



IMS LUXEMBOURG
Inspiring More Sustainability

Press Release

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A forum on a new kind of Corporate Social Responsibility

Last Wednesday, the first “IMS Luxembourg Forum” took place at Neumünster Abbey. Organised by the association “IMS Luxembourg” (a non-profit organisation promoting social responsibility within Luxembourgish companies), the event, which presented the stands of 14 major organisations from Luxembourg and the rest of Europe, attracted close to one hundred visitors (mainly company managers and heads of HR departments).

The visitors were able to examine the breadth of CSR projects lead by a diversity of on-site actors: Agence du Benevolat, ArcelorMittal, AXA, CSR Europe, Dexia BIL, HSBC, IMS Luxembourg, KNEIP, Kredietbank Luxembourg, Ministry for Health, Ministry for Equal Opportunity, Noble & Scheidecker, PricewaterhouseCoopers Luxembourg and Randstad illustrated their approaches in matters of CSR through “positive practice” demonstrations at their stands.

The exchange of experiences was fruitful: focalised involvement with society, support policy for CSR initiatives put forward by employees, prevention, innovative thought in matters of the construction of new buildings, the acquisition of a wind farm, mobility for people aged 45+ and the “Tremplin for l’emploi” (springboard for employment) were part of the afternoon program.

To this occasion, Ann Vandenhende (CSR Europe, Brussels) and Daniel Eischen (Sustain Luxembourg) suggested a debate regarding the following issue to the participants: “Must one communicate on CSR?”

Following this success, the next meeting organised by IMS Luxembourg (on the collaboration between NGOs and companies) will take place on 29th May at noon.

For more information, contact: info@imslux.lu

Notes to the editor:

IMS Luxembourg (Institute for Societal Movement) sees itself as a pool 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.