, demonstrating the willingness of users to **evaluate the measures more differentiated and adopt them**.



Noteworthy:

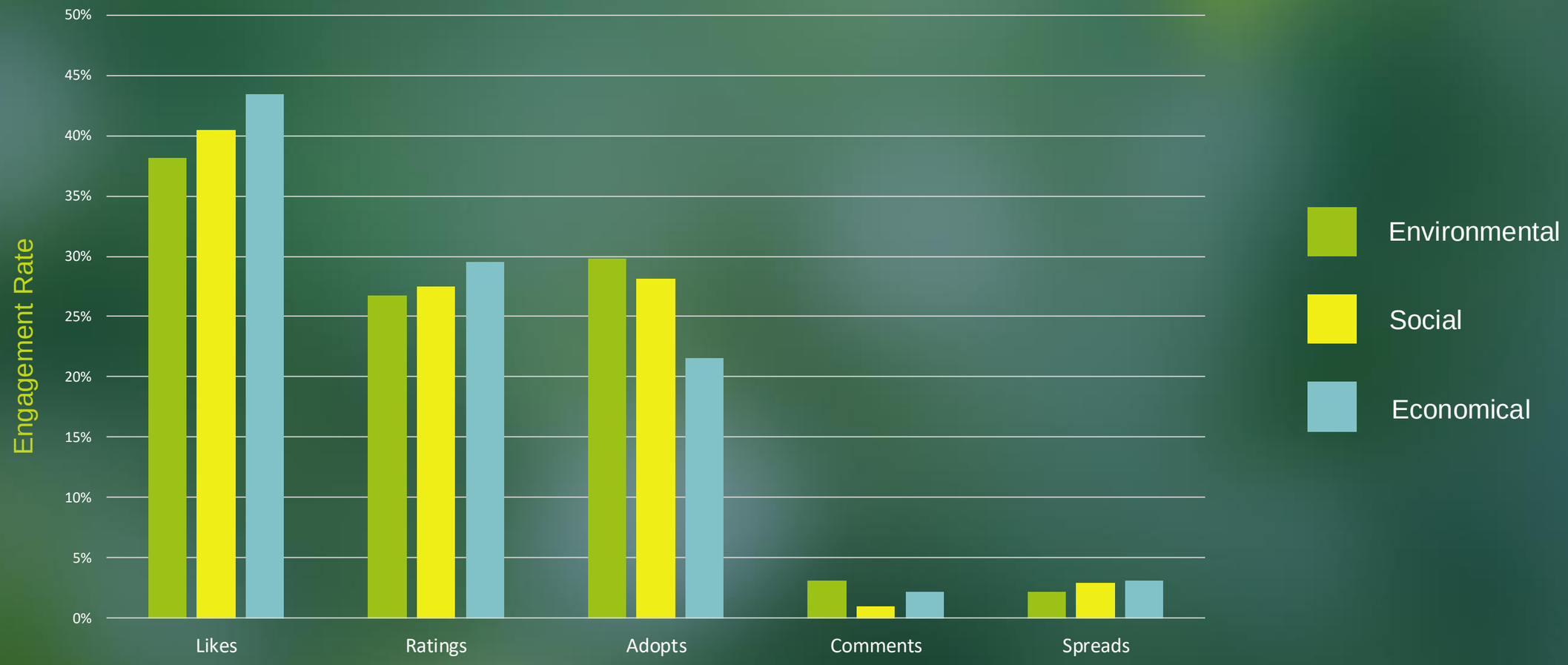
Users show a tendency to internalize and act upon (adopt) CSR measures instead of just rating them.

The ‘Spread Feature’ introduced just one month ago demonstrates the user’s strong desire to actively share the measures to their own community.

Source: planeed, Interaction Formats

ENGAGEMENT

Distribution of the Engagement Rate according to the three pillars of sustainability.



Source: planeed, Interaction Formats

SENTIMENT METRICS

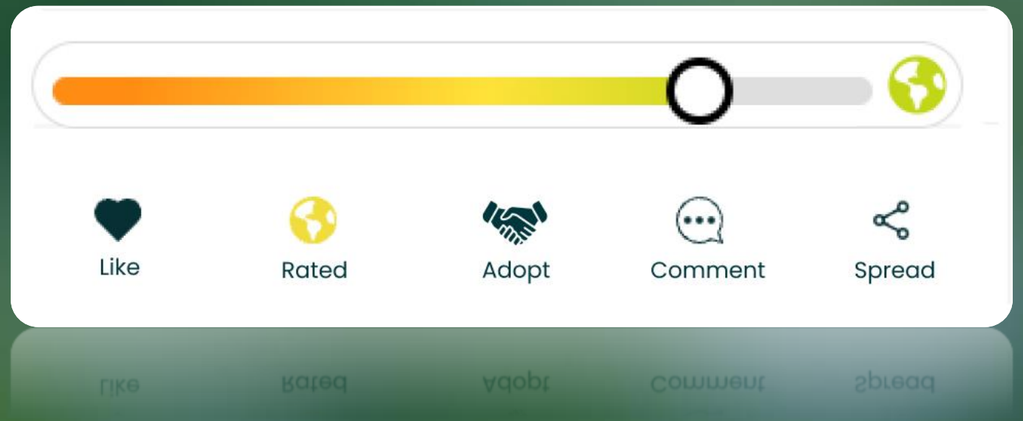
SENTIMENT METRICS

2024

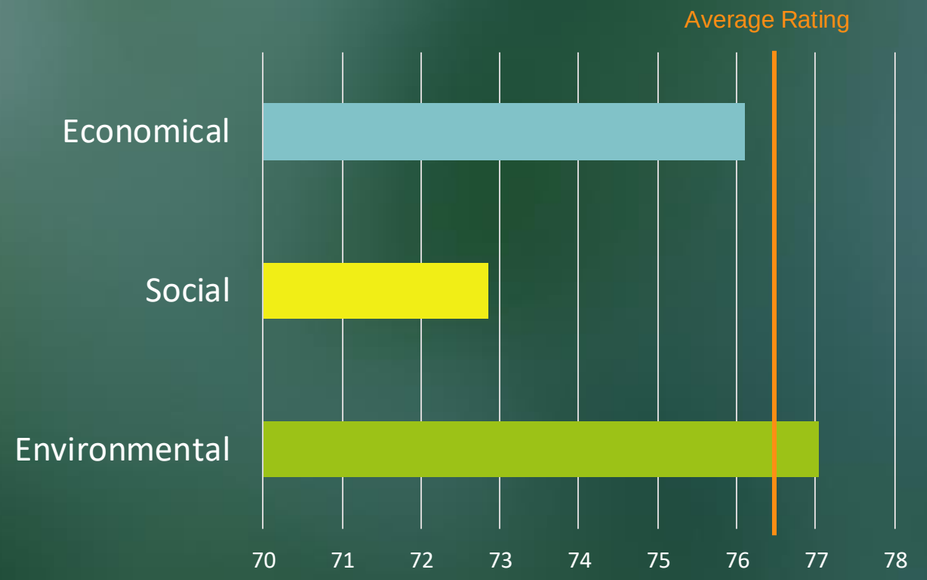
The stakeholders attributed an average perceived impact of 76,51 (out of 100) to all documented CSR measures, indicating that the activities **effectively resonated with stakeholder sentiment**.

Average Rating

76,51



Distribution of the Sentiment Rate according to the three pillars of sustainability.

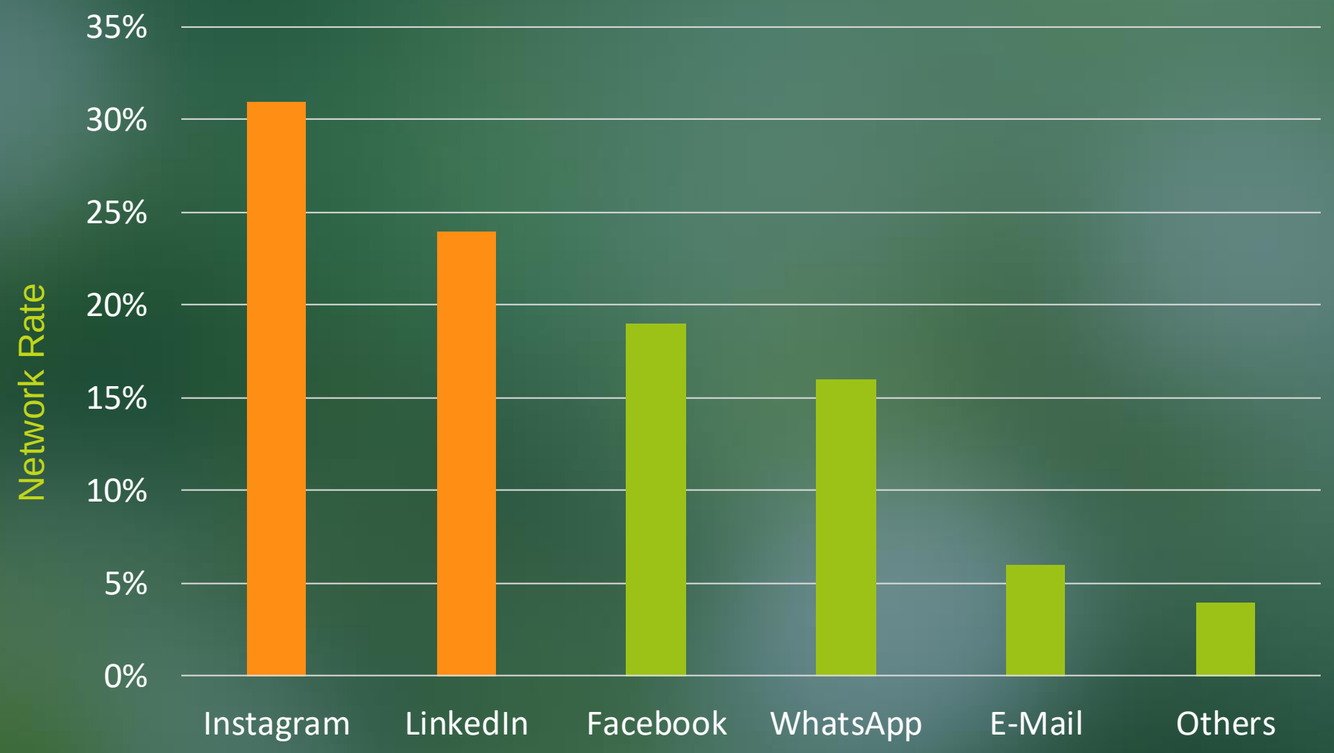


Source: planeed, Impact Rating

NETWORK & VIRAL EFFECTS

NETWORK & VIRAL EFFECTS

CSR initiatives reached an extended audience through stakeholders **acting as micro-influencers**.

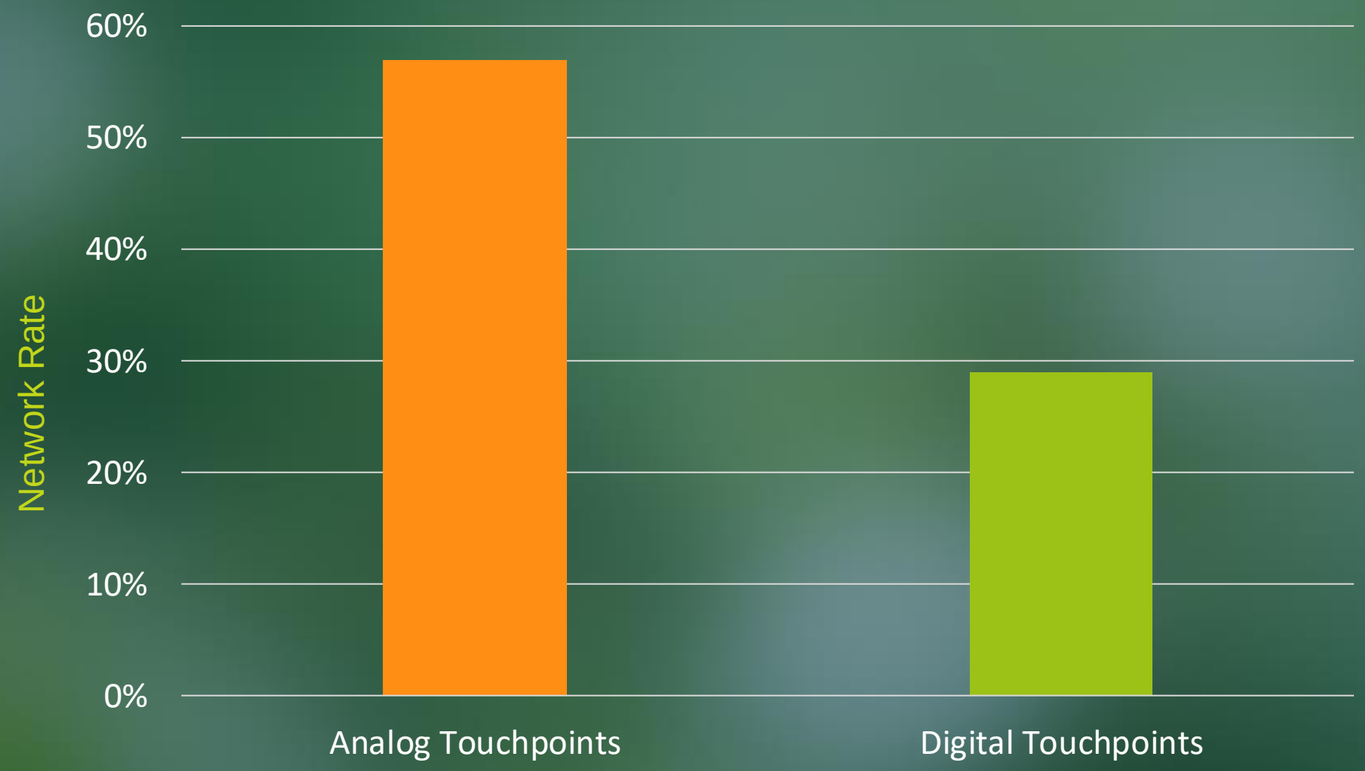


55% of extended reach based on shares on Instagram (Stories) & LinkedIn.

Source: planeed, Spread

NETWORK & VIRAL EFFECTS

Stakeholders are more likely to share CSR measures they have perceived via **analog touchpoints (57%)**, than digital touchpoints (29%).



The **importance of the context** in which stakeholders perceive the CSR message is clearly demonstrated.

(see also page 8)

Source: planeed, Point of Action, Snippet, Spread

SDG COVERAGE

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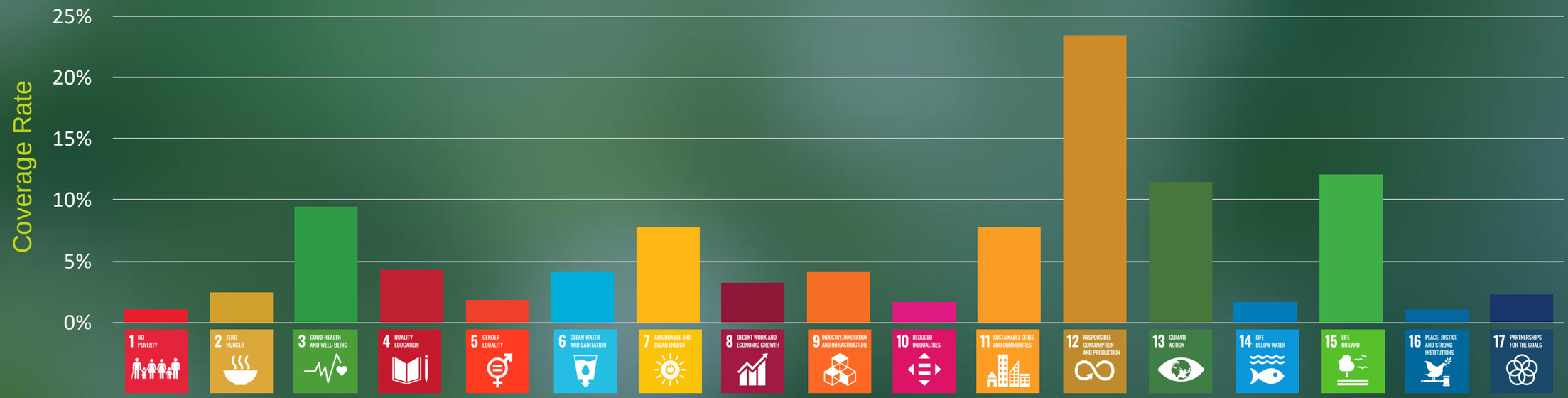
2024

By incorporating **CSR measures across all SDGs**, the organizations demonstrate their holistic approach to creating a positive and lasting impact on society and the environment.



Source: planeed, Action Point, SDG Mapping

CSR REPUTATION

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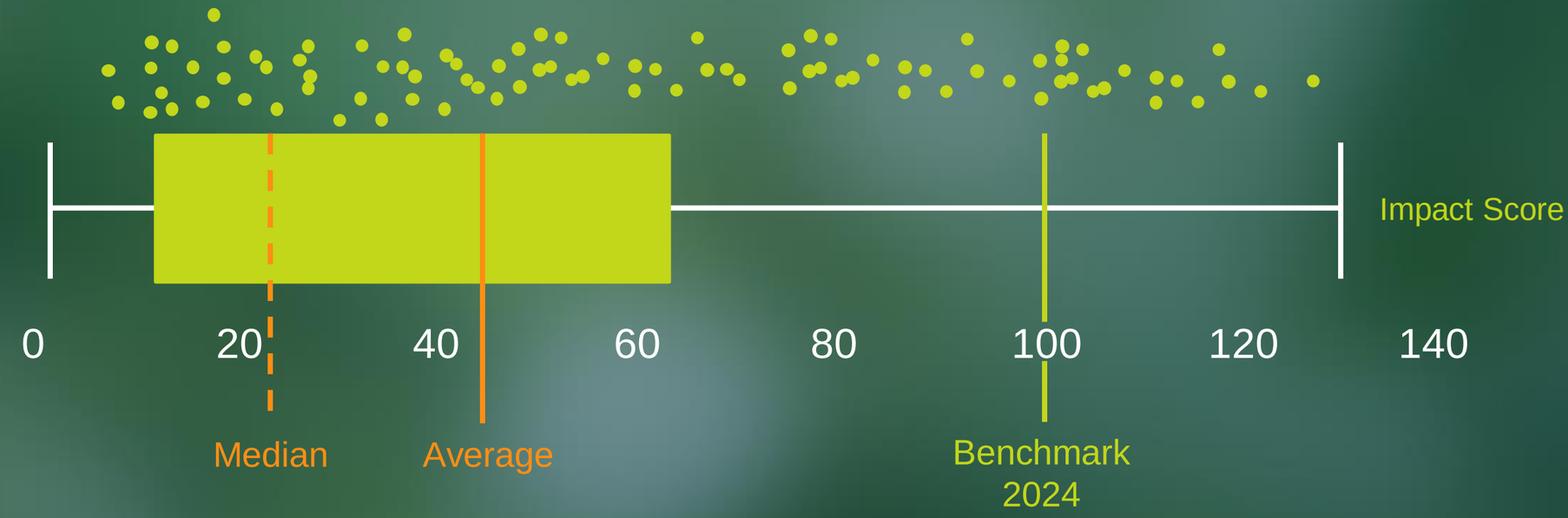
The average planeed Impact Score (representing the CSR reputation) has been 44, with 45% of organizations exceeding this Impact Score. For 2024, the planeed benchmark was established at 100, with 20% of organizations surpassing this target.



Source: planeed, Impact Score

CSR IMPACT QUADRANT

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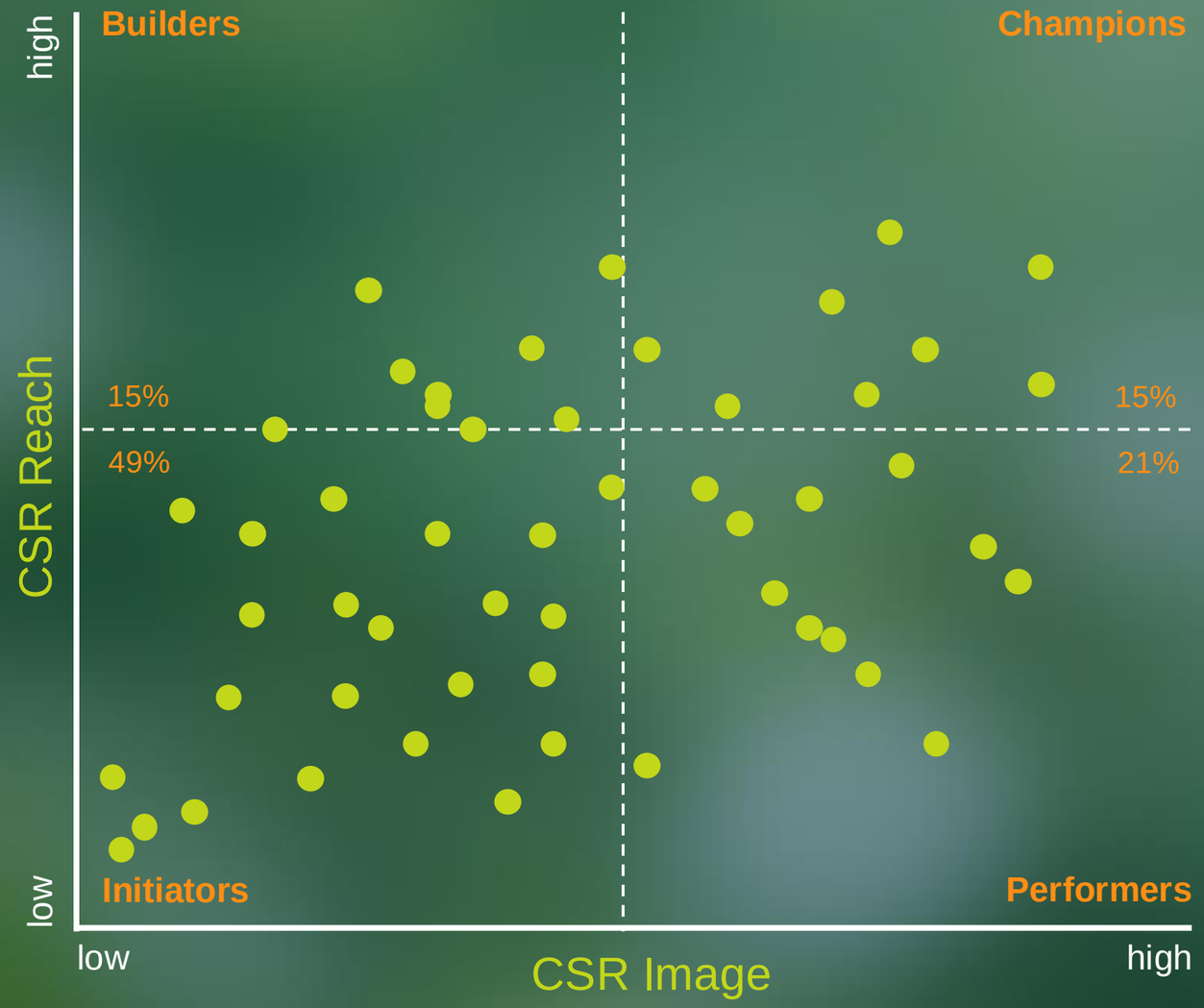

Champions (15%):
Organizations that excel in both CSR image and reach.

Performers (21%):
Organizations achieving significant CSR image but lacking full CSR reach.

Buillders (15%):
Organizations with strong CSR reach but developing their CSR image.

Initiators (49%):
Organizations at the start of their CSR journey.

Source: planeed, Impact Score, Interaction Formats

KEY FINDINGS

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- Organizations tend to communicate environmental CSR initiatives.
- Digital touchpoints have the higher reach, but a significant lower interaction rate compared to analog touchpoints.
- CSR measures are very likely to be shared, opening up an ideal opportunity to provide meaningful content for influencer marketing.
- Stakeholders like to rate and adopt CSR measures and demonstrate an excellent buy in to the new interaction formats.
- High impact is rather assigned to environmental initiatives than to social measures.
- On site nudges of CSR measures receive a higher share rate than nudges received via digital touchpoints.

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