

Community

We believe that we have a social obligation to provide support where we think it is needed. Engaging our people to get involved not only makes a difference in the lives of others, it enables us to better connect with one another, create stronger relationships across our many lines of service and develop our people. Our long-term goal is to embed corporate responsibility into every facet of the business (i.e. cross functional areas, lines of business, human resources, ethics, client service, performance development and recruiting) in a cohesive manner that ensures accountability throughout the organisation.



In August 2010, we have broadened our engagement to Fight Against Malaria, which is an initiative from the Against Malaria Foundation. Together with PwC UK and Malawi's volunteers, our people distributed around 9,600 bed nets in 27 villages in Malawi to reduce the morbidity and mortality rate caused by Malaria. Through this rewarding initiative, we are dedicated to fulfilling our communities and our people's needs.

Marie, tax manager, volunteered in 2010 six months in India with Sharana, an association aiming at involving local Indian communities in the improvement of their living conditions and allowing them to get access to financial and social independence. Since this trip, Marie continued to develop new communication tools to promote the fair trade shop and to reorganise the association's facilities. PwC Luxembourg provided the association with unused laptops to create a new training centre for children in need.

Our CSR Office

The CSR Office is responsible for coordinating and ensuring the smooth running of our Community initiatives within PwC Luxembourg. It also ensures the logic and consistency of the many CSR initiatives undertaken. Our CSR Office comprises 15 consultative members (i.e. partners, directors, managers and administrators) from our main lines of services. All requests for community support in the form of grants or sponsorships for consideration by PwC Luxembourg are assessed upon approval of our CSR Office that has defined the following assessment pillars for the next three years:

- becoming a carbon neutral firm,
- representing the Luxembourg diversity (gender, nationalities, culture...),
- supporting the marketplace to develop sustainable investment vehicles offering not only a financial return but also social and environmental benefits, like detailed in our "[Third Sphere](#)" brochure.

Every CSR initiative will be assessed following these three pillars. This assessment will determine if the initiative is eligible for a sponsorship or not.

My Project

"[MyProject](#)" was launched in 2007 as part of our CSR initiatives. It consists of helping our people make a difference in our communities by encouraging them to share their time, during working hours only. Our employees must have a fixed-term contract, one-year seniority and get sponsored by a director or partner to be involved in humanitarian or social organisations on the basis of personal conviction. We offer our people a maximum of 120 hours per project. Each project is subject to a selection process from preparation to project launch.

My Social Engagement

We encourage our people to take part in humanitarian and environmental projects with a maximum duration of six months during which we financially support them and provide them with an internationally comprehensive insurance coverage.

Taking action in our local and global communities

We recognise that we cannot have a healthy and growing business unless the communities we serve are healthy and sustainable. As the largest professional services firm in Luxembourg, we have committed ourselves to improving the quality of life in the communities where we do business. Indeed, we provide financial support to local and global communities through our numerous office fundraising campaigns and the efforts of our people who team up to make them successful, notably:

- We continue to be one of the main sponsors of [Relais pour la vie](#). Together our people took part in a 12-hour relay to raise EUR 15,795 in March 2011.
- We buy flowers for International Woman's Day and offer them to our female employees. This buying supports [Little+](#) and [Care](#), two Luxembourg charitable associations that support local and global communities.
- Our employees teamed up to collect toys and gifts for less favoured children of [the Croix Rouge Luxembourgeoise](#).
- We made a EUR 10,000 donation to [Télévie](#).

PwC Luxembourg in culture

We are conscious of our responsibilities as a socially aware company and as leaders in our profession. We are equally aware of the importance of art in the functioning of the Luxembourg society, as a medium of innovation, creativity and diversity, core values that we promote for many years within our company. We cherish intellectual and cultural curiosity, challenging our principles and practices contributing thus to the entrepreneurial spirit of our company. Our sponsor-partnership with two Luxembourg main cultural venues, i.e. the Museum of Modern Art ([MUDAM](#)) and the Centre Culturel de Rencontre Abbaye de Neumünster ([CCRN](#)), is an opportunity to promote multicultural and multi-horizon events like plays, concerts or art exhibitions.