



**IMS LUXEMBOURG**  
Inspiring More Sustainability

Luxembourg, 8 August 2023

## **SUSTAINABLE MOBILITY: 3 EVENTS TO TAKE ACTION**

PRESS RELEASE

As part of European Mobility Week 2023, which takes place from 16 to 22 September, IMS Luxembourg is organising with partners three awareness-raising and practical events to promote sustainable mobility in Luxembourg: **a car-free day on 18 September, bike mobility at Belval on 19 September and a workshop to share best practices on 21 September.**

These events aim to raise awareness, start a conversation within companies and between employees, and propose alternatives and best practices to implement concrete actions.

### **CAR-FREE DAY, 18 SEPTEMBER**

To kick off European Mobility Week, several organisations at Cloche d'Or will be holding a ['Car Free Day'](#). On Monday, 18 September, employees of these organisations will be invited to travel to work by public transport and/or bicycle. This way, the impact of their journeys will be reduced on the day, and new habits may be created. Five organisations are already participating in this initiative: the European Commission, Deloitte Foundation, PwC, Schroeder & Associés and VAUBAN.

#### **Practical information**

**When?** Monday 18 September, all day

**Where?** Cloche d'Or

**For whom?** Any organisation in the Cloche d'Or district interested in joining the movement is welcome! Contact Laetitia Mitchell, Project Manager Pacte Climat ([laetitia.mitchell@imslux.lu](mailto:laetitia.mitchell@imslux.lu)), to get your organisation involved.



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## CYCLING AT BELVAL, 19 SEPTEMBER

How can I cycle safely? What types of bikes are suitable for me? What could make cycling easier at Belval?

Participants will be invited to try out different types of bikes and will be given plenty of advice on how to get around town safely by bike. They will also discover what the Commune of Sanem and the city of Esch-sur-Alzette offer to encourage active mobility.

The Maison du Cycliste of the ACL, the Municipality of Sanem and the City of Esch-sur-Alzette, the asbl Ecotrel, the Minett UNESCO Biosphere, as well as the University of Luxembourg, are the partners of this event. A ChargerCUBE recharging station for electric bicycles offered by Polygone will be presented.

### On the agenda:

- Cycling on various types of bikes, accompanied by the ACL's Maison du Cycliste (Cyclists' Centre)
- Meetings and discussions with people involved in promoting cycling in Belval
- Ecobatterien is organising a special battery collection, inviting people to bring in all types of batteries
- Bike servicing stand run by a student association

### Practical information

**When?** Tuesday, 19 September 2023, free access from 11.30 am to 3 pm.

**Where?** Place in front of the Rockhal, avenue du Rock'n'Roll, Esch-Belval.

**For whom?** This event is open to all. In particular, people working in Belval.

**Registration:** on the [imslux.lu](https://imslux.lu) website / [https://imslux.lu/eng/agenda/540\\_velo-a-belval-tout-pour-passer-a-l-action](https://imslux.lu/eng/agenda/540_velo-a-belval-tout-pour-passer-a-l-action)

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PRESS RELEASE

## SUSTAINABLE MOBILITY IN PRACTICE, 21 SEPTEMBER

What innovative solutions can companies offer to encourage sustainable mobility? How can car-pooling and car-sharing incentives be put in place? How do different companies manage their car parks? How can we encourage people to cycle to work?

Employee mobility accounts for a significant proportion of an organisation's carbon footprint. This issue is at the heart of CSR policies to reduce greenhouse gas (GHG) emissions.

**On the agenda:** The workshop, in the form of a "World Café" will enable participants to draw inspiration from existing good practices and share their experiences. This solutions-oriented workshop will use this collective intelligence process to create practical fact sheets on each theme.

### Practical information

**When?** Thursday 21 September, from noon to 3.00 p.m.

**Where?** BGL BNP Paribas / 2 rue Edward Steichen / L-2540 Luxembourg

**For whom?** Anyone employed by an IMS member company

**Registration:** on the [imslux.lu](https://imslux.lu) website / [https://imslux.lu/eng/agenda/539\\_mobilite-durable-en-pratique](https://imslux.lu/eng/agenda/539_mobilite-durable-en-pratique)

Event in French. Limited number of registrations - Beyond 40 people, a waiting list will be created.



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## **IMS – INSPIRING MORE SUSTAINABILITY** **Luxembourg’s leading network for Sustainable Development**

IMS - Inspiring More Sustainability - has been the leading network of Luxembourg companies active in sustainable development for 15 years. IMS is an independent, non-political, and non-profit organisation. IMS' mission is to inspire responsible strategies and practices among national economic actors. IMS Luxembourg supports its members through collaborative and federating projects by promoting dialogue with stakeholders (private, public, associative). IMS provides expertise, concrete solutions, awareness, and information (toolkit, training, clubs, workshops...). This network represents almost 25% of Luxembourg's payroll.

IMS is the national contact point for several European and international organisations and movements: B Corp, Capitals Coalition, CSR Europe, the European Commission - Directorate General for Justice, Mental Health Work and the WBSCD (World Business Council for Sustainable Development).

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