



**IMS LUXEMBOURG**  
Inspiring More Sustainability



# INSPIRING MORE SUSTAINABILITY

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Luxembourg's leading network for Corporate Responsibility  
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# IMS, ACCELERATING SUSTAINABLE DEVELOPMENT IN LUXEMBOURG



Since its foundation in 2007, IMS - Inspiring More Sustainability - has established itself as the leading network of Luxembourg companies committed to sustainable development. The network accounts for almost 25% of Luxembourg's payroll. IMS is an independent, apolitical and non-profit organisation that is supported by the expertise of an agile and creative team. IMS is the leading network in terms of number of projects, number of employees and number of companies involved. IMS brings new subjects to the table and monitors the issues that companies need to consider and work on in the future. IMS is preparing its members for the transition to a sustainable future. IMS explores new solutions and tests sustainable alternatives in practice with working groups and pilot projects with positive impacts. Through these projects, IMS paves the way for innovative initiatives by mobilising all stakeholders (private, public and associations).

## PROJECTS REVOLVING AROUND THREE INTERCONNECTED PILLARS

**PEOPLE:** inclusion & diversity, well-being at work, community engagement, youth, business & human rights...

**PLANET:** tackling climate change, protecting natural resources and biodiversity, moving towards zero waste, combating food waste...

**PROSPERITY:** responsible production and consumption, new economic approaches, social and solidarity economy, transparency and reporting...

## 17 TARGETS TO STAY ON COURSE

The Sustainable Development Goals set out the path towards a better, more sustainable future for everyone. They address the global challenges we face, in particular those related to poverty, inequality, climate, environmental degradation, prosperity, peace and justice. The objectives are interconnected and, to ensure no one is left behind, it is important to achieve each of them, and each of their targets, by 2030.



### SUSTAINABLE DEVELOPMENT GOALS



### CHRISTIAN SCHARFF, PRESIDENT - IMS LUXEMBOURG

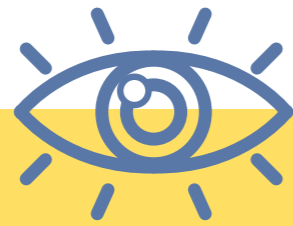
For many years now, IMS has been raising awareness and supporting companies with their sustainable development efforts. Have we now reached the crucial 'tipping point', where the question for companies is no longer whether to go down this road but 'how'?

The various stakeholders (customers, employees, financiers, suppliers, citizens, etc.) are paying greater attention to ethical, social and environmental considerations. It is they who, in the first instance, are driving change among economic players. At the same time, regulations are being put in place to ensure greater transparency of the actions taken. Business is also evolving, with the adoption of standards and reference frameworks, and the establishment of extra-financial reporting that is steering players in the right direction. A real convergence of factors is prompting organisations to act or adapt. The new generation is also extremely sensitive to these sustainability issues. If we want to retain or attract talent, we need to be able to embrace a dynamic of social responsibility. Public authorities also play a role in this approach. Failure to consider these issues today means the risk of losing access to public contracts. The facts are clear and show that every organisation now needs to take these issues seriously.

# IMS VISION, MISSION AND VALUES

As part of an independent, apolitical and non-profit organisation, the IMS team is driven by strong values in pursuit of a single vision: "to make Luxembourg the benchmark for a prosperous and sustainable society".

## VISION



Companies are a major lever in the transformation of society. Given their impacts and dependence on natural, human and social capital alongside financial capital, they are responsible for creating a society that is in tune with the limits of our planet.

They have the ability to promote new models that are simpler, more desirable and more resilient.

They must act to pave the way for changes in individual and collective behaviour.

IMS is the catalyst needed to accelerate this movement in Luxembourg, setting a benchmark at European level.



### NANCY THOMAS, DIRECTOR – IMS LUXEMBOURG

"To make Luxembourg the benchmark for a prosperous and sustainable society." Do you feel we're getting closer to this?

Quite frankly, the obstacles are systemic: a still majoritarian vision of the capitalist economy, with a race for ever more instead of ever better; the lack of long-term vision for protecting what really counts for our generation and those to come; and finally, the power and ego games that result in considerable wasted time in moving projects forward. Nevertheless, sustainable development issues are becoming increasingly important in the media and in political debate. This is an excellent sign for the coming years if we manage to maintain nuance, fairness and respect in our exchanges. The levers to be activated include education, awareness-raising and leading by example. It's important to take action to inspire dreams of new models of society. In short, to show that the future is desirable rather than a source of anxiety.

## IMS VISION, MISSION AND VALUES

As part of an independent, apolitical and non-profit organisation, the IMS team is driven by strong values in pursuit of a single vision: "to make Luxembourg the benchmark for a prosperous and sustainable society".

## MISSION



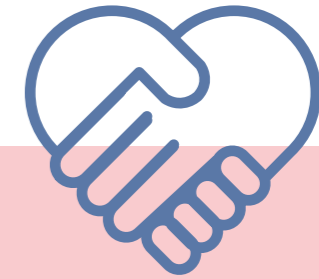
**"INSPIRING GREATER SUSTAINABILITY AND CATALYSING ACTION"**

Beyond a risk management tool, sustainable development is a source of opportunities and a competitive advantage when proactively integrated in a company's strategy: in terms of innovation and growth, staff motivation and customer attraction.

With the aim of creating a positive impact on society beyond economic spin-offs, committed companies need to tackle numerous challenges and put forward solutions within their sphere of influence.

The new environmental and societal situation augurs profound changes in business management models. Organisations seeking to position themselves to face tomorrow's challenges now need to think through the innovative prism of sustainable development as a factor for growth and business agility.

## VALUES



### DARE TO INNOVATE

Encouraging creativity to respond to sustainable development challenges and proposing bold new approaches and solutions.

### CULTIVATE SHARING

Encouraging and facilitating the exchange of knowledge, experiences and best practices to strengthen collaboration and maximise collective impact.

### INDIVIDUAL AND COLLECTIVE RESPONSIBILITY

Promoting proactive responsibility at all levels while cherishing the commitment of each person and the positive impact of individual and collective actions.

### AN INCLUSIVE AND CARING TEAM

Establishing a trust-based and respectful environment where listening and inclusion reinforce an open and constructive collaborative dynamic.



What are the key features of a relevant sustainable development policy? What do successful 'models' have in common?

A relevant policy is one that is reflected from top management all the way down to the person behind the company's reception desk. This is undoubtedly the challenge facing all organisations: getting ALL staff on board with this vision.

For a strategy to work, it needs to be understood, experienced, tested and improved by everyone involved. It must also cover all of the company's activities rather than operating in silos. In other words, the aim is to avoid dealing with a subject through the prism of just one pillar while all subjects are interconnected. EcoMobility, for example, is arguably primarily about reducing carbon emissions. It is also about well-being at work and employee health. The company's words and actions need to be consistent. At the risk of all stakeholders noticing, both internally and externally. Damage to image, employer brand and reputation will be increasingly difficult to repair.

Finally, to be humble, but proud of the efforts made. Celebrating victories is important for motivation.



**NANCY THOMAS, DIRECTOR – IMS LUXEMBOURG**



## AN AGILE ORGANISATION

At the heart of the IMS organisation is an experienced, committed team who share the values that drive the network on a daily basis, for the benefit of companies, their employees and the environment. IMS also draws its dynamism and wealth from the involvement of its members, a diverse network that is eager to act.

### A team at the heart of the organisation

IMS owes its development to the quality of the tools made available to its members and companies, the relevance of its actions and the added value of the events it organises. But all this is made possible thanks to an entire team that pulls together every day. An agile, committed and positive team with expertise in sustainable development issues. IMS operates on the basis of trust, with each employee being held accountable. Employees are at the heart of the organisation, and all solutions deployed are the result of collective thinking. And these solutions are all the richer for being nourished by diversity and inclusion. To put it another way, employees are at the heart of the organisation. IMS makes quality of life at work a priority.

**QUALITY OF LIFE AT WORK,  
A PRIORITY.**



649.

This is the number of hours of training received by the IMS team in 2023. It represents an average of 31 hours of training per employee.



**TRAINING  
IS THE ESSENCE  
OF ALL SUCCESS.**



# HOW CAN YOU JOIN THE IMS LUXEMBOURG NETWORK?

IMS offers three ways of joining its network. This allows member organisations to benefit from support, all or part of the expertise and numerous resources in the field of sustainable development.



## IMS members

Organisations based in Luxembourg, irrespective of their business sector or size, can become "IMS Members". There are no prerequisites regarding the status of their CSR strategy and integration of CSR within the organisation. "If you're a novice, we'll be delighted to guide you through the first steps. If you're already at an advanced stage in your thinking, we suggest you go even further with the IMS network", says the team.

## IMS Associate Members

Associate Member status is reserved for NGOs, non-profit associations or Societal Impact Companies (SIS) which are listed in the Memorial (register of companies and associations). It provides access to the Part&Act programme, which aims to facilitate links between IMS member companies and the social and solidarity economy sector. Other benefits: it allows these players to increase their visibility within the network, and to publicise and promote their best practices.

## Signatory of the Diversity Charter

Since 2012, IMS has been the project leader of the Diversity Charter Lëtzebuerg. This is a national commitment text available for signature by any organisation in Luxembourg wishing to commit to acting in favour of the promotion and management of diversity through concrete actions extending beyond legal obligations. This status gives access only to the activities of the Diversity Charter Lëtzebuerg.



# IMS

## KEY FIGURES.

**213** IMS member organisations

**284** signatories of the Diversity Charter Lëtzebuerg

**99** associate members

\*2023 activity report



### NANCY THOMAS, DIRECTOR - IMS LUXEMBOURG

Labour shortages, disengagement...  
How can adopting a sustainable development approach help a company to attract and retain talent?

Attracting and retaining talent means questioning the world of work and the model that is being proposed. In this sense, a sincere and consistent sustainable development strategy is an asset. It promotes well-being at work, considers diversity and the inclusion of all employees, monitors workloads to avoid information overload and psychosocial risks, encourages dialogue and teamwork, ensures a healthy and stimulating working environment, etc. All actions taken in these areas contribute directly or indirectly to the employer brand.





## CHRISTIAN SCHARFF, PRESIDENT - IMS LUXEMBOURG

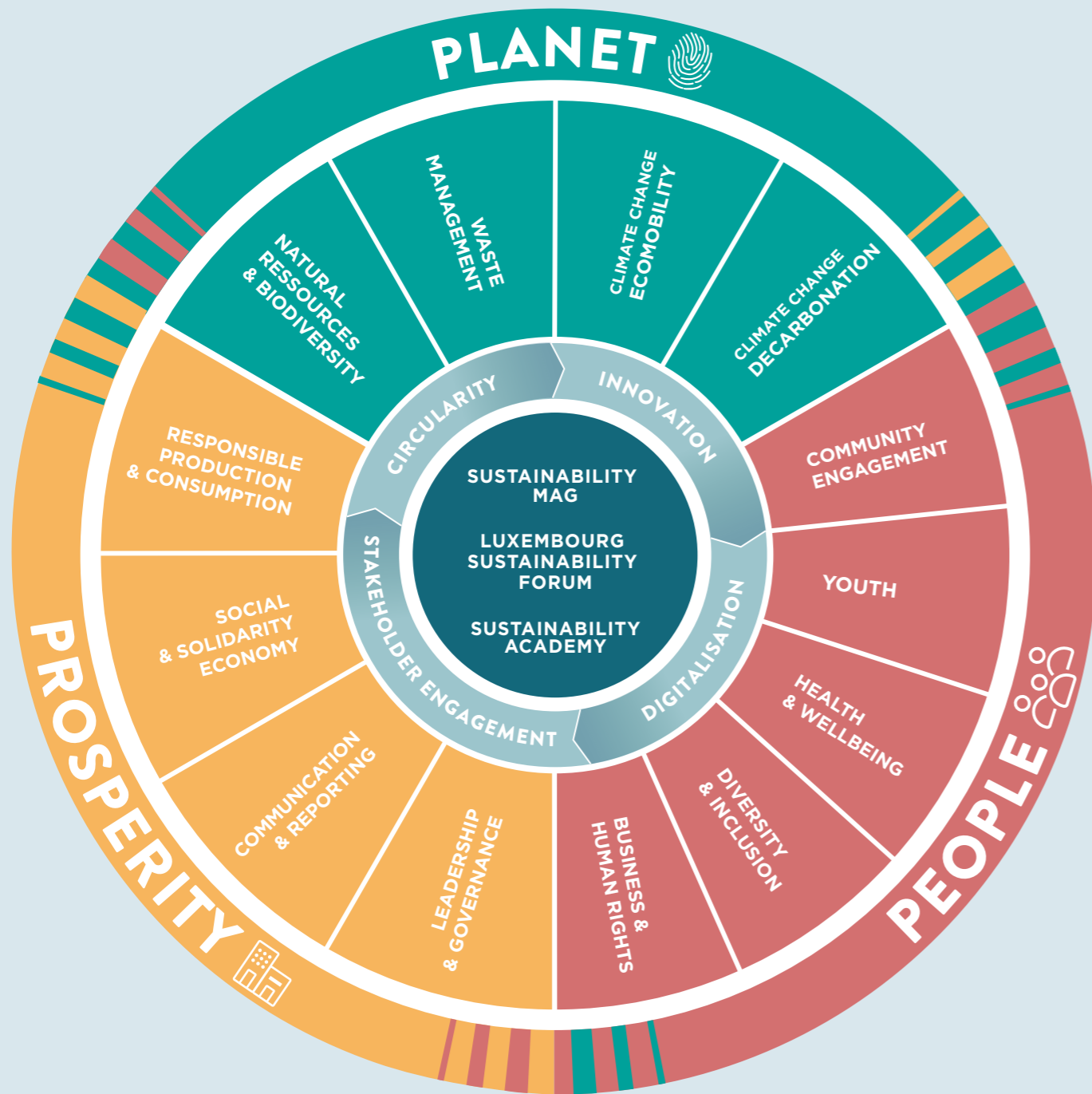
In what way does sustainable development help to boost competitiveness?

Today, it is important to be able to move away from short-term impacts and think about the long term. If, in the long term, sustainability becomes the de facto norm - which it will - neglecting these issues will be very detrimental to the company. In some sectors, this approach is already a competitive advantage. Not committing to this path means putting yourself out of the market, whether you are a large or a small player. All of today's serious players are evaluating these changes, even those in sectors considered to be major CO2 emitters. Faced with changes in the market and taking stock of the prospects, players are seeking to reinvent themselves. This is why IMS became B Corp's national point of contact in 2022. The foundation of the B Corp movement is the fact that companies can be the key to change, which is what IMS has been advocating since its creation, via a more inclusive, equitable and regenerative economy. What is the idea? To move from creating value exclusively for shareholders, in the short term and extractively, to creating value that is inclusive, long term and regenerative for all stakeholders. Things are moving in the right direction. Are they moving fast enough? Certainly not.



# IMS ACTIVITIES IN LUXEMBOURG

Raising awareness, supporting, encouraging, informing and training...  
Reflecting its multiple priorities, IMS deploys a whole range of value-added services and activities for its members, as well as for companies and organisations that are not yet members. Together, we can shape a different, more sustainable and more inclusive future.



## WE ARE THE NATIONAL CONTACT POINT FOR:



## A range of tools, services and events

IMS offers a whole range of tools and services, and hosts numerous events. Its actions are underpinned by four main priorities.

-  → **Raising awareness and providing information:** awareness campaigns, conferences and workshops, not forgetting the Luxembourg Sustainability Forum.
-  → **Promoting the network:** Dedicated business clubs (for CEOs, buyers, CSR managers), stakeholder networking (associations, experts, European players, etc.), Diversity Charter Lëtzebuerg/Diversity Network.
-  → **Contributing and sharing expertise:** training through the Sustainability Academy, identifying potential areas for development, partnerships with researchers and specialists, publications.
-  → **Proposing practical solutions:** providing tools and resources, sharing best practices, facilitating partnerships with associations, introducing pilot actions to pool resources in local areas, facilitating themed actions (diversity, sustainable purchasing, etc.).

## Practical resources to explore

On its website, IMS Luxembourg provides access to its library of resources. It is particularly comprehensive, including a wide range of guides and kits produced in-house with expert partners across all its areas of activity: inclusion, eco-mobility, sustainable purchasing, governance and management, etc. The vast majority of these resources are accessible to everyone, from IMS members to all those seeking information, training and tools.





Zero Single-Use Plastic Exhibition

### Mobile exhibitions to raise awareness



Exhibitions available on loan, consult the [IMS website](#)

IMS regularly co-produces themed exhibitions in collaboration with numerous partners. These address a wide range of subjects, including pollution, information overload and the environment, through the eyes of the people who are making a difference. These exhibitions have been designed to circulate within the network. Member companies can borrow them to raise awareness among their employees.



The Bigger Picture" exhibition (photos taken by Thomas Pesquet from the ISS)



## NANCY THOMAS, DIRECTOR – IMS LUXEMBOURG

"How can IMS improve for even greater efficiency?"

Many companies at a national level are unaware of the existence of IMS and that we have the tools and resources to help them transition towards greater sustainability. What's more, when an organisation is a member of the association, the actions and resources are available to all their staff. So we need to raise awareness of these aspects. Depending on the organisation, IMS is not always known outside top management circles or the people responsible for sustainable development. While the concepts of sustainable development are now well understood, responsible practices are sometimes still too anecdotal. These must now become part of the company's DNA. The other crucial point is training. As we see every day, there is a real need for this, which is why we launched the Sustainability Academy in 2022. Its aim is to train all employees of companies nationwide, whether they are members of the association or not.



## Promoting best practices and solutions

IMS organises events every year in line with its three pillars: People, Planet and Prosperity. The programme includes dozens of meetings, both in-person and virtual. Some are recurring, others are more occasional. What they all have in common is that they address current and future issues with the aim of sharing best practices and solutions in a caring and pragmatic way. Here are a few examples of initiatives.

# PEOPLE



### The Diversity Charter Lëtzebuerg

This is a national commitment text available for signature by any organisation in Luxembourg wishing to commit to acting in favour of the promotion and management of diversity through concrete actions extending beyond legal obligations.



This project is led at a national level by IMS Luxembourg. The Charter is supported by seven key private and public partners - Deutsche Bank, the Ministry of Family Affairs, Integration and the Greater Region, Caceis, HSBC Luxembourg, Linklaters, PwC and Sodexo, as well as IMS Luxembourg.

Based on 6 articles, it guides organisations through the process of implementing practices designed to promote social cohesion and equity through networks, workshops and conferences, involving all employees and partners.

It is the ninth Charter in the European Union and is part of the European network of Diversity Charters, led by the European Commission's Directorate General for Justice.



Active for over 10 years, the Diversity Charter Lëtzebuerg is recognised for its concrete projects aimed at employers and its organisation of flagship events in the Grand Duchy (Diversity Day, Diversity Awards and many more). It works hand in hand with national, European and international stakeholders to foster greater understanding of the challenges of diversity and inclusion.

Building on its success with Luxembourg companies, the Diversity Charter Lëtzebuerg had more than 290 signatories in 2023 (public, private and association sectors), representing 15% of the total payroll in Luxembourg.

### LGBTIQIA+ inclusion

IMS has been working on LGBTI inclusion issues since 2017. In 2021, two practical guides were published online:

#### Inclusion of LGBTI people in the workplace

This guide is a collection of ideas that have already been implemented in companies and institutions, mainly in Europe, and which have proved effective in the fight against LGBT-phobic acts. All of these practices are intended to inspire: everyone is free to share them, reproduce them or adapt them to their own situation.



[Link to the guide](#)



#### Inclusion of transgender people in the workplace

This publication complements the "Inclusion of LGBTI people in the workplace" guide and raises awareness of the issue of trans-identity by addressing the key concepts and stereotypes to be deconstructed, best practices to be implemented in companies, as well as the legal framework in Luxembourg.



[Link to the guide](#)



#### LGBTI e-learning

The aim of this e-learning programme is to raise awareness among employees by giving them the opportunity to learn and benefit from best practices at both an individual and an organisational level.

7 modules of around 15 minutes each are accessible to everyone on the IMS website.

Association partners (Rosa Letzebuerg, Centre LGBTIQ+ Cigale, Intersex and Transgender Luxembourg, Pride at Work Canada) and companies (Sodexo, Luxembourg Institute of Science and Technology (LIST), University Of Luxembourg, Spuerkeess, Simmons & Simmons, Art Square Lab, BIL, Arendt, BGL BNP Paribas, PwC, RBC I&TS, Statestreet) have joined forces to create this programme.

It was financed by the European Social Fund, the Ministry for Family Affairs, Integration and the Greater Region and the Oeuvre Nationale de Secours Grande-Duchesse Charlotte.



[Link to the e-learning page](#)



### Digital well-being

Digitalisation is intensifying information overload at work within Luxembourg organisations. The issue of information overload is growing, driven in particular by remote working and the development of hybrid work organisations (face-to-face/remote). IMS, co-financed by the Ministry of State via Digital Lëtzebuerg, the Chamber of Commerce and the Chamber of Employees, has therefore continued its efforts to raise awareness of information overload and the associated harmful effects by disseminating the tools created, such as filmed conferences or barometers, and by proposing new activities on the subject. Hundreds of e-learning modules have been completed and numerous workshops organised with the aim of preventing hyperconnection.



## PLANET

### Sustainable territories

As a partner of the Climate Pact since 2013, IMS has been supporting municipalities and companies at a national level with the measures of component 6 "Communication and Cooperation". The objective of this partnership is to forge bonds between municipalities and companies. The team also works on different areas and leads working groups. It organises meetings on cross-cutting themes which affect all regions.

Five working groups have been active since 2021 and are focusing on identified themes in order to take positive steps to promote climate objectives within the framework of the Climate Pact. The themes cover a wide range of topics, from sustainable mobility to renewable energies and the promotion of re-employment. These actions continued in 2022, along with events relating to the preservation of biodiversity, in conjunction with the other projects under the Planet pillar.



### Mobility

Since 2013, IMS has been working on the many mobility issues faced by employees in Luxembourg. A variety of initiatives have been introduced, including working groups, awareness-raising campaigns and the provision of practical tools (videos, bike buses, travel studies, etc.).

In 2022, a new edition of the EcoMobility guide set out the eco-mobility challenges facing companies, the key steps to reduce the carbon footprint of home-work journeys and best practices through five challenges (encouraging intermodality with the use of public transport, developing electric mobility, encouraging active mobility, rationalising car use through car-sharing and car-pooling, developing services and flexibility at work).



Access for members only



### Biodiversity

Since 2021, IMS has stepped up its actions aimed at raising awareness of biodiversity. This has led to the publication in the Sustainability Mag of a feature on the subject of living decline and hopes and solutions for preservation and regeneration. As well as the organisation of a guided tour of the Minette reserve with experts from the Musée National d'Histoire Naturelle du Luxembourg (MNHN) in partnership with ProSud governing the Minett UNESCO Biosphere as part of the first edition of the Biodiversity Days.





# PROSPERITY

## Luxembourg CEO Sustainability Club

The Luxembourg CEO Sustainability Club was created in 2015 with the aim of inspiring and raising awareness of current and future sustainable development issues among the leaders of IMS member organisations. At the end of these events, CEOs are invited to make very concrete commitments, for example with the zero-single use plastic manifesto in 2018.

In a friendly environment, the club positions sustainable development at a strategic level, with strong impetus from senior managers, and encourages exchanges and sharing through the network to define innovative projects for Luxembourg.

At each event, a guest speaker is invited to talk about and shed new light on a particular subject. Previous guests have included: Jeremy Rifkin, Jean Jouzel, Lewis Pugh, Saskya Bruysten, Birgit Cameron, Célia Sapart, Maxime Riché, Ouissem Belgacem, John Elkington, Charlène Descollonges...



John Elkington

## Sustainability Manager Club

This club has been created for all professions with links to sustainable development. Each meeting includes a round table for relaxed discussions on topical ESG/CSR issues. As an added bonus, a special guest attends each session.

## Sustainable Procurement Club

Since 2014, the Sustainable Procurement Club has been bringing together purchasing managers and specifiers in a special forum for peer-to-peer exchanges and sharing. The objective is to provide practical tools and examples to support the implementation of a sustainable purchasing policy. This approach considers the origin of products, their impacts and the reality of the prices charged.

The topics covered include environmental criteria and clauses, eco-circular purchasing, sustainable food purchasing, the carbon market, etc.

# PROSPERITY

## The Sustainability Academy

### 100% CSR training

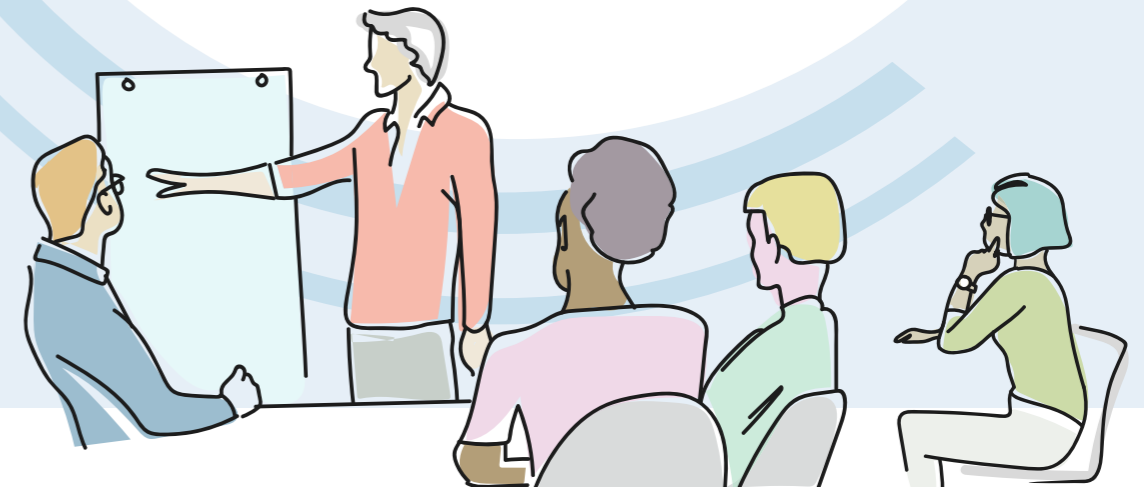
IMS has been raising awareness and disseminating information for more than 15 years, and in 2022 it expanded its scope with the creation of a training organisation: the Sustainability Academy. In the process, it leveraged its ecosystem of knowledge, expertise, organisations and businesses, which is unique in Luxembourg.

The Sustainability Academy is the only organisation to offer training that is 100% linked to sustainable development and that revolves around IMS' three strategic pillars:

**PEOPLE:** inclusion and diversity, cognitive biases, business & human rights, effective feedback, disconnection, disability, ...

**PLANET:** the fight against climate change, natural resources and biodiversity, sustainable, high-quality food, food waste, etc.

**PROSPERITY:** the value chain and decarbonisation, the value chain and human rights, climate and finance, climate and companies, corporate sustainability, etc.



**BECOME AN ACTOR OF CHANGE,**

**JOIN THE SUSTAINABILITY ACADEMY TODAY**

The agile training programme is constantly evolving and being enriched to meet the specific needs of all companies and organisations. It is characterised by the diversity of the themes covered, while at the same time presenting a high level of consistency. All training courses are practical and turnkey in terms of content and delivery. They are all led by recognised experts in their field who are keen to share knowledge, methods and tools to allow rapid and effective implementation of the subjects covered.

Training courses are offered on an in-company, face-to-face or distance learning basis, and are aimed at companies that are members of IMS as well as those that are not (yet).

# The Sustainability Mag

The benchmark publication for sustainable development issues

## Half-yearly since 2015

Paper magazine readership: exclusive distribution to IMS members and Key Opinion Leaders. Available to the general public as an online version since 2021. Bilingual publication: all content is provided in French and English - <https://sustainabilitymag.lu>



This forward-looking, inquisitive and innovation-oriented magazine highlights the many possibilities and sets out to meet the society of tomorrow:

- **Extensive expertise:** input from the best specialists, in-depth coverage of issues.
- **At the forefront of topics:** a watchdog role on new issues, ideas and tested solutions.
- **Open to the world:** inspiration from other places, exclusive interviews with internationally recognised experts and thinkers.
- **Variety of formats:** themed features, news items, interviews on nature, culture, the economy and science.

More than a magazine, it is a mook with a strong focus on quality. It is a beautiful object to read, re-read, gift and share. It reflects our values in both content and format: printed locally, FSC-labelled, climate-neutral, produced entirely in-house by the IMS team with 100% independent editorial staff.

It offers an experience that encourages people to take their time with in-depth consideration and enduring themes (anti-information overload approach).

**BERTRAND PICCARD**  
INTERVIEW EXCLUSIVE

**Partnerships for change**  
Visionary businesses see collaboration with non-profit organisations as opportunities  
Collaborer avec le secteur associatif, une opportunité pour les entreprises visionnaires

**Walk the talk**  
Votre communication est-elle vraiment responsable ?  
Is your communication truly sustainable?

**Burn-out**  
L'entreprise au cœur de l'équation  
Companies remain central to the equation

**Picture report**  
Retour sur l'actualité d'IMS en images  
Highlights on IMS' news

**COP22 au Maroc**  
Les préparatifs battent leur plein  
Preparations are running at full speed

**QUAND LES NOUVELLES GÉNÉRATIONS SONNENT LA FIN DU STATU QUO**

**Feed the city**  
Corporate gardens, l'idée fleurit aux quatre coins du monde. Comment les entreprises peuvent-elles jouer leur part dans cette nouvelle vague verte ?  
Corporate gardens, an idea that is blooming across the world. How can companies play their part in this new green wave?

**Sous les crépitements numériques**  
Les impacts pluriels de nos échanges digitaux  
The plural impacts of our digital communication

**Plastic Age**  
A true race against the clock begins  
Une véritable course contre la montre s'engage

**Il s'agit de buzz**  
Quand le croco ôde sa place  
When the croco gives way

**SUSTAINABILITY #08**  
IMS LUXEMBOURG MAG

**PETITS ET GRANDS PAS VERS UNE EUROPE DURABLE**

**Science-Based Targets**  
Over 600 companies are stepping up ambitions and setting emissions reduction targets grounded in climate science  
Plus de 600 entreprises reviennent leurs ambitions à la hausse et adossent leurs réductions d'émissions carbone aux dernières recommandations scientifiques

**Nudge**  
L'art de faire naturellement basculer de l'intention à l'action  
The art of swinging naturally from intent to action

**Expo Washed Up**  
Les déchets plastiques dans le viseur  
Focus on Plastic Debris

**Clean green New Zealand**  
A well deserved cliché  
Un cliché bien mérité

**Living Coral**  
La couleur qui interpelle...  
The colour that draws attention...

**SUSTAINABILITY #09**  
IMS LUXEMBOURG MAG

**LE POUVOIR EMPÊCHÉ DES ARBRES**

**En mode accéléré**  
Injonctions d'urgence, chrono-compétitivité, hyperréactivité...  
Le métronome de nos vies s'emballle. Devons-nous vraiment le suivre ?  
Urgency imperatives, time-competitiveness, hyper-responsiveness...  
The metronome of our lives is running amok. Do we really have to follow it?

**Forest Symphony**  
Antia Dore s'élance au-dessus des arbres  
Antia Dore now fast discovers the parts in soundscapes of forests

**Reykjavik**  
Des entreprises à objet social augmenté  
A green paradox  
When companies' corporate purpose goes highly social

**Il s'agit de buzz**  
Contre les violences faites aux femmes  
Fighting violence against women

**Social Business**  
Des entreprises à objet social augmenté  
When companies' corporate purpose goes highly social

**SUSTAINABILITY #10**  
IMS LUXEMBOURG MAG

**VERS UNE SOCIÉTÉ DU « CARE » ?**

**L'alimentation d'après**  
Le système alimentaire mondial est en panne. Et après notre façon XXL de cultiver et de consommer, quelles solutions pour demain ?  
The world food system is broken. And after our XXL way of cultivating and consuming, what solutions for tomorrow?

**Du washing à la douche froide**  
La communication corporate en eaux troubles  
Corporate Communication in Murky Waters

**Au cœur de Molenbeek**  
Une toute autre histoire  
A Whole Different Story

**La Prophétie**  
Un conte en images imaginé par Fabrice Monteiro  
A Fictorial Tale Imagined by Fabrice Monteiro

**Drones**  
La résilience venue du ciel ?  
Resilience from the sky?

**SUSTAINABILITY #15**  
IMS LUXEMBOURG MAG

**LA CRISE DE L'OR BLEU**

**Conseils d'administration : la révolution aura-t-elle lieu ?**  
La gouvernance usuelle est-elle encore possible à l'heure où l'entreprise et le modèle d'affaires se transforment ?  
Is governance as usual still an option when business as usual is not?

**When diversity activism shakes the workplace**  
Overcoming the polarisation  
Surmonter la polarisation autour de la diversité et de l'inclusion

**Règles et exceptions**  
Les hormones féminines sur le lieu de travail  
Female hormones in the workplace

**Billboard-banning cities**  
A shift in our ads culture?  
Des villes sans affichage pour changer notre culture publicitaire

**C'est comment ailleurs ?**  
Le bassin de Liège en quête de résilience alimentaire  
The Liège area in search of food resilience

# HIGHLIGHTS

Throughout the year, the IMS team is busy organising a whole series of workshops, conferences and exhibitions. A glance at the IMS calendar illustrates the sheer scale, promoting the network's guiding aims of exchanges and sharing. Three eagerly-awaited events stand out in particular. Their influence extends far beyond the IMS community and the country's economic spheres.

## Luxembourg Sustainability Forum

Created in 2012, the Luxembourg Sustainability Forum (LSF) has established itself as the key event for sustainable development in Luxembourg. Organised each year by the IMS team, it opens up new perspectives and provides practical solutions for environmental and social challenges. The approach is resolutely pragmatic, inspiring and rooted in a desire to share.

Reinventing capitalism, climate and biodiversity, managing future generations, low-tech, the role of the social and solidarity economy... It tackles a wide range of topical issues by inviting experts, professionals and artists of international stature seeking to share their research, initiatives and best practices.

This day brings together well-known personalities, experts, companies, associations, public bodies and students... all committed to a resilient and inclusive society.



The event is free, open to all and based on an original format - the LSF is streamed live on the [imslux.lu](https://imslux.lu) and [rtl.lu](https://rtl.lu) websites with simultaneous translation into English and French. Since 2020, replays of the LSF have also been available on YouTube after each edition. As well as being well attended, this benchmark event receives extensive media coverage.

Since its creation, the Luxembourg Sustainability Forum has welcomed more than 4,400 participants. 216 experts, professionals and artists have taken part. Anne Larigauderie, Lewis Pugh, Jean Jouzel, Jeremy Rifkin, John Elkington, Caroline Hickman, Marie-Monique Robin, Alexis Rosenfeld, Natasha Tsakos and Alejandro Duran are just some of the personalities the LSF has welcomed.



[Watch the previous edition](#)



## Diversity Day

Since 2015, IMS Luxembourg, via the Diversity Charter Lëtzebuerg, has been organising the Diversity Day Lëtzebuerg, the national diversity day. This event takes place each year during the European Diversity Month in May. The aim is to bring together companies, public organisations and associations to promote diversity. By challenging preconceived ideas and stereotypes, the country has asserted its diversity, honouring each individual's talents and working towards a more inclusive society.

This national day is an ideal opportunity for organisations to demonstrate their commitment through practical actions. Conferences, information meetings, workshops, stands, exhibitions in reception halls, innovative partnerships, launches of new products or services...

These are just some of the initiatives that have been organised throughout the Grand Duchy. Every year, many organisations join forces and combine their efforts to promote diversity, which is a real asset. There is no lack of diversity in Luxembourg: over 50% of the country's workers are not of Luxembourg nationality.



## Awards

(Sustainability Awards and Diversity Awards)

The Diversity Awards and Sustainability Awards have been designed to highlight practices according to various criteria: the impact of the practice, the innovative nature of the approach, the extent to which the practice has been implemented, its exemplary and replicable nature, the way in which the project is managed and its integration in a long-term approach.

As well as rewarding an organisation, the main aim is to promote inspiring and replicable practices that any organisation can learn from.

### Diversity Awards

The Diversity Awards, held every two years (odd-numbered years) since 2015, seek to highlight best practices in diversity management across 4 separate categories: Recruitment, welcome and integration - Career management - Well-being and working conditions - Communication and organisational values.

### Sustainability Awards

The Sustainability Awards, launched in 2022 and held every two years (even-numbered years) alternating with the Diversity Awards, honour and reward the best national sustainable development practices implemented by organisations in Luxembourg. There are four separate categories: People, Planet, Prosperity and Sustainability Team.

*Participation in these two events is free of charge and open to all organisations based in the Grand Duchy, whether or not they are IMS members, irrespective of their size - private, public or association - or business sector.*

# IMS, NATIONAL CONTACT POINT

To carry out its missions of informing, raising awareness and supporting companies with sustainable development issues, IMS has forged relationships with many European and international organisations which share its values and aims. IMS is the national contact point for several of these.



## B Lab Benelux

Since October 2022, IMS Luxembourg has been the single point of contact for certified B Corp companies and for companies interested in the movement in the Grand Duchy.

B Lab, the non-profit organisation behind the movement launched in 2006, offers a free online tool to assess its impacts on all its stakeholders and the environment.

Companies which use this tool and that wish to do so can embark on a certification process to gain recognition for their progress towards more sustainable practices.



## NANCY THOMAS, DIRECTOR – IMS LUXEMBOURG

Isn't the biggest pitfall of a sustainable development policy setting the bar a little too high in terms of ambition?

It is mainly a question of how high the company wants to set the bar. This issue arises repeatedly during initial discussions with organisations seeking to become IMS members: do we need to already have a sustainable development strategy?

Not necessarily. Of course, the idea is to go as far as possible. If the company is in the early stages of its thinking, this is an excellent time to put things in perspective and focus on the actions that will have the greatest impact. If the company already has a structured strategy, the idea then is to go into more detail, to be more precise, and to reflect more deeply with stakeholders across the entire value chain. With this in mind, IMS is inviting all companies to complete B Lab's self-assessment tool, the Business Impact Assessment (BIA). This is a free tool that is available to everyone, irrespective of their status, and that can be used without embarking on the certification process. It provides each organisation with a specific assessment based on 5 pillars linked to its different stakeholders: Governance, Employees, Community, Environment and Customers.



The overall ambition of this community, which is open to everyone, can be summed up in a single sentence: together, we want to become the best for the world rather than the best in the world.



[Find out more about the B Corp movement](#)



[Sustainability Mag feature  
"When companies reinvent capitalism"](#)

## Capitals Coalition

Capitals Coalition has national representatives on five continents. IMS Luxembourg is proud to have been representing the Luxembourg branch of the Capitals Coalition to its members and other stakeholders in the Grand Duchy since March 2022. The values promoted by the Capitals Coalition and its national partners are recognition of the impacts and companies' dependencies on natural, human and social capital alongside financial capital. Through a series of training courses, tools, networking and the sharing of best practices, the organisation provides companies with the levers they need to make progress in identifying and promoting their other sources of value. This approach is reflected in broader operational and strategic decision-making on various aspects of sustainable development and ESG criteria.

## European Commission

The European Commission recognises that diversity charters contribute to combatting discrimination in companies and to promoting equality. As a result, since 2010, it has been providing and supporting an EU-wide platform for exchanges between national diversity charters. Supporting the various initiatives designed to encourage management of diversity in companies, this platform allows existing national charters to come together regularly at meetings, expert seminars and an annual forum to share their experiences, best practices and develop common tools. The 26 European countries which have a national diversity charter are currently part of this platform.

## CSR Europe

IMS Luxembourg is the national representative of CSR Europe. As part of this role, the team maintains regular exchanges with its counterparts across Europe on all CSR topics and regularly participates in webinars. CSR Europe is Europe's leading business network for sustainable development and corporate responsibility. With its member companies, national partner organisations (NPOs) and associate partners, CSR Europe brings together, inspires and supports more than 10,000 companies at a local, European and global level. This association network supports companies and industrial sectors with their transformation and collaboration towards practical solutions and sustainable growth. In line with the Sustainable Development Goals (SDGs), the aim is to co-construct, together with European leaders and stakeholders, a global strategy for a sustainable Europe by 2030.

## Inner Development Goals

In 2015, the United Nations published a comprehensive plan for a sustainable world by 2030 in the form of 17 goals covering a wide range of issues involving people with different needs, values and beliefs. There is a vision of what needs to be done, but progress in this direction has so far been slow. In order to face up to an increasingly complex environment and challenges, and to manage the transformation of our world, inner development is essential. Fortunately, contemporary research shows that the inner capabilities we all need today can be developed and that human behaviour can be positively transformed. The Inner Development Goals are an essential framework for the pursuit of the Sustainable Development Goals.



## Santé Mentale Travail

IMS Luxembourg is the Luxembourg relay point for Santé Mentale Travail, an international, French-speaking research centre for mental health and work. Its mission is to help people suffering from mental health problems to return to a fulfilling working life by taking action in collaboration with local players. It focuses on three areas: innovative interventions, measurement tools, and disclosure and destigmatisation of mental disorders.

IMS Luxembourg is proud to be the relay point for Santé Mentale Travail in Luxembourg and to be helping people with mental health problems return to a fulfilling working life.

## WBCSD

Since February 2023, IMS has been the national representative of the WBCSD Global Network (World Business Council for Sustainable Development) in Luxembourg.

The WBCSD is a global network of companies and other key economic players which work together. It promotes sustainable business practices and tackles pressing environmental and social issues.

As the national representative, IMS works in collaboration with WBCSD members and other national partners to promote strong actions that speak with a single voice all over the world.

# CONTACT IMS

## MEMBERSHIP AND PRESS CONTACT

**Nadia Azarfane,**  
**Communications and Members Network Manager**  
nadia.azarfane@imslux.lu  
+352 26 25 80 13 5

## OTHER REQUEST

info@imslux.lu  
+352 26 25 80 13



**IMS LUXEMBOURG**  
Inspiring More Sustainability



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

IMS Luxembourg  
B.P. 2085  
L-1020 Luxembourg

Head Office:  
33 rue du Puits Romain  
L- 8070 Bertrange

T: + 352 26 25 80 13  
info@imslux.lu  
www.imslux.lu

Find us on:  
LinkedIn, Instagram, Facebook, YouTube, Flickr  
@IMS Luxembourg