CloudApps Provides Sustainability Platform for 'The Planet Mark'

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Planet First (http://www.planetfirst.co.uk/planet-mark/behind-the-mark/) and Eden Project (http://www.edenproject.com) select CloudApps (http://www.cloudapps.com) to deliver accurate reporting, helping companies meet sustainability reporting requirements

LONDON, 10th December: CloudApps, the company that increases organisational performance by enabling employee behavioural change, has been selected by Planet First and Eden Project as the sustainability platform for The Planet Mark. CloudApps sustainability reporting software (http://www.cloudapps.com/product-overview/sustainability-cloud-overview/) is now helping certified companies such as CBS Outdoor, Land Securities Group and The Hospital Club to accelerate their sustainability targets through accurate reporting.

Planet First provides The Planet Mark, a sustainability certification for organisations of all sizes which demonstrates a commitment to measuring and reducing carbon emissions, water and waste. The Planet Mark enables organisations to make savings of £50-150 per employee, per annum.

Steve Malkin, CEO, Planet First, says:

"In partnership with Eden Project, we chose CloudApps as it provides a fast, easy and accurate way of capturing sustainability data. The way it operates encourages behavioural change, allowing businesses to meet sustainability reporting requirements. Being cloud-based, it is also a low carbon solution."

The Planet Mark - Planet First - Eden ProjectOrganisations certified by The Planet Mark have free access to CloudApps sustainability platform to monitor their data, enabling them to make decisions, set targets and drive towards achieving them. Accurate data capture and management helps organisations to understand and improve their environmental, social and related economic performance.

CloudApps allows for quick and easy data entry and real-time monitoring to enable the tracking, management and forecasting against sustainability goals. Businesses certified by The Planet Mark use the platform to measure, monitor and report upon their sustainability metrics including waste, recycling, water and supplier expenditure, as well as detailing responsibilities towards employees.

Peter Grant, CEO CloudApps, says:

"Since we began working with Planet First and Eden Project a year ago, we have seen the number of customers enlisted in the programme double to almost 100. We are proud to provide accredited support for companies in helping them to meet sustainability requirements through our intuitive, easy-to-use platform."

About CloudApps

CloudApps is delivering a management revolution, allowing businesses to drive a constant improvement in performance through the application of intuitive, social and mobile applications that employ game

mechanics to enable, enhance and measure the impact of employee behavioural change.

CloudApps embeds innovation and entrepreneurship into everyday corporate culture, providing a secure, cloud-based platform featuring intuitive tools that work on familiar desktop and mobile devices to: align employees behind corporate goals; enable cross-departmental collaboration; promote competition; ensure compliance; allocate compensation and report through an easy-to-use dashboard.

The system is in use by 250 customers, including blue-chip organisations such as EE, Sears, Lush, LA Fitness and Salesforce.com.

For more information go to www.cloudapps.com

CloudApps – People Powered Performance

For further details please contact:

Michael Creane

cloudapps@chameleonpr.com

Tel: 020 7680 5500

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