

PRESS RELEASE

Luxembourg, 09.10.2025

FOR IMMEDIATE RELEASE

LuxFLAG unveils refreshed identity and streamlined label structure to strengthen its global position in sustainable finance

The Luxembourg Finance Labelling Agency (LuxFLAG) is pleased to announce the launch of its refreshed identity alongside a strategic transformation of its label architecture, reinforcing its role as a globally recognized, independent labelling agency dedicated to advancing sustainable finance.

As the sustainable finance sector continues to mature, the importance of credible and independent labels has never been greater. LuxFLAG has taken this opportunity to refine both its core identity and its range of labels to ensure they reflect its international scope and future ambitions.

Refining our foundation

For many years, LuxFLAG's mission and vision have guided its work in promoting responsible investment through transparency and credibility. Today, the agency is proud to share updated core statements that better reflect its international scope and strategic direction:

Vision: LuxFLAG's ambition is to be the leading, globally recognized, independent non-profit labelling and verification agency for financial products, contributing to a resilient and sustainable world by fostering trust, transparency and impact.

Mission: Empowering the international financial community in their sustainability journey by granting our recognized labels to the most trustable and impactful financial products.

A tagline with global resonance

Alongside the updated statements, LuxFLAG has also refined its logo tagline.

Previously: Supporting Sustainable Finance

Now: Global Labelling Agency

This evolution underscores LuxFLAG's expanded international role and its commitment to delivering transparency and credibility across borders to financial products which positively contribute to the people and the planet.

Evolving for impact: A simplified label structure

As part of this strategic refresh, LuxFLAG has also streamlined its range of labels from eight categories into three distinctive categories. This transformation responds to market feedback and strengthens the clarity, recognition, and global applicability of LuxFLAG Labels.

Impact Label – certified by LuxFLAG

Awarded to financial products that directly target positive environmental or social outcomes. It consolidates the former LuxFLAG Microfinance, Environment, Climate Finance, and Social Impact Labels.



ESG Label – certified by LuxFLAG

Granted to financial products and services that integrate environmental, social, and governance (ESG) criteria across their investment process. It unifies the former LuxFLAG ESG, ESG Insurance Product, and ESG Discretionary Mandate Labels.



Transition Label – certified by LuxFLAG

Recently approved, this new label is designed for financial products that support environmental, climate and social transition pathways toward more sustainable business models, this new label reflects the evolving needs of global markets.



This streamlined structure advances three core objectives:

1. Strengthening the perception of LuxFLAG Labels as globally applicable, not limited to a national or regional scope.
2. Reinforcing LuxFLAG's role as a global labelling agency for Impact, ESG, and Transition investments.
3. Providing a simplified and more intuitive label offer that is aligned with international best practices.

“Our refreshed identity and streamlined label structure mark an important milestone in LuxFLAG's journey. Together, they reflect our ambition to serve the international financial community with tools that foster trust, transparency, and impact in sustainable finance, said Isabelle Delas, CEO of LuxFLAG.

With this dual evolution, LuxFLAG reaffirms its pioneering role in sustainable finance and strengthens its position as a forward-looking partner to financial institutions worldwide.

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About LuxFLAG

LuxFLAG is a financially independent, non-profit labelling agency based in Luxembourg, globally recognized for its role in supporting the development of sustainable finance. By applying transparent eligibility criteria, LuxFLAG enables the international financial community to identify financial products that incorporate Impact, ESG or Transition considerations in line with the requirements set out for its labels.

Through its labels, LuxFLAG aims to promote credibility and transparency in the sustainable finance market and support investor confidence, contributing to a more resilient and sustainable world. Please visit our website www.luxflag.org for more detailed information on LuxFLAG's Labels, the application process and eligibility criteria.

Founded in 2006 by seven charter members, ABBL, ADA, ALFI, the European Investment Bank, Luxembourg for Finance, the Luxembourg Stock Exchange, and the Government of Luxembourg, LuxFLAG has established itself as a key partner to asset managers, institutional investors, and financial service providers committed to responsible investment. In 2023, ACA joined LuxFLAG as the eighth charter member.

In January 2019, LuxFLAG became the first sustainable finance labelling agency in Europe to obtain the [ISAE 3000 Type II certification](#) (International Standard on Assurance Engagement). Since then, LuxFLAG has annually obtained the renewal of this certification. It underscores LuxFLAG's commitment to maintaining rigorous standards for its processes and services related to issuing labels to Sustainable Finance investment vehicles.