

Elevating Sustainability Communication.

Case Study_



APPROACH
COMUNICAÇÃO

APLANET

Introduction.

Approach Comunicação is a Brazilian communications agency with a track record of more than 25 years and a history of more than 2,000 clients served. The agency combines expertise in reputation building, public relations, press advisory, ESG (Environmental, Social, and Governance), internal communications, organisational culture, audiovisual and advertising.

Its comprehensive approach and commitment to excellence have made Approach Comunicação a trusted choice for companies of all sizes seeking to improve their communication and market presence.

Marcelo Vieira, Director of Sustainability at Approach Comunicação, has been a key figure in implementing and improving the agency's sustainability practices.

In this case study, we will explore how Approach Comunicação has used APLANET's sustainability software platform to improve the efficiency and effectiveness of its sustainability work.

Marcelo gave us an in-depth insight into how Approach Comunicação has used APLANET to overcome challenges, improve its services and provide added value to its customers.

Navigating in a Sea of Data: The Challenges of Sustainability at Approach Comunicação.

Before using APLANET, Approach Comunicação faced several challenges in its sustainability work.

One of the main challenges was **data collection and management**. As Marcelo Vieira, Director of Sustainability at Approach Comunicação, explained in the interview: **"Other companies that are very widespread have the difficulty of management. There are many people communicating the same data in different territories and realities"**.

Marcelo Vieira,
Director of Sustainability, Approach Comunicação



This challenge was further compounded by the diversity of clients and their specific needs.

In addition, the lack of an **efficient digital tool** was also a problem. Marcelo mentioned that **"although there is still a lot of resistance to the use of tools, we have already started to participate in processes where it is mandatory to offer them"**. Without an efficient digital tool, Approach Comunicação was at a competitive disadvantage in such processes.

These challenges directly affected Approach Comunicação's ability to serve its clients efficiently. Manual data management was an exhausting and cumbersome process, delaying the delivery of results and consuming resources that could have been used more productively.

In addition, the lack of an efficient digital tool limited Approach Comunicação's ability to adapt to changing market demands and offer more competitive services to its clients.

Marcelo also mentioned the **difficulty some people have in using online tools**: **"We are confronted with the difficulty that many people still have in using online tools. People find it difficult to understand how the system works"**.

Marcelo Vieira,

Director of Sustainability, Approach Comunicação



This technological barrier represented another challenge for Approach Comunicação, as it hindered the adoption and efficient use of digital tools in its sustainability work.

Embracing Innovation: The Incorporation of APLANET in Approach Comunicação.

Before learning about APLANET, Approach Comunicação was in search of a **solution that could help them overcome the challenges** they faced in ESG data management. They needed a tool that could facilitate the collection, analysis and presentation of sustainability data in an efficient and effective manner.

It was in this context that Approach discovered APLANET. Attracted by its promise to provide an end-to-end solution for ESG data management, they decided to take the plunge and begin the onboarding process.

The process of incorporating APLANET into Approach was a journey of adaptation and learning. Marcelo Vieira recalls that the process was **"very quick"**. After a few initial introductions, the Approach team received their usernames and passwords and began exploring the system.

Initially, Approach started using APLANET with a single client, which allowed them to test all the functionalities and **adapt to the platform in a controlled environment.** **"We focused a lot on that customer and then we started to learn,"** says Marcelo. As they learned, they also began to identify areas for improvement, which led to a constant dialogue with the APLANET team.

Marcelo stresses the importance of this communication in the adaptation process: **"We always had this dialogue, this conversation with APLANET in the sense of asking ourselves how to solve our problems, to understand if there were tools to solve our problems."** This **collaborative approach** allowed Approach to quickly adapt to the platform and start using it effectively in its work.

Over time, Approach has seen **the APLANET platform evolve and adapt to its changing needs.** **"We saw the evolution of the tool over time,"** says Marcelo. **"Even today we still have some demands, we bring in new things as demands change."**

Marcelo Vieira,

Director of Sustainability, Approach Comunicação



This adaptability has been key to Approach's ability to continue to use APLANET effectively as its needs and those of its customers have evolved.

Transforming Challenges into Successes: The Impact of APLANET at Approach Comunicação.

The implementation of APLANET has enabled Approach Comunicação to overcome the challenges it faced in managing ESG data. The platform has provided a comprehensive solution that has improved the efficiency of its operations and increased its ability to serve its customers.

One of the main benefits APLANET has brought to Approach is the **simplification of the data collection process**. As Marcelo Vieira, sustainability director at Approach, explains: **"APLANET is a partner and gives us a differential that we wouldn't have naturally"**.

Marcelo Vieira,

Director of Sustainability, Approach Comunicação



The platform has enabled Approach to offer a digital tool to its customers without having to increase its prices, which has improved its competitiveness in the market.

In addition, APLANET has made data management easier for Approach. This has **eliminated the need for manual auditing** of data, saving time and reducing the possibility of errors.

The platform has also allowed Approach to **customise the presentation of data** for its customers. Marcelo notes that **"the ability to customise the system for each company and personalise the dashboards will become a widely used tool"**. This flexibility has allowed Approach to adapt to the changing needs of its customers and provide them with information in a way that is relevant and useful to them.

In terms of specific results, Marcelo mentions clients like Linde as examples of how APLANET has benefited Approach and its clients. APLANET has enabled these clients to use the platform throughout the year, which has improved their ability to manage their ESG data and provided a **solid basis for their sustainability reporting**.

In summary, the implementation of APLANET has enabled Approach to overcome the challenges it faced in ESG data management and has improved its ability to serve its customers. As Marcelo says, **"APLANET has been an important partner for us. It has been a fundamental resource for us to do our work."**

Marcelo Vieira,

Director of Sustainability, Approach Comunicação



Conclusion: Driving Sustainability through Technological Innovation.

Approach Comunicação's experience with APLANET illustrates **the power of technology to transform ESG data management**. By overcoming the challenges of data collection and management, and by providing a platform that can be customised to meet the specific needs of each client, APLANET has enabled Approach to improve its operational efficiency and increase its competitiveness in the market.

The relationship between Approach and APLANET also highlights the **importance of collaboration and communication** in the implementation of technology solutions. As Marcelo Vieira points out, the constant dialogue and feedback between Approach and APLANET has been instrumental in ensuring that the platform continues to evolve to meet the changing needs of Approach and its customers.

Ultimately, Approach's success story with APLANET demonstrates that technology can be a **powerful ally in promoting sustainability**. By providing the tools necessary to effectively manage ESG data, companies can improve their sustainability performance, increase their transparency and accountability, and contribute to a more sustainable future.

About APLANET

APLANET is the technology for decision-making. Our ESG management and analysis technology platform helps companies to:

Organise, measure, analyse and communicate your ESG data in a customised, efficient and cost-effective way.

To have a reference source of information in the sustainable development ecosystem.

Extract insights that enable them to establish data-driven strategies to optimise their business decisions, accelerate and lead change and maximise their positive impact on stakeholders.

Our software connects the company's entire value chain to its ESG objectives and enables the company's entire architecture to be geared towards business and positive impact.

TALK TO OUR TEAM OF SPECIALISTS





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TO DRIVE
BUSINESS GROWTH**