

Press Release

CloudApps and Global Action Plan fill GAP between good intentions and employee behaviour

New service delivers strategic plan in 2 days, proven results in 90

LONDON – Feb 21, 2012– {HYPERLINK "http://www.cloudapps.com/" \t "_blank"}, the enterprise application leader in sustainability and award-winning charity {HYPERLINK "http://www.globalactionplan.org.uk/" \t "_blank"} today announced an innovative service designed to accelerate employee engagement in the sustainability programmes in place today at thousands of companies worldwide.

Under the terms of the new partnership, corporate sustainability managers will benefit from the experience of two organisations both dealing daily with the most intractable issue facing most sustainability professionals: employee engagement. The rapid analysis programme links a fast-start situation review with a three month pilot programme of execution driven by SuMo, the advanced employee engagement application developed by UK start-up CloudApps to bring social business ease-of-use to the frontline of sustainability.

The initial two-day assessment comprises a complete review of current employee engagement, benchmarking against best practices and an action plan for just £2,500. On completion of this no-commitment assessment, customers will be equipped to move to practical implementation of a full-blown SuMo pilot project for up to 100 of their employees. Costing just £13,500, the enterprise-ready solution has been discounted as an incentive for companies looking to kick-start or re-invigorate their employee engagement programmes.

Widely regarded as a thought leader around climate change, Global Action Plan was founded 18 years ago. The United Nations Environment Programme (UNEP) endorses it, its leadership team are consulted by the UK Government and leading global environmental campaigner, Al Gore. GAP customers include MTV, Standard Chartered bank, Aviva and British Gas. Adding Global Action Plan's practical know-how with CloudApps {HYPERLINK "http://www.greenbang.com/cloudapps-a-virtual-platform-for-real-world-carbon-savings_20773.html" \t "_blank"} provides both a sound academic framework and the ability to measure, monitor and reduce unsustainable business processes and waste.

Trewin Restorick, CEO, of Global Action Plan, said: "Our employee engagement practices have been created over years of experience across a wide range of sectors. We know how to achieve the benefits of culture change, but recognise that driving such real-world change is hard. An initial assessment, backed by proven CloudApps technology makes change quickly visible at the organisation, department, team and individual level. This level of transparency creates employee engagement in one financial quarter."

Peter Grant, CEO of CloudApps, said: "Employee engagement is at the heart of everything Global Action Plan does – as it is for CloudApps. Our partnership with Global Action Plan serves as proof that without deep linkage between the desired

outcome and a proven means of measurement, employee engagement will remain a hope, rather than a reality for many businesses. We are already engaged on several joint opportunities and the signs are that this new innovative service offering will bring employee engagement using CloudApps to a much wider audience.”

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About CloudApps

CloudApps is an award-winning provider of sustainability and energy management software, enabling visionary organisations to make exceptional cost savings and meet sustainability targets by aligning the entire enterprise behind corporate sustainability goals.

No other software suite solves the sustainability challenge by connecting the sustainability efforts of employees on the front-line, or “bottom-up”, with the “top-down” commitments made by management.

By giving each employee visibility to their team and their own impact and suggesting actions through an innovative desktop application, CloudApps drives the behavioural change required to accelerate a reduction in the consumption of natural resources at the workplace, resulting in significant cost savings. CloudApps is a Carbon Disclosure Project (CDP) 2012 accredited and recommended solution and is delivered on the world's most energy efficient cloud-computing platform ([HYPERLINK "http://www.force.com/" \t "_blank"](#)) delivered by market-leader ([HYPERLINK "http://www.salesforce.com/" \t "_blank"](#))

For more information, please visit [HYPERLINK "http://www.cloudapps.com/" \t "_blank"](#).

About Global Action Plan

The UK's leading environmental behaviour change organisation with over 18 years' experience in sustainability communications, staff engagement and training. Global Action Plan uses its practical experience, knowledge and credibility to help thousands of people and organisations make environmental and financial savings using a supportive, structured approach tailoring projects to the priorities and cultures of individual communities. Our programmes have social and environmental benefits, are proven to work, and are United Nations Environment Programme (UNEP) endorsed.