



IMS LUXEMBOURG
Inspiring More Sustainability

Press Release

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Contact : Nadine Didriche
+352 26 25 80 13
nadine.didriche@imslux.lu
Internet : www.imslux.lu

Mobility on the way to work: a shared effort

On 30th October 2008, IMS Luxembourg invited approximately 30 Luxembourgish companies and institutions to the KPMG premises for a debate-conference on the transport of employees.

IMS Luxembourg's guest of honour, Paul Helminger, mayor of Luxembourg City, introduced the current situation in Luxembourg. As a matter of fact, the city's population increases from 86'900 (residents) to 132'300 (residential and non-residential workers) during the day. These estimates do not predict any kind of reduction of this foreign commuting phenomenon in the years to come. "If the Grand Duchy wishes to increase mobility across its entire territory, it is crucial that we develop regional partnerships beyond the borders and opt for a coeducation of urban development", Paul Helminger indicated. The mayor added that numerous studies and work activities are currently focused on rail networks and inter-city roads.

Concerning the issue of mobility, corporations must play a facilitating role in regard to their employees' travels between their home and work place. As Baptiste Hugon (associate director of "h2a", communication advice agency) pointed out: "The objective of a company mobility plan is to streamline the employees' itinerary to work, with the intention of decreasing the use of private cars". The subtlety lies in making this option feel like an advantage linked with the company, rather than a constraint.

The enriching exchange that followed confirmed that this topic not only sensitised Luxembourgish companies, but that it also caught and maintained the attention of the political world.

During the next conference, which will be held on 20th November 2008 at noon on the premises of the Banque et Caisse d'Epargne de l'Etat, IMS Luxembourg, in collaboration with the "Mouvement Luxembourgeois pour la

Qualité” (Luxembourgish quality movement), will tackle the issue of sustainable development and purchase. The non-profit organisation, which now consists of 45 members representing 35’000 employees in Luxembourg, is preparing new thematic meetings for 2009.

For more information, contact: info@imslux.lu

Notes to the editor:

IMS Luxembourg (Institute for Societal Movement) sees itself as a place of thought, sharing and exchange of ideas concerning the different topics that constitute CSR. IMS Luxembourg embodies an independent entity of “IMS Entreprendre pour la Cité” (IMS undertake for the city) in France.

Next to the 6 founding members (ArcelorMittal, AXA, Dexia-BIL, KNEIP, Noble & Scheidecker, PricewaterhouseCoopers), the Institute is now comprises many members such as:

Antal International Network, Arendt & Medernach, Audit & Compliance, Banque de Luxembourg, Banque et Caisse d’Epargne de l’Etat, Banque Européenne d’Investissement, Banque Pictet, Bel Air Partners, BNP Paribas, Boyden, Castegnaro Cabinet d’Avocats, CSR & Management, Dexia Life and Pensions, Entreprise des Postes et Télécommunications, Fortis Assurances, Gras Savoye, Group 4 Securicor, HSBC, IFSB, Intech, KBL European Private Bankers, Korn/ Ferry International, KPMG, LeasePlan, Legitech, Luxair, Manpower, Randstad, RBC Dexia, Right Management Consultant, Schroeder & Associés, Sodexo, Solexter, Steftung Hellef Doheem, Sustain, Total, Victor Buck Services, Ville de Luxembourg.