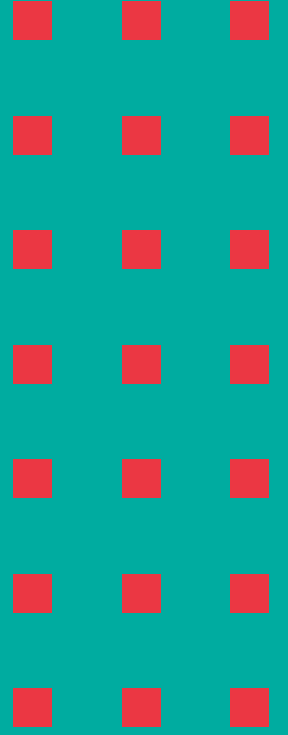




# LUXFLAG

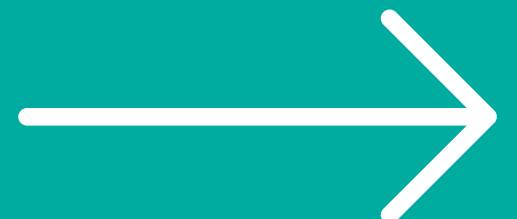
*Supporting Sustainable Finance*



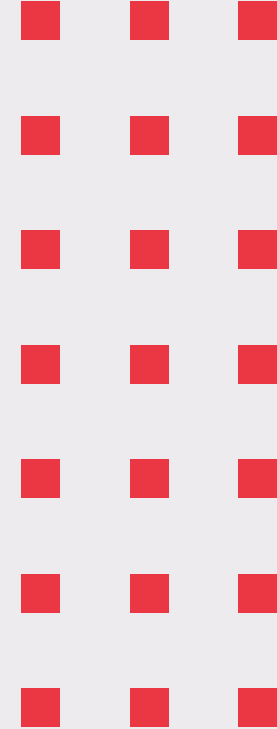
# LABEL AWARD COMMUNICATION



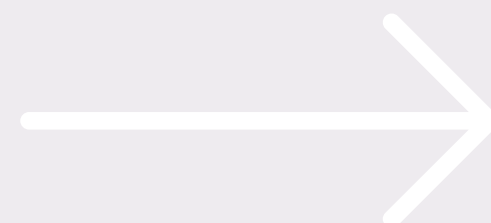
[www.luxflag.org](http://www.luxflag.org)



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# 1

# LOGO USAGE & VARIATIONS



You will have received different logo versions for your use (positive/negative).

The LuxFLAG Label Logo is specifically designed to denote that a financial or insurance product has been awarded the LuxFLAG Label in recognition of its commitment to sustainable and responsible investment practices.

The LuxFLAG Label Logos are suitable for various platforms, including legal and commercial documents. Feel free to utilize them for your website, email banners, PowerPoint presentations, prospectus, social performance reports, Key Investor Information Documents (KIIDs) and factsheets.

The generic LuxFLAG Logo represents the overarching brand of LuxFLAG as an organization. It is not tied to any specific label but signifies the entity itself.



# SOCIAL MEDIA



## **FOLLOW US:**

LuxFLAG actively manages two accounts on both, LinkedIn and YouTube, where we regularly share news, announcements and videos.

When showcasing your LuxFLAG Label, we encourage you to share your achievements on LinkedIn by tagging LuxFLAG in your posts. Additionally, for video content on YouTube, kindly include our tag to ensure visibility.





# 3 WEBSITE REFERRAL



We encourage each label holder to display the LuxFLAG Label Logo on their dedicated product webpages to enhance visibility and credibility.

LuxFLAG includes all labelled products on its website which are categorized by label and can be found on our labelled products page.



# PRESS RELEASE



If you plan to issue a press release upon obtaining the LuxFLAG Label Logo, please be sure to include both the Label Logo and the name of your labelled product.

LuxFLAG is delighted to offer a quote for your press release. On the following page you will find a list of quotes categorized by label. Kindly choose the one appropriate to your label.

It is worth noting that LuxFLAG, in turn, releases a press statement every quarter to announce label awards. In our releases, we make sure to highlight the pertinent labels and labelled products.

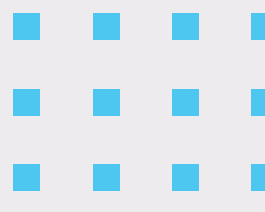


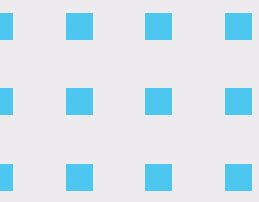
## ESG Label:

"We are delighted to announce that the [Fund's name] have /has been awarded the LuxFLAG ESG Label, effective from [please insert date mentioned in label certificate] to [please insert date mentioned in label certificate].

The award of the LuxFLAG ESG Label emphasizes the seamless integration of ESG considerations into the investment analysis and decision-making processes as the Label is renowned for its high standards and thorough evaluation of the investments product's strategy.

Furthermore, the Label serves as a validation of the investment product's commitment to transparency toward investors, containing crucial elements that form the eligibility criteria for the LuxFLAG ESG Label."





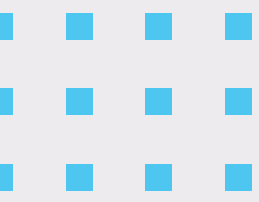
## **Microfinance Label:**

“We are pleased to announce that the [Fund’s name] have /has been awarded the LuxFLAG Microfinance Label, valid from [please insert date mentioned in label certificate] to [please insert date mentioned in label certificate].

The LuxFLAG Microfinance Label is known for its high standards and comprehensive evaluation of the microfinance investment fund's approach. The Label was launched in 2006 with the creation of LuxFLAG and launched the world’s only Microfinance Label. It underscores the effective integration of social performance considerations and financial inclusion principles, reflecting key criteria essential to the LuxFLAG Microfinance Label's eligibility criteria.”





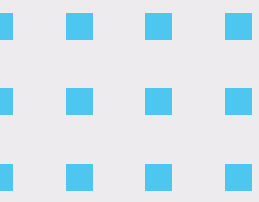


## **Climate Finance Label:**

“We are pleased to confirm that the [Fund’s name] have /has been awarded the LuxFLAG Climate Finance Label, effective from [please insert date mentioned in label certificate] to [please insert date mentioned in label certificate].

The LuxFLAG Climate Finance Label is distinguished for its rigorous assessment of the investment product's climate-related strategy and its contribution to sustainable climate initiatives. It affirms the fund's dedication to addressing climate challenges and meeting the essential criteria integral to the LuxFLAG Climate Finance Label.”



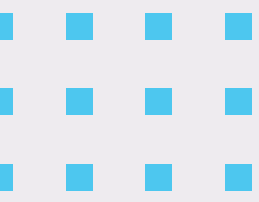


## Environment Label:

"We are delighted to announce that the [Fund's name] have /has been awarded the LuxFLAG Environment Label, valid from [please insert date mentioned in label certificate] to [please insert date mentioned in label certificate].

The LuxFLAG Environment Label is renowned for its high standards and meticulous evaluation of the investment fund's commitment to environmental sustainability. It emphasizes the effective integration of environmental considerations into the investment analysis and decision-making process, serving as a validation of the fund's dedication to environmental excellence."



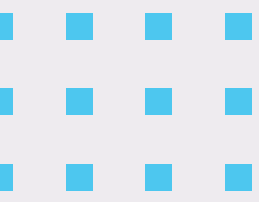


## Green Bonds:

"We are pleased to inform that the [Fund's name] have/ has been awarded the LuxFLAG Green Bonds Label, effective from [please insert date mentioned in label certificate] to [please insert date mentioned in label certificate].

This recognition is a testament to adherence to the rigorous Eligibility Criteria set by LuxFLAG, showcasing the focus on investing in eligible Green Projects."





## **ESG Insurance Product Label:**

“We are thrilled to announce that the [insurance product’s name] have /has been awarded the LuxFLAG ESG Insurance Product Label, effective from [please insert date mentioned in label certificate] to [please insert date mentioned in label certificate].

This Label is a testament of the dedication of the [insurance product’s name] to contribute to the transition towards mitigation and adaptation to the climate crisis as well as to other environmental and social issues. It represents Europe’s pioneering initiative in certifying insurance products that actively contribute to mitigating and adapting the pressing issues of our time.”

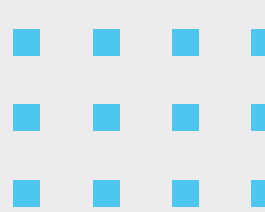




## **ESG Discretionary Mandate:**

“We are honoured to share the fantastic news that [DM’s name] have /has been awarded the LuxFLAG ESG Discretionary Mandate Label, valid from [please insert date mentioned in label certificate] to [please insert date mentioned in label certificate].

This Label holds particular significance as it highlights discretionary management products that contribute to the transition towards mitigation and adaptation to the climate crisis as well as to other environmental and social issues. Not just the applicant Discretionary Mandate but also its manager must comply with the components of the rigorous LuxFLAG Eligibility Criteria. ”



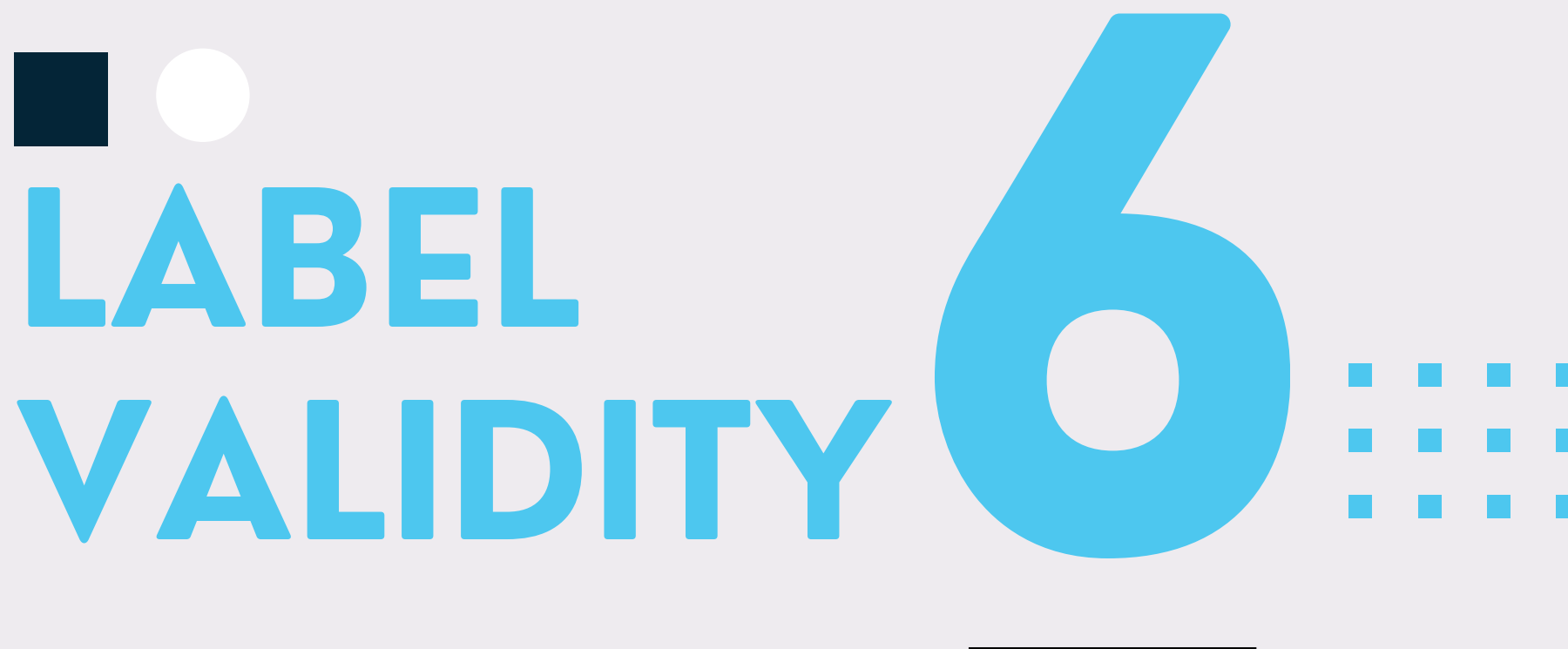


# 5 EET



LuxFLAG invites you to update the fund information in the European ESG Template (EET), in particular the field **'20060\_Financial\_Instrument\_ESG\_Label\_Or\_Standard'**, with the code

- G for the ESG Label
- H for the Climate Finance Label
- I for the Environment Label
- U for the Microfinance Label
- V for the ESG Insurance Product



The use of the LuxFLAG Label is granted for a period of twelve months.

Labelled products are required to disclose the respective validity period as a footnote in their communications, marketing material, legal documents and / or on the website.



# 7

# GENERIC INFO



As an additional feedback, kindly note that with regards to the name of the labelled products, the Board of Directors of LuxFLAG has requested to draw to your attention the final report of ESMA relating to funds' names using ESG- or sustainability-related terms ("the Guidelines"), which was released on the 14th of May 2024.

The Guidelines will apply three months after their publication on ESMA's website in all EU languages.

Funds launched prior to the application date of the Guidelines should be compliant with the Guidelines six months after the application date.

Investment fund managers are thus expected to carry out a self-assessment of the applicability of the Guidelines to the products they manage and to ensure compliance of fund names with these Guidelines.

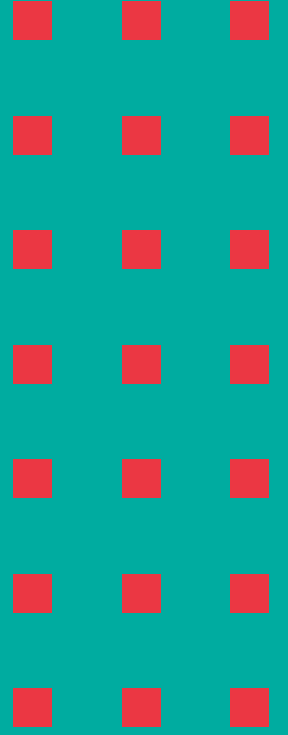
Please refer to the ESMA website for a comprehensive approach on this matter.





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# QUESTIONS?

**DON'T HESITATE TO  
CONTACT US**



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