



IMS LUXEMBOURG
Inspiring More Sustainability

PRESS RELEASE

Luxembourg, 28 May 2024



The Ocean is Coming to Luxembourg From 5 to 7 June, 2024

With the “The Ocean is Coming to Luxembourg” project, IMS Luxembourg and the 1 OCEAN Foundation, supported by the European Investment Bank, are raising awareness among landlocked countries of their impact on and dependence on the oceans.

From 5 to 7 June, concrete solutions and actions will be provided for businesses, young people and the general public in the region around World Oceans Day. The aim is to bring together committed players on a European and Luxembourg-wide scale to take the lead in a groundbreaking project and inspire other landlocked countries to replicate the approach.

Why take an interest in the ocean in Luxembourg?

The ocean generates more than half of the oxygen we breathe, influences our diet and contributes to the national economy through maritime trade. Anthropogenic pressure is a major problem affecting all ecosystems. The effects of climate change are being felt even in our own country, with rising temperatures, changes in rainfall, loss of biodiversity, impacts on agriculture, threats to public health and substantial economic costs.



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FROM 5 TO 7 JUNE, DIVE IN WITH US

5 June

Screening of the documentary “The Challenges of the Great Barrier Reef” at Kinépolis Kirchberg

This documentary by John Jackson (France, 2022, 43 mins) takes us on a journey of discovering the Great Barrier Reef, one of our planet’s most diverse and fragile ecosystems. A debate with Alexis Rosenfeld will follow the screening.

11.00 am to 12.30 pm - Special screening for youth, with several schools represented. This screening will take place in the presence of His Royal Highness, the Grand Duke Henri.

19.00 to 20.30 - Free screening open to everyone

Registration required on imslux.lu https://imslux.lu/eng/agenda/655_l-ocean-s-invite-au-luxembourg-projection-du-documentaire-les-defis-de-la-grande-barriere-de-corail#Description

Alexis Rosenfeld

Professional diver, photographer and explorer

After discovering diving at 8, Alexis Rosenfeld decided to make a living from his passion for the ocean. He became an underwater diver and photographer. His career took him on Captain Cousteau’s last expedition to Madagascar. It enabled him to take part in some exceptional adventures, such as discovering the wreck of Antoine de Saint-Exupéry’s plane. Over the decades, marked by the changes in the landscapes he observed beneath the surface, the photographer also became an active participant in the environmental cause. In 2018, Alexis Rosenfeld and UNESCO’s Intergovernmental Oceanographic Commission began working together on the “Coral reefs, a challenge for humanity” project. Today, he leads the international scientific exploration project: 1 OCEAN.





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6 June from 9.00am to 2.00pm
“Towards a Sustainable Blue Economy” conference
at BGL BNP Paribas

This conference will highlight the importance of marine ecosystems for the balance of the planet and humanity, the threats to marine biodiversity (overfishing, pollution and global warming) and the actions being taken to counter them. We will present solutions for a sustainable blue economy (blue pharma, responsible blue tourism, decarbonisation of maritime transport, investment in marine renewable energies, etc.).

We are delighted to welcome:

- **Alexis Rosenfeld**, Explorer, professional diver and photographer
- **Ambroise Fayolle**, Vice-President of the EIB European Union
- **Prof. Hans-Otto Pörtner**, Co-Président, Working group II, GIE, Co-Chair, Working group II, IPCC
- **Prof. Marcel Jaspars FRSE**, Sc.D. (Cantab) Marine Biodiscovery Centre Department of Chemistry University of Aberdeen
- **Prof. Chris Bowler**, Research Director and Director of the Plant and Algal Genomics Laboratory at the Institut de biologie de l'École normale supérieure in Paris
- **Dr. Antonia Leroy**, Head of European Ocean Policy WWF European Policy Office
- **Karine Measson**, Head of the Circular Economy and sustainable Development division EIB
- **Daniela Cedola**, Program Manager Blue Invest - Director Government and Public Services Consulting PwC.
- **Carlotta Chialastri**, Head of Programmes and Partnerships at 10% for the Ocean
- **Jean Zanuttini**, President Neoline
- **Patrick Steenacker**, CML Board of Directors and representative of Ahmar and Euronav in Luxembourg
- **Sophie Fournier**, Co-Founder « Les sentiers de la mer »
- **Michael Fishbach**, Executive Director of the Great Whale Conservancy
- **Pierre Gallego**, President Odyssea
- **Pauline Bricault Markets**, Campaign Manager, Bloom

This event is free and open to everyone.

Registration is required on the [imslux.lu](https://imslux.lu/eng/agenda/656_l-ocean-s-invite-au-luxembourg-conference-towards-a-sustainable-blue-economy) : https://imslux.lu/eng/agenda/656_l-ocean-s-invite-au-luxembourg-conference-towards-a-sustainable-blue-economy



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6 June from 7.00 pm **Exclusive dinner with Alexis Rosenfeld**

This evening will be a unique opportunity for managers of companies that are members of the IMS network to explore the links between companies and the ocean and understand the importance of financing sustainable projects for a responsible blue economy.

For further information, please contact Nadia Azarfane nadia.azarfane@imslux.lu

All day on 7 June **Educational project with Luxembourg schools students**

A few days after the discussions between the students, Alexis Rosenfeld and the other experts present, the “Ancrage” podcast will be broadcast on Apple Podcast, Deezer and Spotify. Each episode features an interview with a maritime expert conducted by a specialist journalist in collaboration with two high-school students familiar with ocean issues. Together, they tackle various subjects, from marine biodiversity and environmental issues to the links between the economy and maritime protection. “Anchorage” is an invitation to delve into the fascinating world of the oceans through enriching and accessible discussions.

“Oceans, a Photographic Odyssey” travelling exhibition in June and July



The “Oceans, a Photographic Odyssey” exhibition will be on show at several venues. It features twenty photographs by Alexis Rosenfeld, a professional diver, photographer, and explorer, taken during his various excursions. The exhibition opened at Neumünster Abbey from 24 to 26 May 2024 and continues at the **Lycée Vauban from 3 to 7 June**, then at **Luxembourg Airport from 10 June to 1 July**.

Downloadable photos (credits: IMS Luxembourg): <https://www.flickr.com/photos/imsluxembourg/albums/72177720317359625/>

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1 OCEAN Foundation

This foundation is an international scientific exploration project led by photographer Alexis Rosenfeld and supported by UNESCO. Exploring, documenting and transmitting are the watchwords of 1 OCEAN. Through the creation and dissemination of content, the Foundation aims to bear witness to the Ocean, its riches, the threats it faces and the solutions we can provide. The scientific exploration missions are the subject of photographic production, documentary films, interviews, exhibitions and a communications programme tailored to enable as many people as possible to (re) connect with the Ocean. From the secrets of the deep to the wonders of marine life, 1 OCEAN takes you on a voyage of discovering the Ocean.

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 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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IMS website: www.imslux.lu

Diversity Charter: chartediversite.lu

Sustainability Mag: sustainabilitymag.lu

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