

on.perfekt wins the My Com For Impact competition organised by BGL BNP Paribas and Mikado

On 19 March 2024, the award ceremony for My Com For Impact was held, a competition organised jointly by BGL BNP Paribas and the Mikado communication agency to raise the profile of impact entrepreneurs.

My Com For Impact, a brand awareness accelerator supporting those who work in the social and solidarity economy in Luxembourg

Like for any business leader, impact entrepreneurs must build awareness of what they offer in order to speed up their pace of growth. This is often a tough challenge to manage, whether because of lack of time, know-how or financial resources.

That is why in October 2023, BGL BNP Paribas and Mikado launched My Com For Impact in Luxembourg. The competition, targeting entities working in the social and solidarity economy, allows the winning company to benefit from financial and human support to give new momentum to its public relations and thus highlight its commitment to a more sustainable and inclusive world.

My Com For Impact is part of the Act for Impact scheme, through which BGL BNP Paribas has for four years now been offering its social enterprise clients banking and non-banking solutions to enhance their positive impact on society and the environment.

And the winner of the My Com For Impact competition 2024 is: on.perfekt

Headed by Julia Gregor, on.perfekt is a cooperative that puts food that would otherwise be thrown away back into the ecosystem at a reduced cost to the consumer, thanks to direct partnerships with producers. To achieve this, the cooperative runs a grocery shop in the north of the country, where it mainly sells fruit and vegetables considered imperfect because they do not meet current standards, or products that are too close to their use-by date. on.perfekt also offers seasonal baskets of fruit and vegetables delivered to your door. And lastly, through workshops and awareness-raising activities, on.perfekt seeks to raise public awareness of the issues surrounding food waste.

In the words of Béatrice Belorgey, Chair of the Executive Committee of BGL BNP Paribas and Head of the BNP Paribas Group entities in Luxembourg: "Entrepreneurs in the social economy are people who have a positive impact on the environment and on society. They are providing us with solutions to the ecological and social challenges of our time. So it is essential to support them and help them grow."

Vanessa Buquet, Managing Partner of the Mikado agency, added: "Communication is a real engine of growth and a very important means of boosting brand awareness for impact entrepreneurs. With this competition, we want to offer the winner the key to switch on this engine and in this way increase their positive impact on society and the environment."



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About Mikado Publicis

Mikado Publicis is a multidisciplinary communication agency founded 34 years ago in the Grand Duchy; since 1999 it has formed part of the Publicis Group. The agency conceives online and offline communication strategies, designs B2B and B2C advertising campaigns, and creates brand identities and other communication tools for local and international clients. Mikado also offers website design and development and digital marketing strategy. The agency employs some twenty multilingual staff.

About BGL BNP Paribas

BGL BNP Paribas (www.bgl.lu) is one of the largest banks in Luxembourg and part of the BNP Paribas Group. It offers an especially wide range of financial products and bancassurance solutions to individuals, professionals, businesses, and private banking clients. At end 2022, BGL BNP Paribas employed 2,152 people in Luxembourg. In 2023, BGL BNP Paribas was named Best Bank in Luxembourg by Euromoney and The Banker.

About BNP Paribas

BNP Paribas is the European Union's leading bank and key player in international banking. It operates in 65 countries and has nearly 185,000 employees, including more than 145,000 in Europe. The Group has key positions in its three main fields of activity: Commercial, Personal Banking & Services for the Group's commercial & personal banking and several specialised businesses including BNP Paribas Personal Finance and Arval; Investment & Protection Services for savings, investment and protection solutions; and Corporate & Institutional Banking, focused on corporate and institutional clients. Based on its strong diversified and integrated model, the Group helps all its clients (individuals, community associations, entrepreneurs, SMEs, corporates and institutional clients) to realise their projects through solutions spanning financing, investment, savings and protection insurance. In Europe, BNP Paribas has four domestic markets: Belgium, France, Italy and Luxembourg. The Group is rolling out its integrated commercial & personal banking model across several Mediterranean countries, Turkey, and Eastern Europe. As a key player in international banking, the Group has leading platforms and business lines in Europe, a strong presence in the Americas as well as a solid and fast-growing business in Asia-Pacific. BNP Paribas has implemented a Corporate Social Responsibility approach in all its activities, enabling it to contribute to the construction of a sustainable future, while ensuring the Group's performance and stability.

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