



IMS LUXEMBOURG
Inspiring More Sustainability

PRESS RELEASE

Luxembourg, Monday 11th March, 2024

B Corp Month 2024: “This Way Forward”

Celebrating pathways to more sustainable business

B Corp Month is an international campaign organised by the non-profit B Lab. Each year in March, B Lab and its global community of 8,000+ businesses and individuals movement join forces to celebrate what it means to be part of a movement aiming at continuous impact improvement within and around their businesses. Their common vision: working towards a more inclusive, equitable and regenerative economy for all people and the planet. **In Luxembourg, IMS supports this campaign by offering a new podcast on impact improvement and an exclusive B Corp event open to all on March 27th.**

IMS and the B Corp Community in Luxembourg: Joining Forces for Good

The B Corp movement is booming internationally and is no exception in Luxembourg. Since October 2022, IMS Luxembourg has been the single point of contact for certified B Corp companies and companies interested in the movement in the Grand Duchy. We work closely with B Lab Benelux and B Lab Europe to inform, unite, and assist B Corp community members in enhancing their impact and guiding organisations through the certification process. **In Luxembourg, the B Corp community represents 180 certified companies of which 12 have their headquarters in the country.**

A New Podcast on Impact Improvement and an exclusive B Corp event



In March 2024, IMS is aligning with the national B Corp community for B Corp Month by launching the “Nouvelles Voies d’Entreprendre” podcast and organising an exclusive event on March 27th.



Podcast “[Nouvelles Voies d’Entreprendre](#)” by IMS Luxembourg and B Lab Benelux

In three episodes of around 20 minutes each, listeners will hear the testimonies of Ramborn, A Beautiful Green, CDCL, Bamolux, GO TO Freedom, and Innpact shared during their appearance on IMS Luxembourg’s microphone. These narratives provide valuable insights into the daily progress of businesses towards a more sustainable future.

[Access to the podcasts in French on Apple Podcast, Deezer and Spotify:](#)

- o Redéfinir la norme autour de son entreprise... avec Carlo Hein et Cintia Procaci
- o Se challenger pour un modèle résilient... avec Sébastien Jungen et Jérôme Goeres
- o Le capital humain tout au long du chemin... avec Séverine Schwander et Jérôme Carbonnelle

Exclusive event open to all on March 27th

Join us at Banque de Luxembourg, for a plenary interactive session and networking moment with B Corp representatives and other sustainability players as we gather for B Corp Day. Earlier in the afternoon, a practical workshop exploring the B Impact Assessment through a card game is also offered to anyone interested.

Registration:

- o [Impact Game – 60 minutes to explore your positive impact roadmap](#)
- o [Meeting with the B Corp Ecosystem of Luxembourg](#)

Keynote speech: Andy Schmidt, Cofounder + Chief Community Officer, Seismic

Panel: Oliver Perquy, Managing director, Nespresso Belgilux

Kirsty Shearer, Development Director, Agilité Solutions

Gwladys Costant, Partner, GoToFreedom

Our partners for the B Corp Month 2024

We warmly thank the Centre Nature et Forêt Biodiversum for hosting the recording of the podcast on their premises and the B Corp-certified companies involved in this initiative and the movement in Luxembourg: A Beautiful Green, Bamolux, CDCL, GO TO Freedom, Innpact, Ramborn, FARAD, Banque de Luxembourg and others certified B Corp companies we will welcome soon in our Community.

Useful links and info to go further:

- On social media, follow the campaign with #bcorpmonth
- [The B Impact Assessment](#): A free and confidential online tool to measure your impact
- Our [30-minutes Essentials webinar on B Corp every second Tuesday of the Month](#)
- Our [articles on B Corp in the Sustainability Mag](#)
- [Luxembourg Sustainability Forum 2022: Business For Good](#) session with Maud Larochette, N-SIDE, Oliver Perquy, Nespresso and Paola D'Angelo, Innpect.

About B Corp Month: B Corp Month is an annual, global campaign. Every year during March, B Lab and the global B Corp community join to celebrate everything it means to be a B Corp. In 2024, we'll show the world how we are always growing our impact. Because B Corp certification isn't a destination, it's an invitation to join the journey to better business.

About B Lab: B Lab is transforming the global economy to benefit all people, communities, and the planet. A leader in economic systems change, the global network creates standards, policies, tools, and programs for business, and we certify companies — known as B Corps — who are leading the way. To date, 8,000 B Corps across 95 countries and 161 industries employ over 750,000 workers, and more than 280,000 companies manage their impact with the B Impact Assessment. B Lab has created and led efforts to pass over 50 corporate statutes globally that enable stakeholder governance: www.bcorporation.net

About IMS - Inspiring More Sustainability:

Luxembourg's leading network for Sustainable Development

IMS has been the leading network of Luxembourg companies active in sustainable development for 17 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, information (toolkit, clubs, workshops...) and trainings. 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) and is the local hub for The Inner Development Goals (IDG).

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