

## ESR Label



### Your challenge

In 2010, **the launch of the ESR label by the INDR** (national institute for sustainable development and corporate responsibility), created a momentum around Corporate Social Responsibility (CSR) issues on the Luxembourg market.

As a result, large companies to SMEs are seeking to **align their CSR practices with current market trends and, most importantly, make it public**. In addition, although effective CSR management is still viewed as a mean to build competitive advantage, it will soon become a “must” as an increasing number of well-known companies obtain the ESR label.

In this context, companies need to overcome challenges such as limited internal resources and CSR experience. They are therefore looking for external support in the certification process as well as tailored advice from CSR experts to define concrete action and improvement plans.

### Our solution

Promoted by the INDR and the Union des Entreprises Luxembourgeoises (UEL), the label offers institutional and public recognition to companies. It is one of the most comprehensive CSR labels in Europe and can be obtained through a simple process, representing limited efforts and cost (self-assessment followed by verification visits).

The label rewards and supports the implementation of effective CSR management, thereby helping companies to build high brand image and reputation, enhance their attractiveness and maintain good relationships with their main stakeholders.

Recognised in Luxembourg for its CSR expertise, Deloitte was chosen by the INDR to support them in the development of the ESR label. In this context, we offer both certification services (review of answers provided to the self-assessment questionnaire) and consulting services (tailored advice to enhance the company CSR maturity level).

# Your contacts



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