



**IMS LUXEMBOURG**  
Inspiring More Sustainability







# BE IMS ASSOCIATE MEMBER

COMMUNICATE YOUR COMMITMENT.

.....  
Luxembourg's leading network for Corporate Responsibility  
.....



## WHY JOIN US?

-  1 Have access to the entire Part&Act project (events, publications and web platform).
-  2 Be part of the leading CSR network in Luxembourg and connect with your peers.
-  3 Have access to a platform dedicated to partnerships between companies and associations, and benefit from personalized support in implementing your partnerships.
-  4 Increase your visibility to the entire IMS network.
-  5 Make known and promote your good practices with companies via IMS publications published nationally and in Europe (partner networks and press).



## SUMMARY

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*Being an associate member of IMS Luxembourg means wanting to encourage responsible practices and multiply its social or environmental impact by collaborating with the companies of the leading Corporate Responsibility network in Luxembourg.*

## Introduction .....

*The associate member status reserves a special place for social and solidarity economy actors in the IMS network.*

*By offering free access to the entire Part&Act program, it aims to simplify exchanges and allow the development of privileged relationships for more cooperation between the private and associative sectors.*

*IMS Luxembourg fully encourages you to communicate your affiliation to the network and provides you with the “IMS Com’Kit”. You will find the communication best practices in a condensed way and a set of tools to make your membership visible. This practical guide will help you display your status and identify yourself to companies.*

*As an IMS associate member, you also have access to a page dedicated to partnerships on our website, and multiple communication supports (publications and magazine) to highlight your actions and your partnerships.*

**WELCOME IN OUR NETWORK.**

The project was initiated in 2012 by six non-profit organisations and eight companies.

The objective is to facilitate collaboration between companies and associations or companies in the social and solidarity economy. In other words, we seek to **stimulate the partnership dynamic** by:

- Promoting the culture of partnership
- Connecting Business and Social
- Helping stakeholders to develop their actions
- Offering workshops that promote win-win exchanges

Being an IMS member gives you access to the entire Part&Act project: ressources, events, partnership page, networking, help in building partnerships...

## WHAT TYPES OF PARTNERSHIP ?

SEVERAL TYPES OF PARTNERSHIPS ARE PROMOTED BY IMS, WHICH GO BEYOND ONLY FINANCIAL SUPPORT.



### SUSTAINABLE PURCHASES

Demonstrating its commitment to CSR through its purchases

Buying differently on a daily basis by working with social and solidarity economy enterprises (sheltered workshops, work integration structures, fair trade...).



### COMMUNICATION

Exchange of visibility between a company and an association sharing the same values

Logo exchange, promotion of the association on the intranet or via a newsletter, organization of an awareness-raising workshop...



### LOGISTIC SUPPORT

Helping associations with logistic needs

IT material, desk furniture, leasing offices or event room...



### INTEGRATION

Integrating people who are far from employment via the company

Responsible recruitment in collaboration with Luxembourg's expert integration associations.



### KNOWLEDGE TRANSFER

Developing more responsible practices through the expertise of the social and solidarity economy

Contribution of the social and solidarity-based economy to change business practices.



### EXPERTISE

Sharing skills and experience to support an association's project or to improve companies' CSR practices

Skills-based volunteering during working time (translations, communication, law, finance, strategy...).



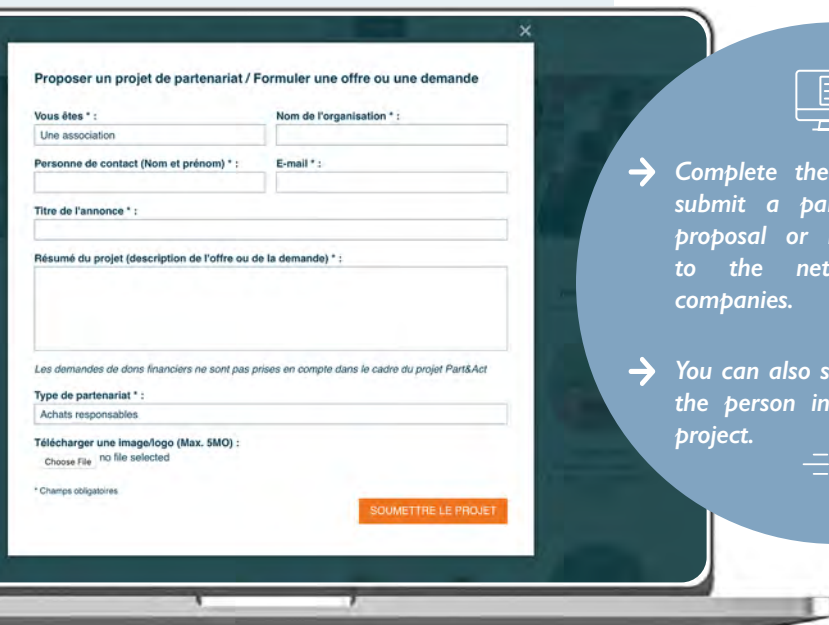
### VOLUNTEERING

Supporting an association on the ground

Mobilization of a company's employees for one-time activities (such as solidary courses, painting or construction jobs, cleaning up forests...) or regular volunteering.



## → SUBMIT A PROJECT



**Proposer un projet de partenariat / Formuler une offre ou une demande**

**Vous êtes \* :**  **Nom de l'organisation \* :**

**Personne de contact (Nom et prénom) \* :**  **E-mail \* :**

**Titre de l'annonce \* :**

**Résumé du projet (description de l'offre ou de la demande) \* :**

Les demandes de dons financiers ne sont pas prises en compte dans le cadre du projet Part&Act

**Type de partenariat \* :**

**Télécharger une image/logo (Max. 5MO) :**

\* Champs obligatoires

**SOUMETTRE LE PROJET**

→ Complete the online form to submit a partnership project proposal or make a request to the network's member companies.

→ You can also send an email to the person in charge of the project.

To allow companies and associations to get to know each other better and act together, IMS Luxembourg proposes the use of the Part&Act PARTNERSHIPS page. Thus, facilitating meetings between companies and associations. Each associate member can share their offers and needs the IMS network in just a few clicks. It is easily accessible on the IMS website [www.imslux.lu](http://www.imslux.lu).

Example of a partnership project



**ASSOCIATION**  
**Mamie et Moi**  
Search office/Storage space

## → PART&ACT IN PRACTICE

The Part&Act IN PRACTICE events offer companies or associations the opportunity to share expertise on a particular topic. The format is flexible, and the subject can be directly related to your activity: environment, integration, dissability...

## → SKILLS TRANSFER WORKSHOPS

The skills transfer workshops aim to offer social and solidarity organizations time and expertise they do not have in-house.

During half a day, the workshops bring together teams of volunteers from different IMS member companies to brainstorm strategic and operational solutions, according to the identified social and solidarity organization's needs.

The workshops are organized in a convivial and collective environment, and follow a win-win logic.

The skills mobilized can be of any kind: communication advice, launching a new activity, legal support, human resources consulting...



## → SPEED MEETING

The Part&Act Speed Meeting is a unique and friendly event in Luxembourg dedicated to meetings and exchanges between business and social sectors. The informal and relaxed setting allows you to meet new people and discover new opportunities for collaboration.

This Speed Meeting is, therefore, a place of inspiration and discovery, but also the first step towards partnerships with an impact that allows us to contribute together to better social inclusion, environmental protection, and societal innovations.

- *Skills, goods or services exchanges*
- *Discovery and inspiration*
- *Innovative partnerships*
- *Collaboration*



During the event, each association has a mini-stand where it can share its expertise, skills, and experience, but also raise awareness among companies about its field of action while increasing its visibility. Companies are invited to meet them to get to know each other, introduce themselves, exchange on each other's needs, discuss collaboration possibilities, and perhaps sign a partnership project.





# DEDICATED COMMUNICATION TOOLS

IMS offer a panel of tools to best serve your communication needs around your actions and partnerships. Our website is a showcase for your projects; we publish a magazine where we invite you to participate. Many possibilities are open to you to bring to life and assert your commitments in favor of sustainable development.

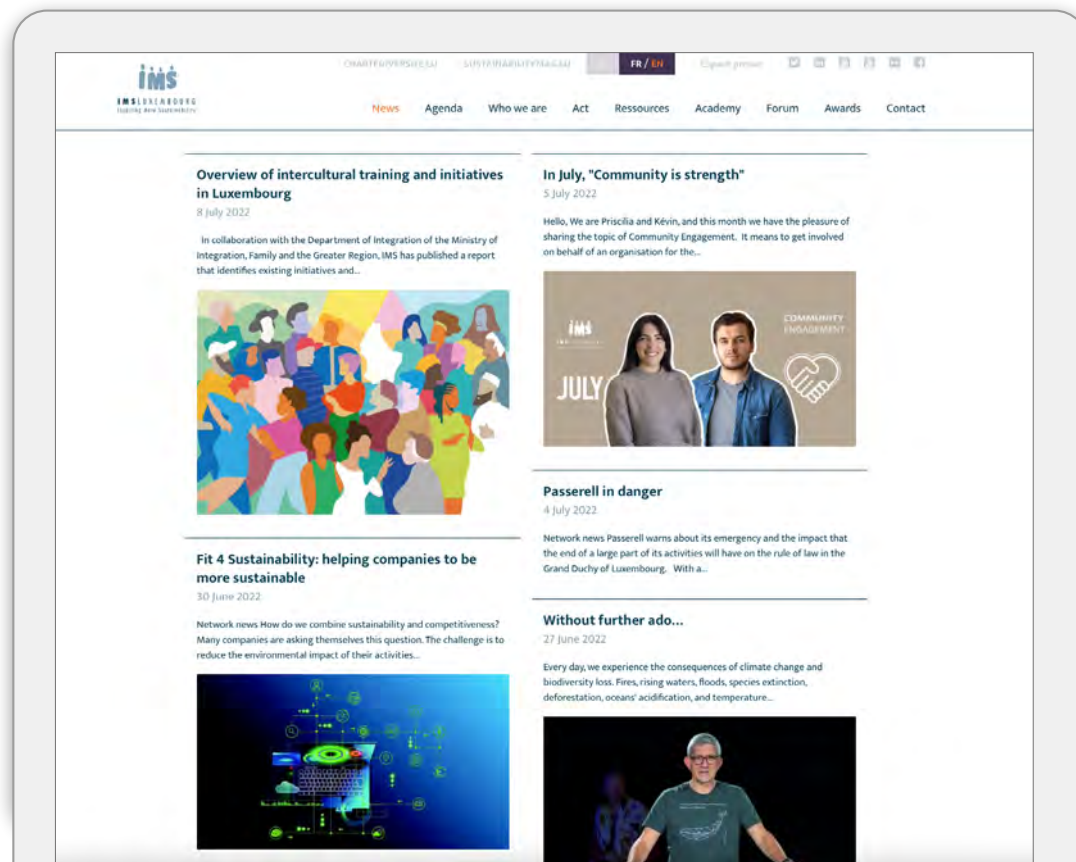
## → WEBSITE

*This website is the leading digital platform of IMS, a real exchange tool for the network and its members.*

Each IMS associate member organization has a dedicated page, a showcase for the causes it supports, and its actions.

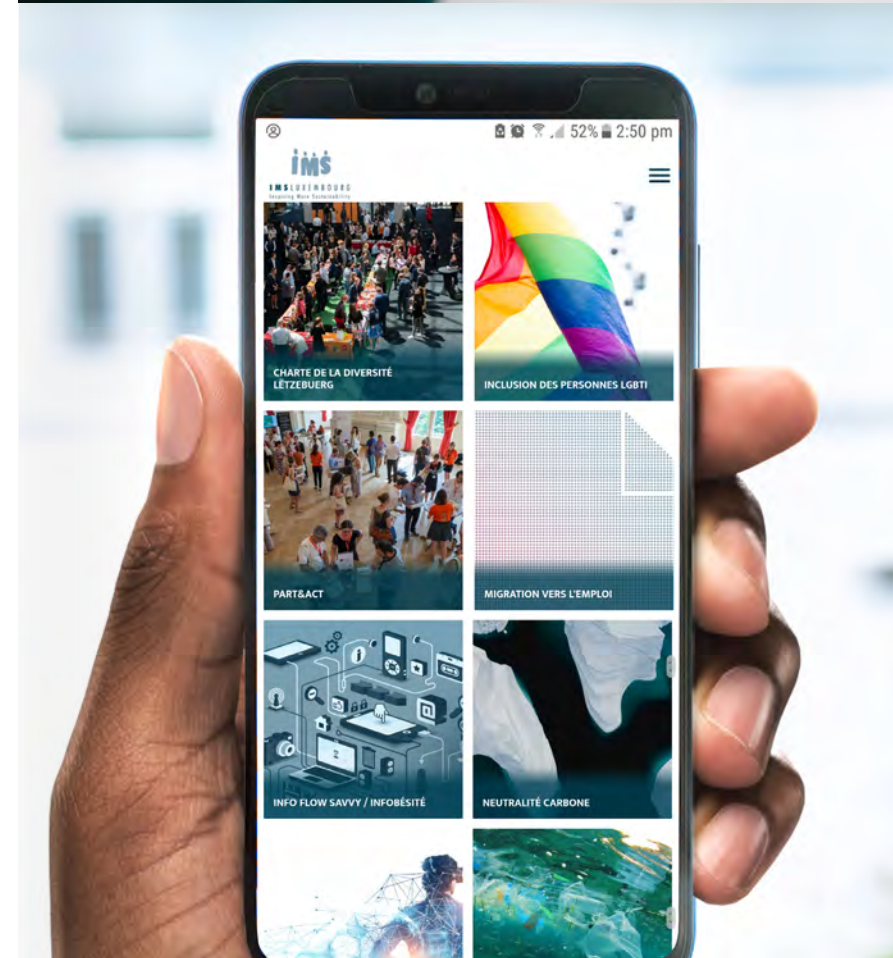
Also, a “News” section, visible from the home page, keeps you up to date with CSR’s latest trends. We also relay the CSR news to our members and associate members.

[www.imslux.lu](http://www.imslux.lu)



### Suggestion :

Consider including the email [info@imslux.lu](mailto:info@imslux.lu) in your press mailing list. In this way, we will be informed about the network's life in real-time and use our site as a privileged communication channel.



→ LOGO

Customize your email signature but also your newsletters, your website, thanks to the IMS logo in order to emphasize your belonging to the network.



logo A

This logo is the central element of the visual identity of IMS Luxembourg. It consists of the IMS brand, in a personalized typography, and its baseline IMS Luxembourg/Inspiring More Sustainability.

- The logo is unalterable in its composition: the brand cannot be separated from the baseline or its position changed.
- The typography of the baseline is also unalterable.
- Do not translate the words contained in the logo: the IMS baseline “Inspiring More Sustainability” is exclusively in English.



logo B



logo monochrome



logo blanc

There are four versions of the IMS logo for your communications :

- Use logo A (in color) on a white or very light background as a priority.
- Use logo B (baseline in white) on IMS blue backgrounds.
- Use the monochrome logo for monochrome printing.
- Use the white logo on colored or dark backgrounds.

→ SOCIAL NETWORKS



IMS Luxembourg is present on 5 social networks :  
LINKEDIN, TWITTER, FACEBOOK, YOUTUBE AND FLICKR.



As an associate member, we invite you to comment, like, share, and follow our news on these media.

IMS is also very dynamic on the web to relay, share, and retweet our members’ news in terms of CSR. New good practices, organizations, or participation in events, one-off actions, etc. The “letting people know” is essential within our network.

You can access all these platforms in a single click via our website [www.imslux.lu](http://www.imslux.lu).





## → THE SUSTAINABILITY MAG



IMS publishes its own magazine, *The Sustainability Mag*, dedicated to CSR. With two editions per year, this publication offers unique features, exclusive interviews, and inspiring articles on CSR news in Luxembourg, from our members, and globally on the significant topics and major players around sustainability development. The Mag is available printed and online.



[www.sustainabilitymag.lu](http://www.sustainabilitymag.lu)

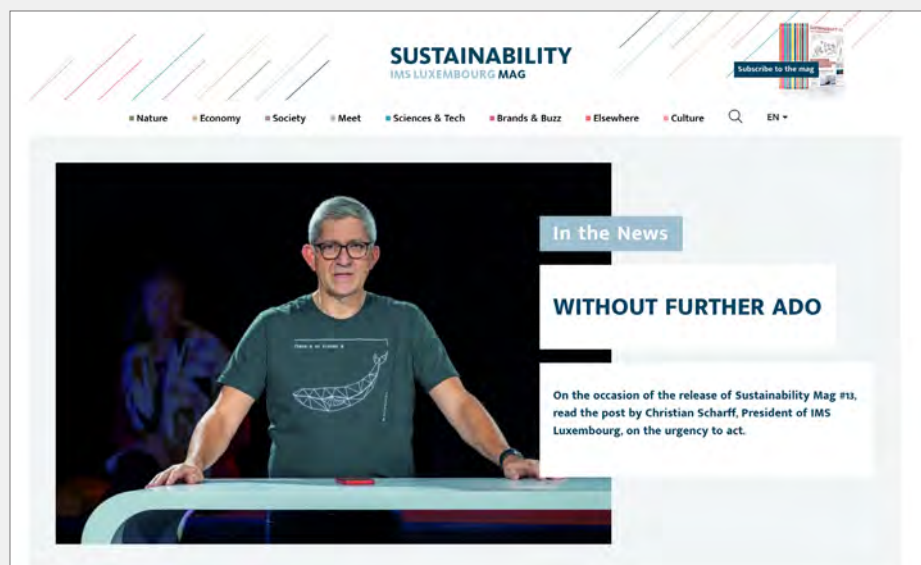


The *Sustainability Mag* is also conceived as a forum for our members. It allows them to promote their good practices within the network. It is a means for associate members to stay informed of the latest news on CSR and sustainable development and share and promote their good practices or innovative partnerships. The *Sustainability Mag*'s motto is to highlight those who lead by example and to communicate the sustainable actions of organizations in Luxembourg.

*If you would like to appear in our next magazine, please send us your CSR-related news.*

*Each associate member receives one copy of the Sustainability Mag each time it is published.*

*Find the Sustainability Mag online and news from the network's member companies on the website:*  
[www.sustainabilitymag.lu](http://www.sustainabilitymag.lu)



Most viewed articles this week



*IMS - Inspiring More Sustainability - has been the leading network of Luxembourg companies involved in Corporate Social Responsibility (CSR) for over 10 years.*

*IMS explores new solutions and concretely tests sustainable alternatives through working groups and positive impact pilot projects with Luxembourg companies. Through these projects, IMS facilitates initiatives by mobilising all stakeholders (private, public and associative).*

*IMS is an independent, non-political and non-profit organisation that benefits from the expertise of an agile and creative team. The network represents 16% of the active population in Luxembourg and is the national representative of the European organisation CSR Europe.*

## CONTACT

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A collage of images including a microphone, a megaphone, crumpled paper, a circuit board, and rows of chairs.

## BE IMS ASSOCIATE MEMBER

*In this brochure you will find all the usefull information for associate members:*

- THE PART&ACT PROJECT
- TYPES OF PARTNERSHIPS
- THE ACTIVITIES PROPOSED FOR YOU
- HOW TO COMMUNICATE YOUR MEMBERSHIP

*Welcome to our network!*

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Luxembourg's leading network for Corporate Responsibility  
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