

# IRU Connected

## Banque Raiffeisen Luxembourg

02/03/2022





**Guy Hoffmann**

**CHAIRMAN OF THE BOARD  
OF DIRECTORS OF BANQUE  
RAIFFEISEN LUXEMBOURG  
MEMBER OF THE PRESIDUM AND  
BOARD OF DIRECTORS OF IRU**

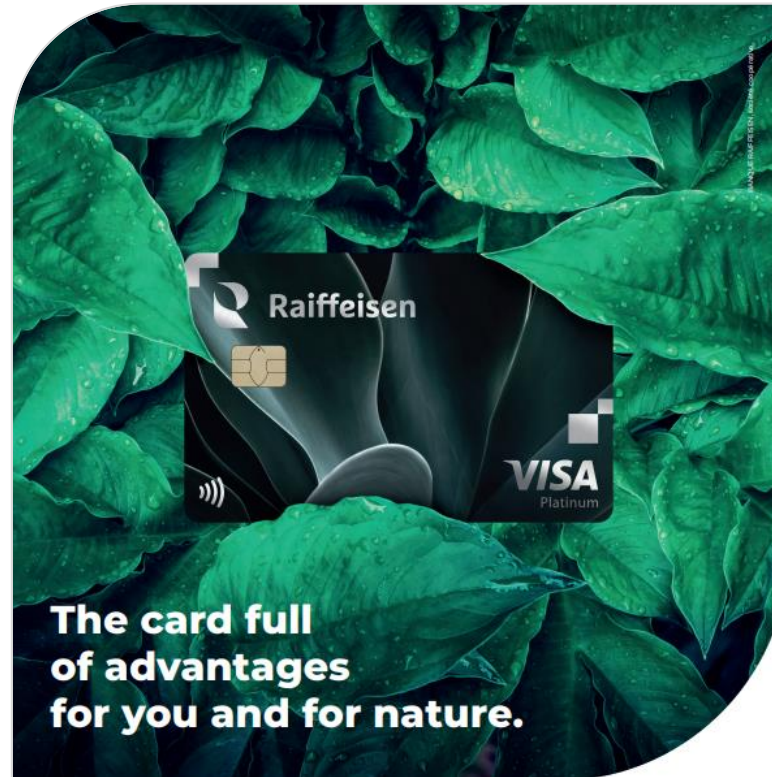


**Fanny Schlessler**

**HAPPINESS OFFICER**

# Our latest breaking news is ...

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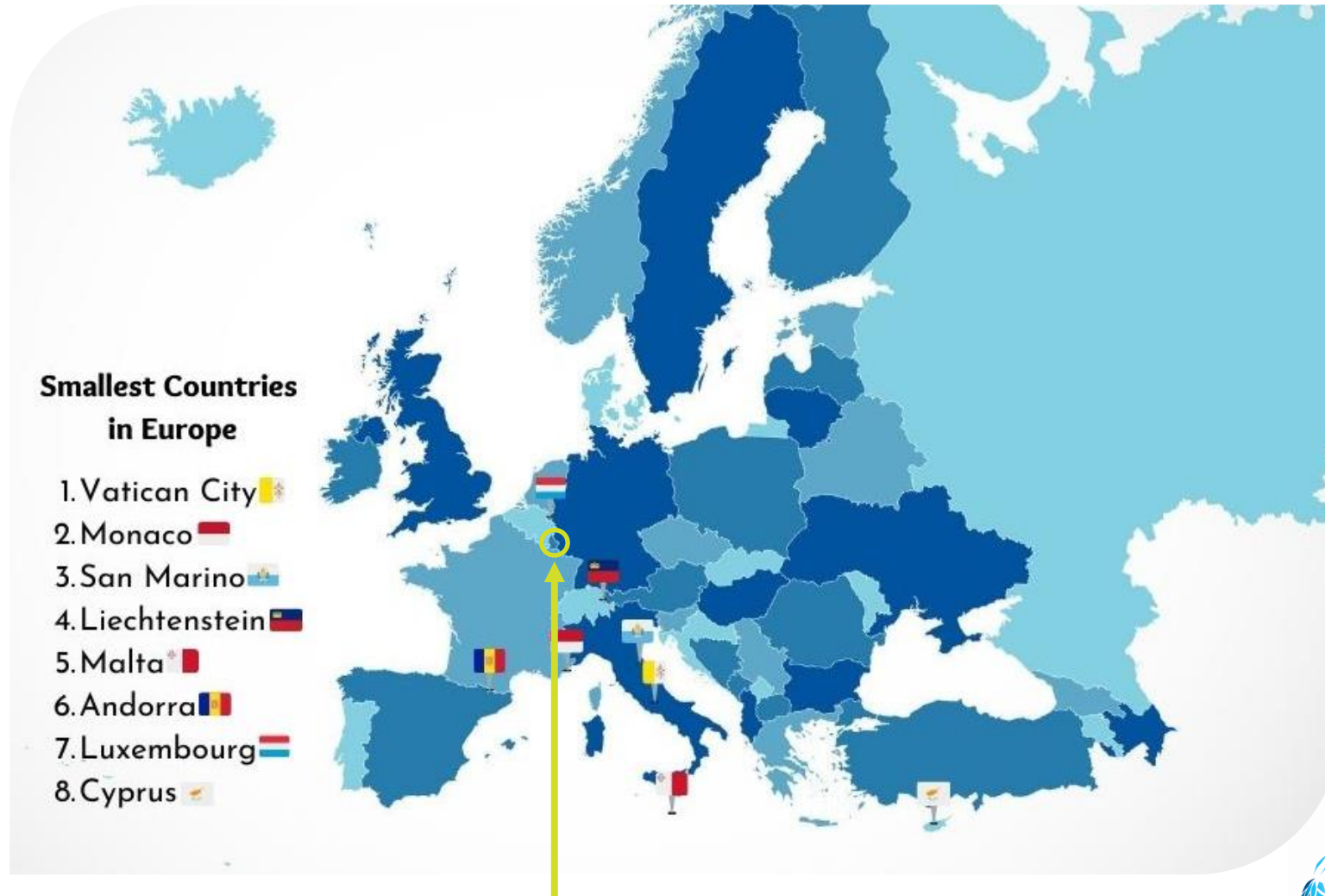


**The card full  
of advantages  
for you and for nature.**

### **The sustainable credit card – Visa Platinum**

Get extra benefits, assistance and additional insurance while actively contributing to the reforestation efforts. For every 200 transactions, Banque Raiffeisen is committed to planting a tree. Learn more at [www.raiffeisen.lu](http://www.raiffeisen.lu)

# Luxembourg



<https://www.veryhungrynomads.com/8-smallest-countries-in-europe-on-a-map/>

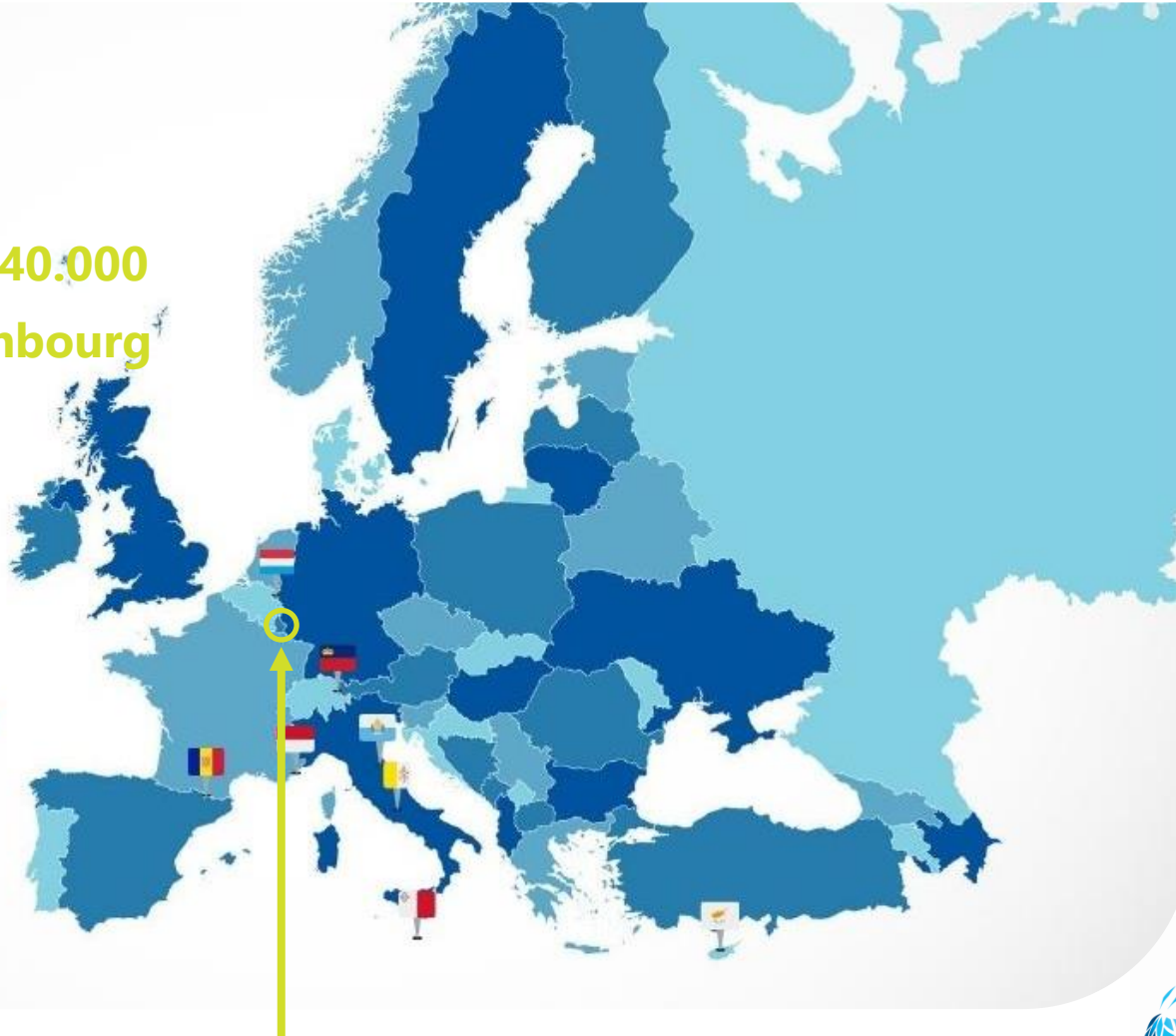
# Luxembourg

**Inhabitants : 640.000**

**Capital : Luxembourg**

## **Smallest Countries in Europe**

1. Vatican City 🇻🇦
2. Monaco 🇲🇨
3. San Marino 🇸🇲
4. Liechtenstein 🇱🇮
5. Malta 🇲🇹
6. Andorra 🇦🇩
7. Luxembourg 🇱🇺
8. Cyprus 🇨🇾





# Banque Raiffeisen Luxembourg

- Doing retail banking since 1925
- 640 staff members
- 31 branches & 1 Head quarter
- 14 nationalities

**Raiffeisen is a Luxembourg-based-sustainable-cooperative-retail-bank, supporting its stakeholders in the technological, social and environmental evolution.**



# Focus 2022

## Sustainability

1



WITH YOUR VISA CARD,  
YOU PAY, YOU PLANT.

### VISA CARDS THAT PLANT TREES.

New and exclusive in Luxembourg: 200 transactions = 1 tree planted, in collaboration with the Foundation *Hilf' fir d'Natur*, from *natur&mwelt* and *Friendship Luxembourg*.

Join our commitment at [letsplanttrees.lu](https://letsplanttrees.lu)



**Raiffeisen**

THE BANK THAT BELONGS TO ITS MEMBERS

© Raiffeisen Bank Luxembourg

## Employer Branding

2



**Raiffeisen**

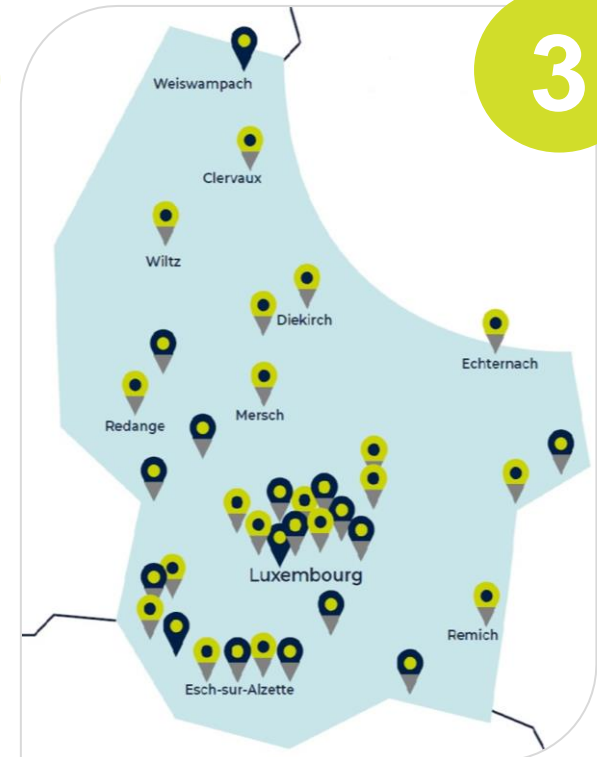


**#TGIM** THANK GOD IT'S  
**MONDAY**

**A Monday to look forward to.**

## Phygital

3



# Cooperation with IRU Members

International Drawing Contest with :

- Austria (Raiffeisen Bank International)
- Switzerland (Raiffeisen Schweiz)
- Italy (Raiffeisenverband Südtirol)
- Germany (BVR)

With 1.3 million children participating, this Drawing Contest was designated the Largest Art Competition in the World by Guinness book of Records.





# What does IRU mean to us?

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- Alone you go faster together we go further.
- Individually, we are one drop. Together, we are an ocean.
- None of us is as smart as all of us.

# Expectations?

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- Exchanging with members with the same values and the same hystorical background
- Have external views and approaches on the same topics
- Get inspired...

# Let's exchange!

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# Merci Villmools