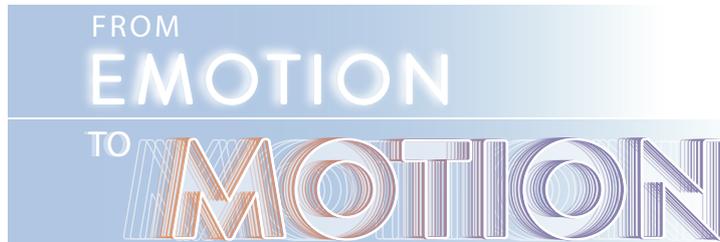


## PRESS RELEASE



### **« From Emotion to Motion » : The Luxembourg Sustainability Forum 2022 calls for action.**

The flagship event organised by IMS - Inspiring More Sustainability - was held this year on October 6 at LuxExpo, on the opening day of the KlimaExpo, but also in Livestream to be accessible to everyone. Between exceptional guests, an official announcement and a celebration, this eleventh edition of the Luxembourg Sustainability Forum was rich in reflections, emotions and invitation to action.

The ecological challenge we are all facing was at the centre of the exchanges of this 2022 edition. A challenge that animates consciences, as demonstrated by Glenn Albrecht, an Australian philosopher, through his intervention on solastalgia, a term that he coined that puts into words the discomfort caused by negative environmental changes. Another reaction to these challenges is the polarization of opinions, the persistence of denial, and the use of toxic and unfounded conspiracy theories. This fracturing of society has been analyzed by University of Bristol professor Stephan Lewandowsky.

These emotions are, in fact, not a fatality but a fabulous springboard for action, as explained by Christian Clot, explorer-researcher and CEO of the Human Adaptation Institute: "You cannot engage in a transformation that is not preceded by an emotion", as well as John Elkington, founder and chief pollinator of Volans, through his enlightened speech on the new capitalism.

Hopeful speeches and testimonies of local companies confirmed that we are already working more responsibly. The event concluded with warm thanks from Christian Scharff, President of IMS, to his team, speakers, partners and sponsors.

More than 800 people attended the LSF2022, including 300 present on site. To (re)experience the event, replays will be available this week on IMS Luxembourg's YouTube channel and photos on IMS Luxembourg's Flickr account. (Credits: IMS Luxembourg).

#LSF2022

## IMS becomes the single point of contact for certified and aspiring B Corp companies in the Grand Duchy

Active in 85 countries and 158 industries, the B Corp movement was launched in 2006 by B Lab to promote values of change in the corporate world on an international scale. There are currently 5,800 B Corps worldwide.

IMS - Inspiring More Sustainability becomes the single point of contact for certified and aspiring B Corp companies in the Grand Duchy. Nancy Thomas, Director of IMS, says: "This notion of movement linked to B Corp is fundamental to us; it is a principle of continuous improvement. It's a real plus to be able to bring this model and to be able to try to strengthen it at the Luxembourg level to provide transformation solutions."

Closely linked with B Lab™ BeNeLux and B Lab Europe, IMS brings together members of the B Corp community active in the territory and helps organizations that wish to join the movement to make their company a force for the common good.

Tessa van Soest, Executive Director of B Lab Benelux, adds: "We are very happy to collaborate with a valuable partner like IMS. Luxembourg already has a thriving impact business community. With this collaboration, we can now take this to the next level in helping companies to become a force for good by using our B Corp certification, programs and tools."



## IMS Luxembourg celebrates its 15th anniversary

IMS took advantage of its annual event to celebrate its 15 years of existence.

It was an opportunity for Christian Scharff to salute all the work accomplished by his team to inspire and accompany Luxembourgish organisations to act in favour of a more responsible society:

"I think we have a real impact in Luxembourg, and we can be very proud. We are active in several areas, including carbon footprint reduction, biodiversity, resilient food, the fight against infobesity, equity, and inclusion with the Lëtzebuerg Diversity Charter and, more recently, the Sustainability Academy".



## About

### About B Lab

B Lab is the nonprofit network transforming the global economy to benefit all people, communities, and the planet. B Lab creates standards, policies, tools, and programs that shift the behavior, culture, and structure of capitalism. We mobilize the global B Corp community towards collective action to address society's most critical challenges, and we collaborate with governments, academia, coalitions, and other institutions to drive economic systems change.

To date, our community includes 470,000 workers in over 5,800 B Corps across 85 countries and 158 industries, and more than 200,000 companies manage their impact with the B Impact Assessment and the SDG Action Manager. To learn more, visit [www.bcorporation.eu](http://www.bcorporation.eu).

### About Certified B Corporations

Certified B Corporations, or B Corps, are companies verified by B Lab to meet high standards of social and environmental performance, transparency, and accountability. The performance of B Corps are independently reverified every three years. Besides, B Corps need to meet the legal requirement to change their articles of association. They need to consider the impact of their decisions on all of their stakeholders (and not only on their shareholders) - a model known as stakeholder governance.

### About B Lab's Standards

B Lab's social and environmental business standards define how businesses can be a force for good. Based on stakeholder input, research, and established best practices, these standards are the basis for B Corp Certification requirements and B Lab's impact management tools, and they inform the network's programs and collective action initiatives. Overseen by B Lab's independent Standards Advisory Council, the standards help companies improve, measure, and manage their impact on people and the planet.

## IMS - INSPIRING MORE SUSTAINABILITY

Luxembourg's leading network for Corporate Responsibility

IMS - Inspiring More Sustainability - has been the leading network of Luxembourg companies active in Corporate Social Responsibility (CSR) for 15 years. IMS' mission is to inspire responsible strategies and practices among national economic actors. IMS Luxembourg supports its members through collaborative and federating projects by promoting dialogue with stakeholders (private, public, associative). IMS provides expertise (publications), concrete solutions, awareness, and information (campaigns, forums, training, clubs, workshops...). This network represents 17% of Luxembourg's payroll and is the national representative of the European organisation CSR Europe. IMS is an independent, non-political, and non-profit organisation.

### Press contacts:

Ludivine Plessy, Attachée de presse / [ludivine.plessy@keepcontact.lu](mailto:ludivine.plessy@keepcontact.lu) / +352 691 910 090  
Justine George, Cheffe de projets junior / [justine.george@keepcontact.lu](mailto:justine.george@keepcontact.lu) / +352 661 705 630

