

**There is no
Plan B for
our planet.**

Press kit 2021

What are we here for?

Plan A believes that companies have the power to pave the way to a more sustainable future for our world. We exist to help companies build a carbon-neutral and sustainable economy. We do this by providing a digital platform for companies to reduce their environmental impact, engage their employees, and drive their own agenda towards carbon neutrality.

Plan A was created in April 2017 in Berlin, Germany.

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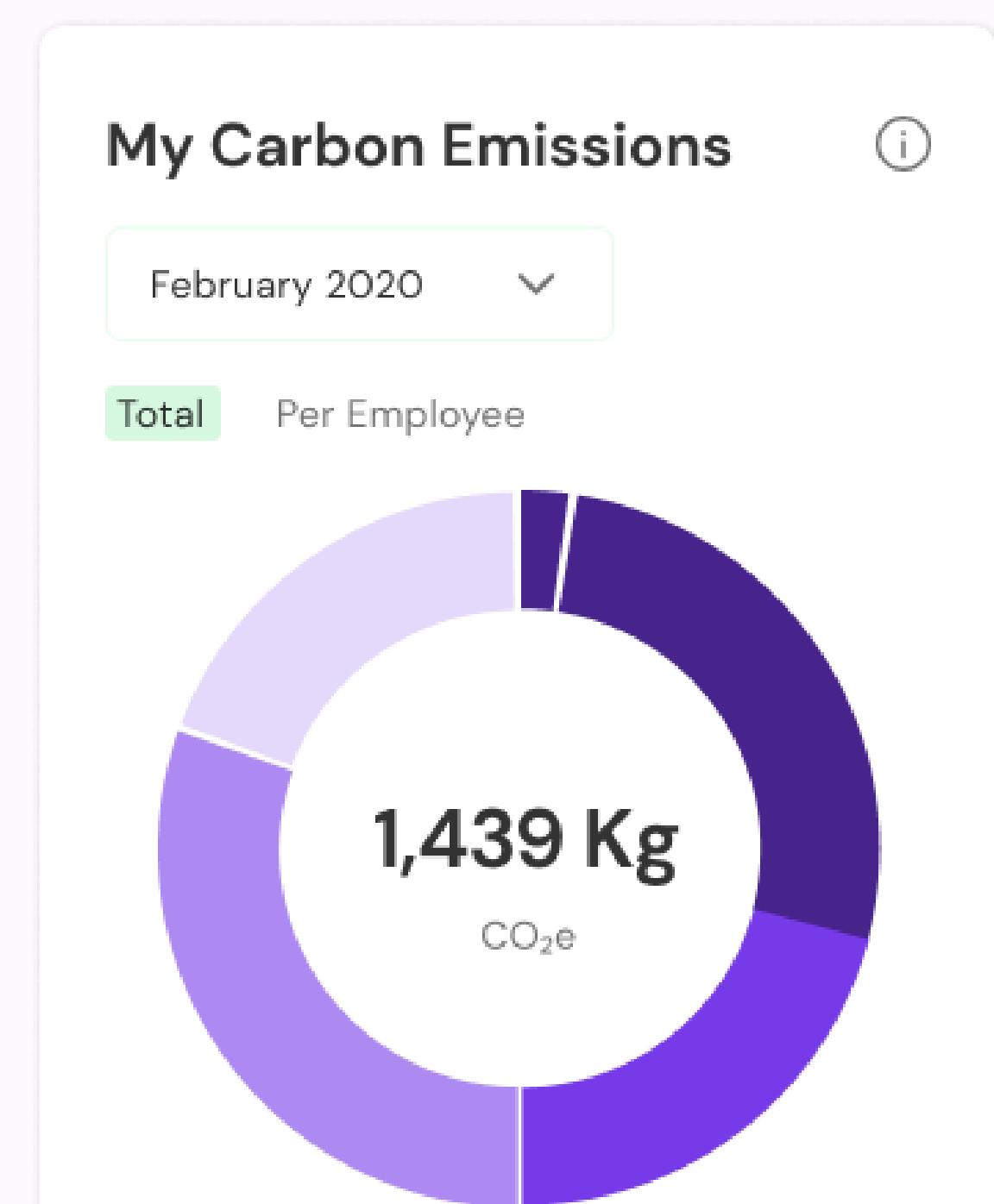
OUR MISSION:

Help companies
get ahead of the
climate curb.

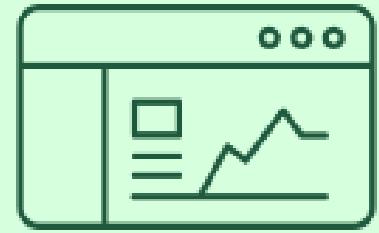
In a quickly-changing landscape, businesses must adapt to customer needs, employee expectations and environmental imperatives. Becoming a sustainable company, that is to say, a business working towards a carbon-free economy and minimising its current impact, is by no means a straightforward endeavour.

The first all-inclusive carbon reduction tool for businesses.

Plan A has developed a carbon reduction and offsetting tool designed for businesses. This self-service tool helps businesses calculate, reduce and offset their carbon footprint while engaging their customers and workforce with sustainable action.



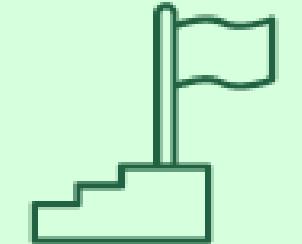
THE PRODUCT INCLUDES



Emissions data visualisation



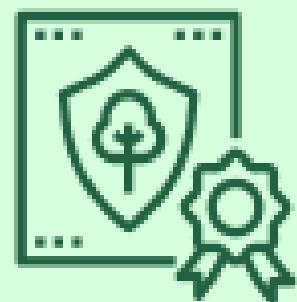
Carbon footprint reduction analysis



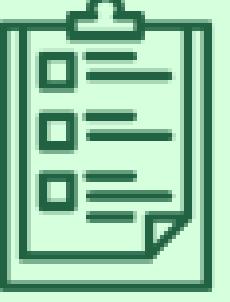
Industry benchmarking



Certified offsetting schemes



Activity analysis



Reporting in alignment with regulations



Communication & engagement resources

for more information, visit our website

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A knowledge centre for employees and CEOs.

Plan A believes that knowledge and transparency are key to offer training and orientation for individuals, teams and companies to become a powerful part of the sustainable transition.

We provide knowledge, information and connections through online and offline channels to support the efforts of individuals, companies and organisations in influencing their circles.

Our channels include

THE PLAN A ACADEMY

A news outlet with more than 200 written, photo, audio and video pieces published.

A PRIVATE NETWORK

for climate leaders to interact and foment climate action.

REPORTING FROM PARTNER ORGANISATIONS

on a month to month basis on environmental results.

LIVE EVENTS

to foster the sustainable transition for individuals, companies and other stakeholders of climate action.

**What
makes
plan A
special?**

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Our data

Plan A has consolidated a database of over 300,000 data points covering national environmental performance, socioeconomic indicators and industry-specific data to better inform companies' footprint calculations and decision making.

Thanks to this digital backdrop, companies are able to track their results and compare them against industry averages and country-level analysis. The Plan A database provides additional resources to orient company sustainability strategies and further elements of understanding for climate action.

Our approach to sustainability

Plan A's mission is to empower companies to address the issues of climate change seamlessly by building tools that help them reduce their footprint. We champion individuals, companies and communities who have taken a stance against the destruction of our planet.

We do not consider sustainability to be an easy task, but rather a challenging and rewarding journey. We have chosen to support companies and the people working within these organisations because we identify businesses as the most prompt actors to adopt change and adapt to evolving external conditions.

COMMUTE

EMPLOYEE LED

Implement cycle-to-work programme

Effort to implement

Impact on CO2

Employee Participation

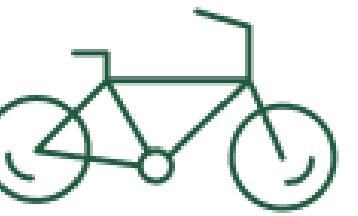
[View details](#)

Monthly monitoring and automated action plans

The Plan A software tracks carbon emissions on a month-on-month basis. This allows companies to monitor their progress and commit efficiently to sustainability. According to each company's specific profile and emissions breakdown.

These automated action plans integrate sustainability to companies' business models and offices seamlessly, as well as actively engaging employees in the proposed plans. Companies and employees can track their progress and use sustainability to create better and more efficient work environments.

COMMUTE



EMPLOYEE LED

Implement a cycle-to-work programme

Effort to Implement

Impact on Co2

Employee Participation

2nd default

FOOD & DRINK



EMPLOYEE LED

Switch to a bean-to-cup coffee machine

Effort to Implement

Impact on Co2

Employee Participation

2nd default

TEAM BUILDING



EMPLOYEE LED

Set up a plogging team in your office!

Effort to Implement

Impact on Co2

Employee Participation

2nd default



CHAD

IMPROVED COOKSTOVES

Solar cookers for Regufees

€15.00

Per Tonne

[View Project](#)

Offsetting done right

Companies can offset their emissions with certified climate projects across the world. Plan A works with innovative carbon and plastic reduction technologies to allow businesses to transition efficiently to a zero-carbon footprint.

IMPROVED COOKSTOVES FOR WOMEN IN INDIA

A fair trade gold standard certified project developed by Fair Climate Fund.

This project touches upon the following sustainable development goals:



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CLEAN COOKING WITH BIOGAS

A fair trade gold standard certified project
developed by Fair Climate Fund.

This project touches upon
the following sustainable
development goals:



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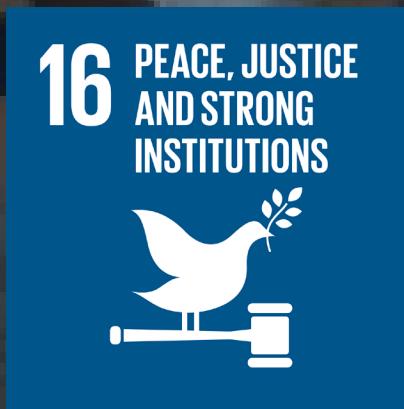


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SOLAR COOKERS FOR REFUGEES

A fair trade gold standard certified project developed by Fair Climate Fund.

This project touches upon the following sustainable development goals:



A WORD FROM THE FOUNDER AND CEO

“

For far too long have we ignored nature's capacity to transform our lives in seconds. Until now, when we no longer can. Heatwaves, floods, hurricanes, droughts, wildfires across the globe and scores of humans, animals and trees are gone. Extreme weather events in all corners of the Earth have been shouting at us that climate change is real and we need to act.

Which is where Plan A started. The vision from day one of Plan A has been to facilitate the process of giving back all people, animals, insects, trees, plants

on our planet the right to co-exist once again in equilibrium. As much as they are dependent on us to live peacefully, we, humans, are dependent on them to survive on this planet.

We are working towards building a community of good guys and gals engaged in climate action across the spectrum, all over the globe. Why? Because there is no Plan B for our planet.”

Lubomila Jordanova
CEO & Founder, planA

The team



planA

Testimonials

“

Insurance is a social good. Through reciprocity, Coya gives back to the community creating a sustainable and safe way for us to take the risks we should in life. With Plan A we intend to measure, monitor, and minimize our carbon footprint impact not only across our company operations but within our wider community. Our partnership will keep us continuously conscious of our sustainability impact. We're not perfect, but we are trying to improve daily and we are excited to work with Plan A.”

Andrew Shaw
Founder & CEO, *Coya*





“

The possibility to work with Plan A came just at the right moment when I looked for a meaningful way to support the environment.”

Bijan Mashagh
Former VP, DrSmile

“

Plan A is helping us by calculating our carbon footprint, that's basically the first steps in understanding how we can become CO2 neutral. And then on a second step they are looking for the right projects to support in order to offset our CO2 emissions. Secondly Plan A is helping us to understand how we can reduce our CO2 emissions.”

Lluis Matteu,
Woodwork Academy



Awards

**TOP 50 FASTEST
GROWING
STARTUPS IN
GERMANY**

July 2020

**BCG DV
SOCIAL IMPACT
COMPETITION
WINNER**

December 2019

**DT50
SUSTAINABILITY
WINNER 2020**

December 2019

**TOP 100 MOST
MEANINGFUL
BUSINESSES IN THE
WORLD**

November 2019

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More questions? See you on our
F.A.Q. page or get in touch

hi@plana.earth



[@planaearth](https://twitter.com/planaearth)

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