



IMS LUXEMBOURG
Institut pour le Mouvement Sociétal

PRESS RELEASE

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IMS Luxembourg: the creation of the Societal Movement Institute in Luxembourg

IMS Luxembourg is the result of the combined will of various large private sector partners concerned with promoting Corporate Social Responsibility (CSR). Members of the press, public sector, various companies as well as notable figures involved in sustainable development both in Luxembourg and the Greater Region were invited to celebrate the association's official launch on April 20 by IMS's Management Board.

The occasion allowed the two guest speakers- Tom Theves, from the Ministry of Economy and Foreign Trade's « Direction de la politique d'entreprise » as well as Laurent Brugeilles, Business Development Director of the BMJ Ratings-France rating agency - to voice their thoughts on sustainable development including the opportunities facing companies today.

The six founding members of the association - Arcelor Mittal, AXA, Dexia-BIL, KNEIP, Noble & Scheidecker and PricewaterhouseCoopers – are companies strongly involved in implementing CSR policies.

« Our objective in coming together to create IMS Luxembourg is to share our experience and convince local players as well as those in the Greater Region of the importance of sustainable development and how this can be taken into account in the management of companies. In this way we hope to help companies and their resources by uniting the intentions of such firms to the resources needed for to accomplish their CRS projects» explains Christian Scharff, President of the association.

IMS Luxembourg would thus like to be both a reflection platform where knowledge is exchanged as well as a pillar of support that facilitates the implementation of CSR initiatives. The association readily welcomes all membership requests from companies wishing to join in this new venture.

We look forward to seeing you at our upcoming IMS Luxembourg events that will consist of breakfast meetings and thematic discussions on Corporate Social Responsibility.

More information can be found on www.imslux.lu