

**Luxembourg, 3 March 2022**

## **B-Responsible! BIL supports Pickitup Luxembourg**

**Following the successful B-Responsible campaign, Banque Internationale à Luxembourg has donated €4,250 to Pickitup Luxembourg. Alessandra Simonelli, Head of Sustainable Development at BIL, presented a cheque to Didier Picard and Jean-Pierre Santer, the founders of Pickitup Luxembourg, at the bank's headquarters.**

With the B-Responsible campaign launched on 6 September 2021, Banque Internationale à Luxembourg pledged to donate a set amount to Pickitup Luxembourg for every subscription to a B-active or B-student pack, or first student loan. The campaign, which ran until 31 December 2021, raised a total of €4,250. This will enable Pickitup Luxembourg to buy litter-picking equipment and safety vests for its "Pickies", or volunteers.

Pickitup Luxembourg was created in June 2019 and works to protect the environment by raising awareness of littering. It brings together a community of 1,500 Pickies for clean-ups.

Didier Picard, President and Founder of Pickitup Luxembourg, said: "We would like to thank BIL, its committed staff and all the young people who want to protect the environment. The B-Responsible campaign has been a great success, and a clear signal to us of a shift in mindset and growing awareness of climate issues among young people. With your help, our charity now has extra financial resources to invest in the equipment needed to organise our next clean-ups in 2022. Thank you. I hope to bring you news of our next adventures very soon!"

Alessandra Simonelli, Head of Sustainable Development at Banque Internationale à Luxembourg added: "We are happy to be supporting Pickitup Luxembourg and its Pickies. They do great work in raising awareness – among the young and not so young – about environmental protection issues. Above all, they encourage us all to roll up our sleeves and be drivers of change, by taking part in clean-ups."

The B-Responsible campaign and support for Pickitup Luxembourg are part of Banque Internationale à Luxembourg's approach to sustainable development. The bank actively supports the local economy and the development of the communities in which it is present. Education and healthcare are central to its philanthropy. As a signatory to the UN Principles for Responsible Banking, it makes financial products and services a key part of its work. Four funds from its BIL Invest range have received LuxFLAG ESG certification, further reflecting BIL's commitment to responsible finance.



**COMMUNIQUÉ DE PRESSE  
PRESSEMITTEILUNG  
PRESS RELEASE**

**About Banque Internationale à Luxembourg (BIL)**

Founded in 1856, Banque Internationale à Luxembourg (BIL) is the oldest multi-business bank in the Grand Duchy. It has always played an active role in the main stages of the development of the Luxembourg economy. It currently operates in retail, private and corporate banking, as well as on capital markets. With more than 2,000 employees, the bank has branches in Luxembourg, Switzerland and China.

[www.bil.com](http://www.bil.com)

**About Pickitup**

Pickitup Luxembourg a.s.b.l. is an environmental protection charity founded in June 2019. The charity's goal is to raise public awareness about how individuals can reduce their carbon footprint, and to highlight environmental protection issues. The charity connects with young people through prevention efforts in schools, and offers businesses and local authorities the chance to be part of clean-ups throughout the year.

**Find out more**

[communication.lu@bil.com](mailto:communication.lu@bil.com)