

CASE STUDY planA



Company Name

planA

Category

SaaS Platform with a sustainable business solution

Location

Germany

Website

<https://plana.earth/about>

planA is an award-winning SaaS platform that supports companies in carbon accounting, decarbonisation, and CSRD reporting. Plan A supports businesses in their transformative journey towards decarbonisation by integrating scientific methods with technology.

The company's absolute mission is to create a net-zero economy led by climate conscious businesses. Beyond being a software provider planA positions itself towards shaping a future of sustainable businesses

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How does this case align with StartDSP?

planA reflects the Start-DSP vision by combining digital innovation (its SaaS carbon accounting platform), sustainability (net-zero mission and decarbonisation tools), and entrepreneurship (scaling a profitable business model with social and ecological impact). As a case, it shows how the GreenComp, DigiComp, and EntreComp frameworks come together in practice, making it relevant for entrepreneurship education under Start-DSP.

Digital: Cloud-based platform using automation, AI-driven analytics, and dashboards.

Sustainable: Core mission is enabling corporate decarbonisation and embedding ESG.

Profitable: Subscription model with strong growth.



“As we walk the talk, we aim to inspire and lead by example, pushing the boundaries of what's possible in corporate sustainability”

planA

planA: What do they offer?

Carbon Accounting – planA helps businesses gather and quantify emissions data from Scopes 1, 2, and 3 using a TÜV Rheinland-certified methodology that follows the GHG Protocol. Its platform brings all the data together, automates onboarding and detecting mistakes, and works with other systems to make reporting faster and more accurate. Dashboards and visualizations show where emissions are highest and where progress is being made, while flexible calculation algorithms make sure the results are correct even when not all the information is available. Plan A gives businesses clear, audit-ready information to help them decarbonize by combining accurate measurements with easy data collecting.

Reporting – planA makes it easier to report on sustainability by giving you one-click carbon footprint reports that you can share with stakeholders. Companies can make visual dashboards that show emissions broken down by entity or category, and they can also show hotspots in their operations and value chains. The platform lets you look at trends across time, which makes it easy to keep track of progress and show how sustainability efforts are making a difference. You may export reports to use with other systems, and planA's experts can help you improve communication with both internal and external stakeholders by doing in-depth analysis, benchmarking, and personalized presentations.

Decarbonisation – planA helps businesses lower their emissions and expenses by using science-based methods and setting goals that are in line with global standards. Businesses can prioritize the most important acts first, predict how much emissions they are going to generate in the future, and determine the financial risks if they don't do anything. Businesses can plan realistic paths to net-zero by creating flexible goals, such as absolute and intensity-based goals or Science Based Targets (SBTi). Expert help makes sure that initiatives are both ambitious and doable. This turns carbon data into steps that can be taken to develop credibility and long-term resilience.

Additional Resources they provide

- **Planetarium** – Newsletter keeping sustainability and corporate climate topics fresh.
- **Whitepaper Centre** – Reports and thought leadership documents on ESG, regulation, and climate strategy.
- **Online Courses** – Industry-specific learning paths to build capability in climate, carbon, and sustainability.
- **Events Hub** – Live expert sessions where businesses can engage in discussions about corporate sustainability.
- **Decarbonisation Savings Calculator** – Tool to estimate potential savings from emission reduction measures.
- **Glossary** – Definitions of key terms related to carbon, ESG, emissions scopes, etc.
- **Regulation Centre** – Resource covering current climate & ESG regulations (CSRD, EU Taxonomy, etc.)

Industries Touched

planA works across a wide range of industries, reflecting how sustainability challenges are apparent across different sectors:

- **Software & IT**
- **Business Services**
- **Fleet Management**
- **Media**
- **Fashion & Apparel**

In addition, planA publishes several client-case studies on its website, showcasing how diverse organisations apply its platform to meet carbon accounting, reporting, and decarbonisation goals. These case studies provide concrete evidence of planA's effectiveness. For example:

1. [Stryber - Setting science-based targets to reach net-zero emissions in the venture building sector](#)
2. [Wecasa - Decarbonising a services marketplace with Wecasa](#)

Entrepreneurial

1. Built a community of 1,500+ partners working toward a net-zero future
2. Brings together sustainability experts, scientists, entrepreneurs, and employees
3. Offers 3,500+ decarbonisation solutions to support climate action
4. Promotes innovation and collaboration to turn goals into real impact

Digital

1. SaaS platform with AI-powered data collection, dashboards, and one-click reporting
2. Helps companies track emissions and progress with clarity
3. Provides online courses, a carbon savings calculator, glossary, and policy guides
4. Equips businesses and employees with tools for confident climate action

Green Practices

1. Mission includes helping businesses reduce emissions and applying sustainability internally
2. Discloses its own footprint and targets net-zero by 2030
3. Integrates greener practices into procurement, travel, and work culture
4. Formed an action team and Scientific Advisory Board to guide science-based targets and transparency



planA on Governance & Resilience

What does it mean to be B Corporation Certified?

planA integrates scientific oversight, cutting-edge technology, and internal sustainability practices. As a certified B Corporation, planA meets high standards of social and environmental performance, transparency, and accountability, reinforcing its commitment to responsible governance. Their Scientific Advisory Board comprising global experts in climate science and sustainable finance guides strategic decisions and ensures compliance with evolving standards. Through their SaaS platform, businesses gain access to thousands of decarbonisation solutions, helping them adapt to climate risks and regulatory shifts. Internally, Plan A leads by example, embedding ESG values across operations and using their own tools to reduce emissions and promote transparency.

B Corp certification is awarded to companies that meet high standards of social, environmental, and governance performance. To qualify, businesses must score at least 80 out of 200 points across five areas: governance, workers, community, environment, and customers. Certified companies commit to transparency, stakeholder accountability, and must renew their certification every three years to show ongoing positive impact.



Module 10: Governance & Resilience

Four Lenses of Governance in Practice

Module 10 explores how startups and SMEs can move beyond profit-only governance by embracing adaptive, inclusive, and ethical models that respond to digital disruption, climate change, and social transformation. It equips learners with the tools and mindsets to design governance systems that are agile, mission-driven, and future-fit, embedding sustainability and leading digital innovation responsibly. When studying the case of planA learners can explore governance and resilience through 4 ways as shown below.

Inclusivity & Resilience – planA’s network of 1,500+ partners, guided by experts and a Scientific Advisory Board, brings diverse input that strengthens collective decision-making and resilience.

Regulatory Alignment – planA embeds ESG compliance into its platform, helping clients stay ahead of regulations like CSRD, ESRS, EU Taxonomy, SFDR, and CSDDD.

Governance in Action – With a B Corp score of 114.5 and top 5% global ranking, planA commits to net-zero by 2040 through reporting, carbon cuts, and credible offsets.

Digital Ethics – planA builds trust through TÜV-certified carbon accounting aligned with the GHG Protocol.