

How sustainable are companies really?

The company register for sustainability of the Berlin-based start-up ecosearch enables companies to communicate their sustainability efforts to consumers in a transparent way.

Berlin, 02.09.2021 - The purpose start-up [ecosearch](#) will launch the latest version of its company register for sustainability on the 9th of September 2021. In times of climate change, ecosearch demands more transparency from companies regarding their sustainability. The goal is to create a foundation for ecologically responsible decisions not only for consumers, but also for potential business partners. Ecosearch aims to make the business world more transparent and to turn sustainability into an attractive competitive advantage. To achieve this, the green tech start-up provides individual company profiles, which give users a quick overview of the companies' sustainability performance.

Against greenwashing

To build the company profiles, ecosearch collects data from publicly available data sources. In addition, the new beta version enables companies to edit their profiles independently. For this purpose, ecosearch and the TU Berlin, developed an artificial intelligence-based algorithm in order to prevent attempts of greenwashing. Since companies often do not have to comply with clearly defined criteria when publishing sustainability reports, their information is not comparable among each other. Ecosearch solves this problem by standardizing company communications through categories. Based on the Sustainable Development Goals companies are able to easily show off their future goals.

Transparency for climate protection

Whether one is purchasing products, selecting a new supplier, making investment decisions or choosing a new employer - in order to make sustainable decisions, company data must be communicated transparently. Ecosearch acts as a mediating platform between business, politics and the final consumer.

About the company

Ecosearch is a Berlin-based software start-up founded in 2020 by Rena Kleine, Alexander Doudkin and Philipp Würfel under the guidelines of a steward-ownership. The platform's target audience are marketing and sustainability managers who aim to save money and time by centralizing their communication. "Ecosearch offers us an easy way to communicate sustainability and create transparency for our customers on a single platform," says Moritz Kübler, the CSR Manager of Snocks. Through this, consumers and business partners can (eco)search their favorite companies and get an instant and trustworthy overview of the companies sustainability goals and achievements. [AfB](#), [Debatin](#) and [Jaro Institut e.V.](#) are just a few corporate partners to name that support ecosearch in its vision to make sustainability accessible to everyone.

For more information, visit <https://www.ecosearch.tech>.

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