



ARTSQUARE
LAB

2024 ANNUAL REPORT



Activity Report 2024



Dear readers,

In our fourth year of operating in the field of social entrepreneurship and social innovation, we took some time to reflect on our achievements and celebrate them. We see a well-developed network of trusted partners who work with us to have a positive impact on society. The continuation of various projects in collaboration with the educational and entrepreneurial sectors has had a significant impact on our partners, as well as on the target groups they work with, including students, teachers, educators in the social sector, social entrepreneurs, and others. Our long-term collaborations with our main partners have strengthened our relationships and trust, which will help us improve our services in a more systematic way.

The year 2024 also brought new directions, namely collaboration with the Luxembourg Institute of Health on important projects within the framework of the National Cancer Plan. This collaboration has enabled us to contribute our expertise and support to patient-centred projects, amplifying the voice of a vital societal group through the power of co-creation and co-design.

We hope that transferring competencies to the health sector will empower patients and lead to new co-designed services in the future.

Last but not least, our team's efforts were recognised when we had the opportunity to present our services and social impact to His Royal Highness the Hereditary Grand Duke Guillaume during his visit to the Social Business Incubator. It was a great honour to present the important work that we have implemented with our partners over the last few years towards a common goal: improving the education and future opportunities of the younger generations in our society.

After a year of hard work and great opportunities, we can say that, despite the new societal challenges we are facing, we remain optimistic. As long as we can help the next generation to imagine the future they want, our planet is safe.

We hope you can join us on our journey!
Magdalena Jakubowska, CEO

**The activities implemented by our team would
not be possible without great collaboration with our partners:**





LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de la Digitalisation



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de la Santé



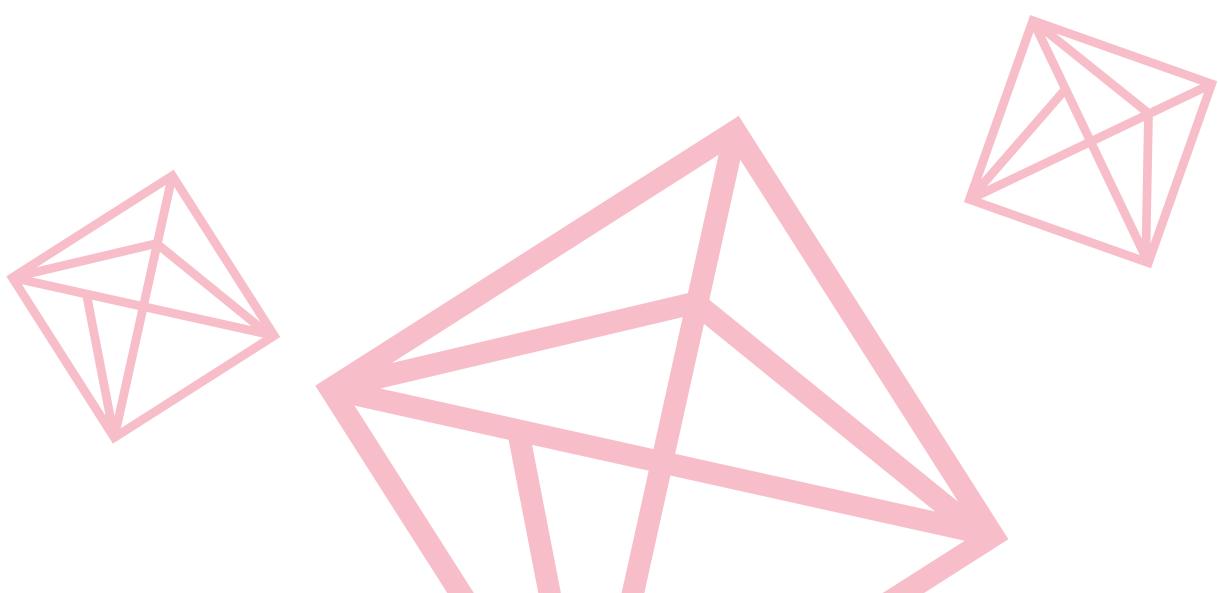
LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de l'Éducation nationale,
de l'Enfance et de la Jeunesse



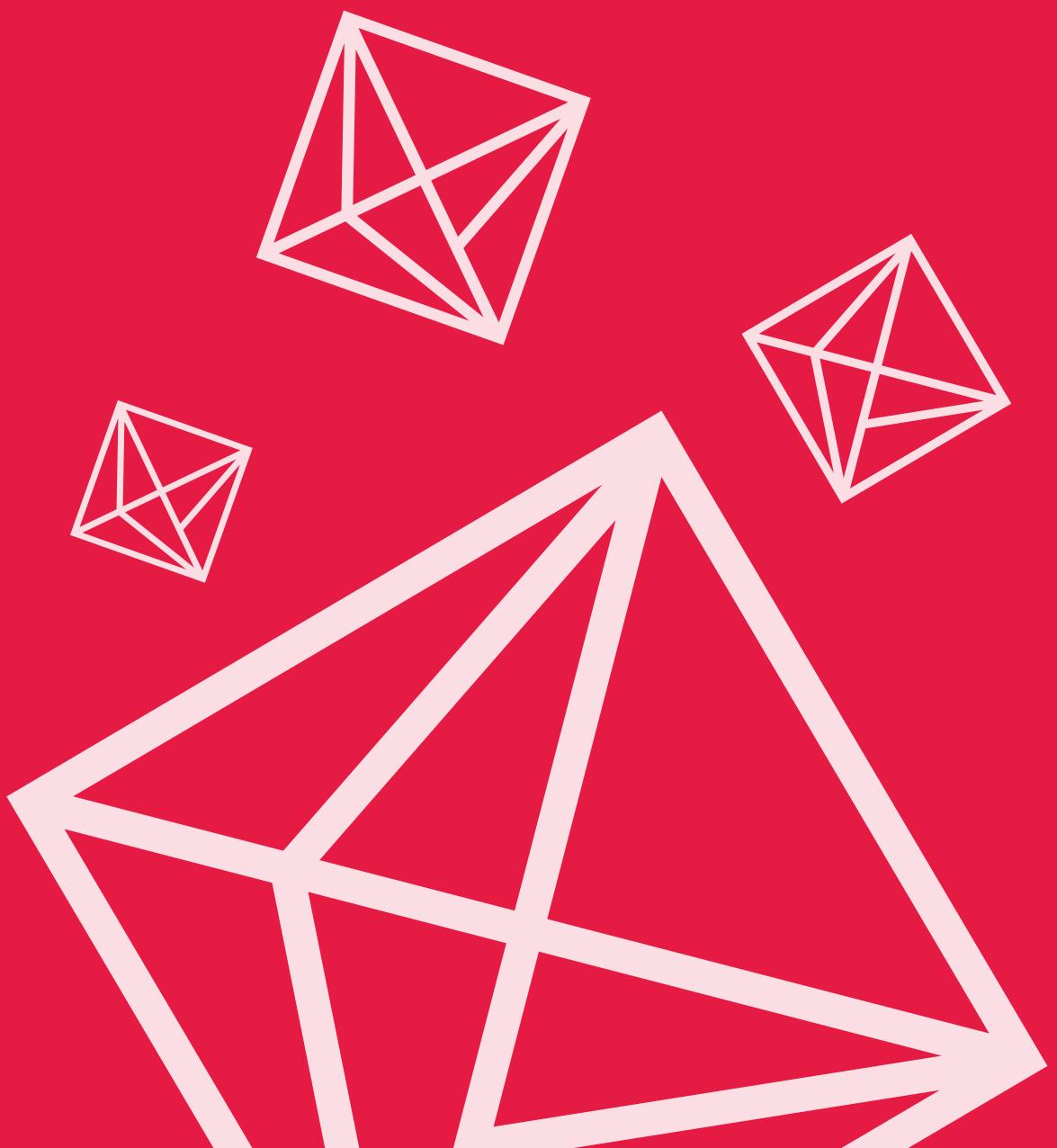
LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de la Famille, des Solidarités,
du Vivre ensemble et de l'Accueil



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère du Travail



Ch.1



1. About Art Square Lab and our Approach

Art Square Lab's purpose is to support companies with change management and digital transformation of commercial or non-commercial activities by providing consulting and training in collaborative processes, management, social innovation and strategy. More specifically, we aim to encourage corporate social responsibility by promoting actors of the social and solidarity economy, social innovation, social and inclusive entrepreneurship and all areas related to the United Nations Sustainable Development Goals.

We offer training adapted to people in fragile situations, either because of their economic or social situation, and maintain accessibility for all. In addition, we offer our services at reduced rates to actors of the social and solidarity economy, NGOs, non-profit associations and societal impact companies with socially innovative projects.

Our vision

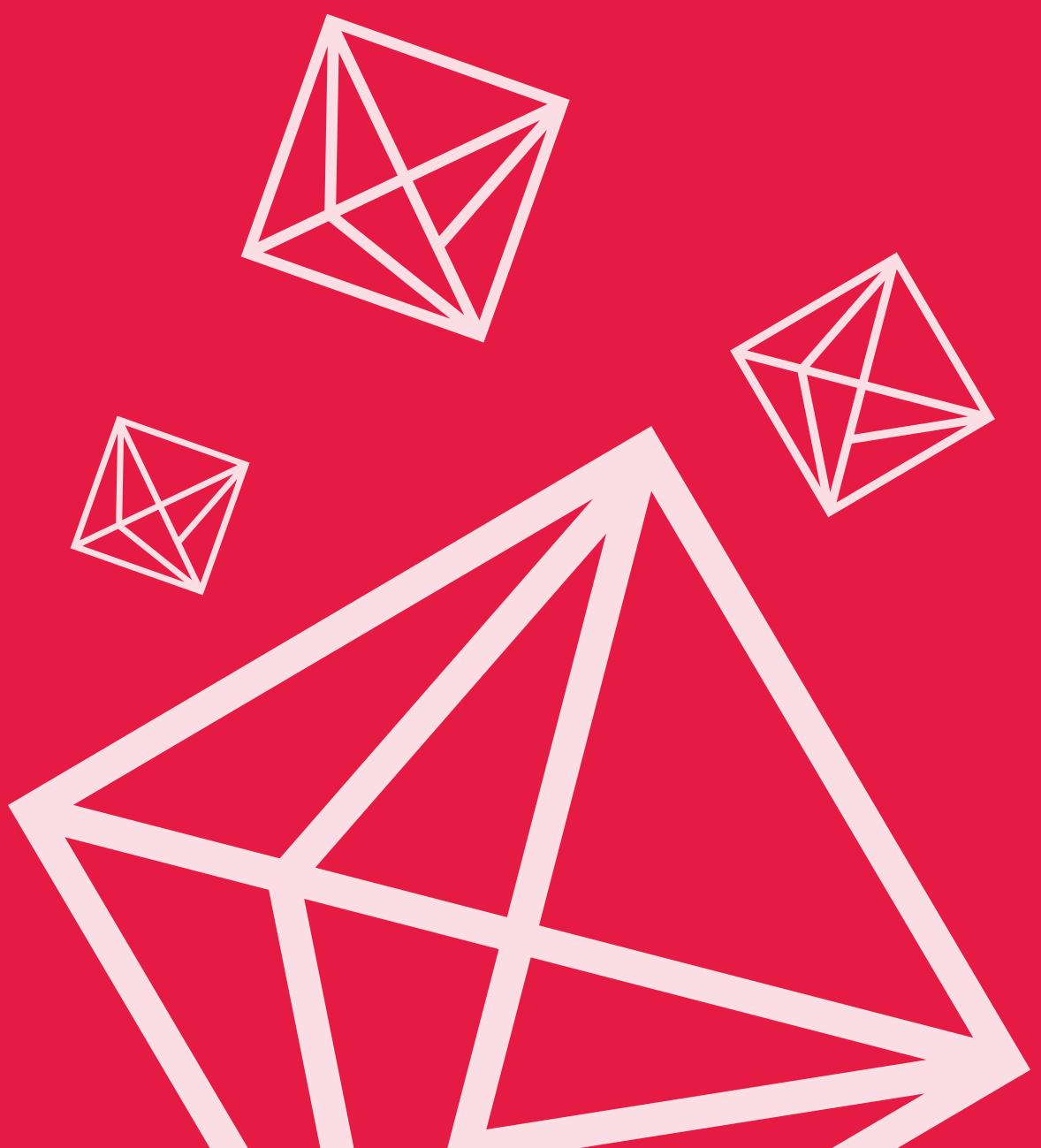
Art Square Lab believes in a respectful, just and inclusive society where people have courage to co-create their futures.



Our mission

Art Square Lab feels committed to create social and economic change. We are human and PLANET centered. We actively pursue a better tomorrow by empowering public and private organizations, businesses and citizens with the skills, passion and purpose to make positive contributions to the world around us. We apply principles of design thinking to invent new ways of doing business and rethink our way of living. We focus on environmental sustainability, educational transition, entrepreneurial ecosystems and citizen engagement.

ch.2



2. Our Activities

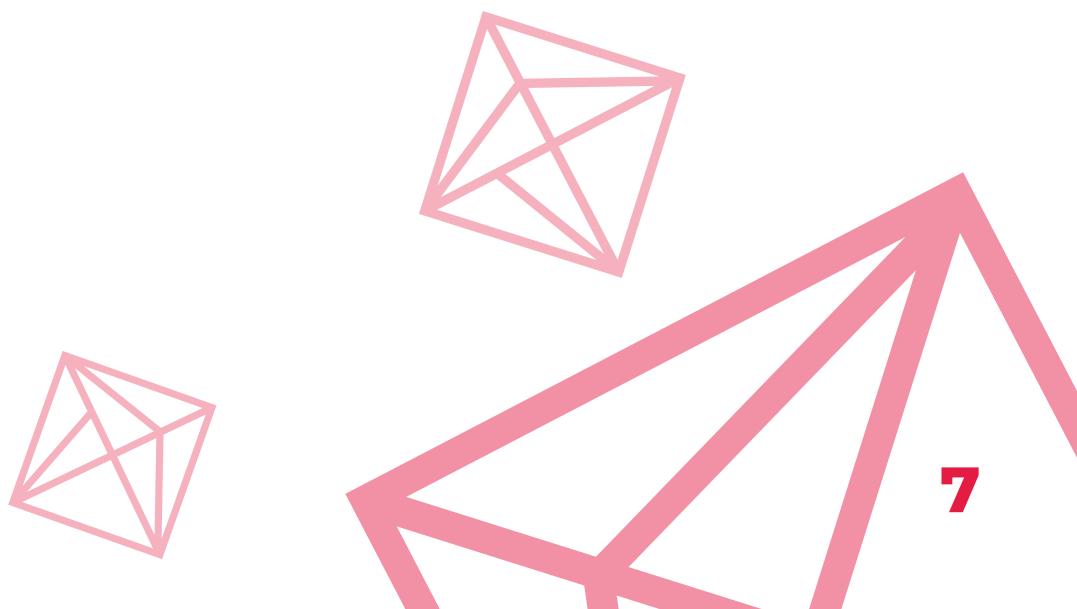
2.1 Our Services

The impact of Art Square Lab, a social enterprise, has been remarkable in various sectors. Through our collaboration with the government, other social enterprises, and the public sector, we have made significant contributions to the local community.

Art Square Lab's initiatives have had a profound effect on the educational sector. By incorporating design thinking, creativity into education, we have enhanced learning experiences for students and fostered innovation in teaching methods. Our programs (Design Thinking trainings, Thinkathons) have empowered students to express themselves creatively and develop essential skills that go beyond traditional academic subjects and help them to develop their own projects and get future competences as creative problem solving, creativity or design thinking methodology.

As long as collaboration with the public sector is concerned, in 2024 by working hand in hand with various stakeholders, we have created sustainable solutions that benefit communities at large. The concrete examples are: continuation of the Luxembourg Gov Jam with the Ministry of Digitalization or new collaboration with the Ministry of Health and National Institute of Cancer.

Overall, Art Square Lab's impact was quite significant across multiple sectors. Through our collaborations with the government, other social enterprises, and the educational sector, we continue to make a positive difference in society by promoting creativity, addressing social issues head-on, and fostering a collaborative approach towards creating a better future for all.



2.2. Offer for Education

Since 2017, collaboration with educational partners has been our principal area of social impact: our desire to share our knowledge with teachers, educators and youth workers has motivated our decision to apply for the label of social impact company. Year by year the educational sector recognizes Design Thinking, creativity and the Futures Thinking as an important competence of young people and the decision makers. In 2024 we have continued our mission by implementing European and local projects.

a. European projects

It has been already a tradition for Art Square Lab to get involved in partnerships with European partners to extend our knowledge and practice. Partnering in European projects provides us with a chance to develop new educational tools that can be tested in several countries in parallel. Main areas of the partnerships cover education, experiential learning, Design Thinking, Futures Thinking and social economy. The outcomes of the projects are disseminated to our local partners in Luxembourg.

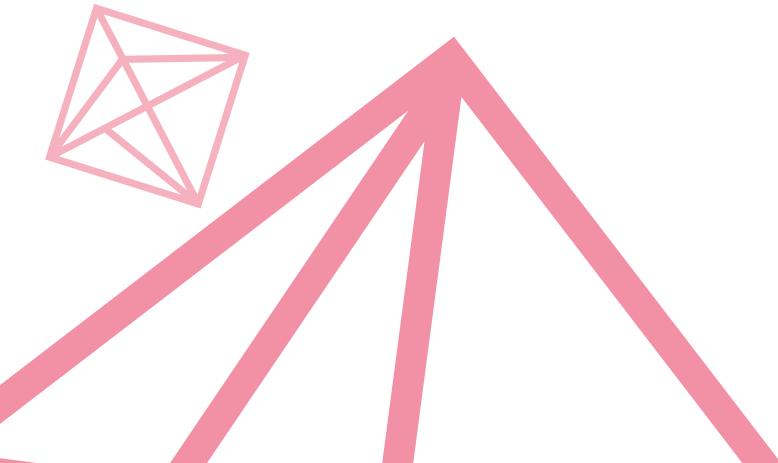
In 2024 we have been involved in the following projects:

REEFAB: Developing new activities for young adults in FabLabs towards environmental jobs - project financed by EU Erasmus Plus program (February 2024-November 2026)



Reefab was born out of the desire to make the ecological transition more concrete by engaging young adults and exploring the local practices of FabLabs and locally committed industries. This European project, funded by Erasmus+, brings together Cap Sciences (France), IAAC (Spain), ArtSquare Lab (Luxembourg) and the Comune di Cinisello Balsamo (Italy).

- CAP SCIENCES, a centre for scientific culture in Bordeaux, France
- IAAC, in particular its FabLab, in Barcelona, Spain
- Comune di Cinisello Balsamo, Italy, in particular its network of makerspaces in libraries
- ArtSquare Lab, a service design agency in Luxembourg



Reefab is a three-year project funded by ERASMUS+, led by Cap Science (FR) and involving various realities around FabLabs linked to manufacturing and participative design based on the Design Thinking model. The project started at the beginning of 2024 and will run until the end of 2026.

Reefab embraces the vision of FabLabs as living reefs, interconnected and responsive to their environments.

The objectives of the projects are :

1. Encourage young people's initiative, active citizenship and peer-to-peer collaboration through Fab Lab activities
2. Demonstrate that action, Do It Yourself, is a way of combating eco-anxiety
3. Get young people concretely involved in local communities and discover the sectors of the future in relation to environmental challenges
4. Transforming Fab Labs into resource centers for the ecological transition aimed at young people

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The project is focusing on paradigm shifts and challenges facing the materials industry, aquatic ecosystems, food production, the textile industry, digital skills and know-how.

The first phase of the project consisted in a survey and knowledge sharing and good practice. The aim was to explore how local initiatives care for and protect their living ecosystems, transform waste into resources, develop sustainable technologies, and engage young people in the process.

Through these explorations, the objective was to uncover key learnings, highlight challenges and opportunities, and inspire FabLabs and other change-makers to join us and take action.

In 2024, the ReeFab project began with a study visit to the Fab Lab Barcelona at the Institute for Advanced Architecture of Catalonia, where a week was spent building connections and laying the foundation for the Atlas (this document is a narrative, made up of real-life observations and collective questioning).

This also marked the start of our field explorations, where partners tested a collaborative approach to learning and creative inquiry.

15 site visits and numerous interviews across Italy, France, Spain, and Luxembourg, gathering insights were conducted to later shape the core of this exploration in the Atlas that will be published in 2025 with ideas about jobs of the future inspired by the field visits.

During the next phases of the project in 2025 and 2026, the objective is to develop an educational toolkit (each partner will develop a prototype of workshops with hands-on activities related to environmental challenges), to test the concepts locally and transfer the prototypes in France, Luxembourg, Spain and Italy. At the end of the project, one transnational event will take place in Italy, combined with youth mobility.

As part of our social impact in Art Square Lab we are committed to connect citizens and especially young people to co-create their futures: futures that are sustainable, circular and socially responsible. The ReeFab project contributes to our offer that we address to schools, youth clubs, organisations of young entrepreneurs: inspirations from 3 European partner countries, new methods of empowering young audiences to think bigger and think green.

For our organisation, the ReeFab project brings enormous learning possibilities, collaboration with well-established European Fablabs and or-

“Discover EU” - Meet up in Luxembourg (July 2024, Luxembourg), financed by- Erasmus Plus program of EU - ANEFORE



The Luxembourg DiscoverEU Meet up was a 4-day experience with a workshop focused on the topic of design thinking, urban well-being and civic resilience. The 14 participants were invited to discuss about possible future scenarios and their role to influence them as active citizens. The main goal of the program was to offer them several possibilities to develop their own idea of sustainable society by meeting inspiring social entrepreneurs in Luxembourg.

The program would not be complete without the presentation of the possibilities of Erasmus Plus and European Solidarity Corps by Marc Jungers from Anefore (and a small class of Luxembourgish language:)

Next, the participants had a chance to listen to the introduction to Design Thinking and the topic of Urban Well being, future scenarios and resilience that is required to become protagonists in society. Resilience was presented as the ability to “rebound” from the crisis (or societal challenges that we are currently exposed to). The participants started discussion about their visions of possible futures: how far sustainability will matter or how far technology will manage our daily realities. That discussion was a great introduction to the visits that started in the afternoon: AËRD LAB and FËSCH Haff. Both projects gave the group a chance to understand how the citizens decided to become entrepreneurs, what their view on the future is and also how they use technology in their work. It was also very important to listen about their motivation to do their work: not only the financial aspect but the importance of the societal impact that both structures had as one of the most important goals (circular economy).

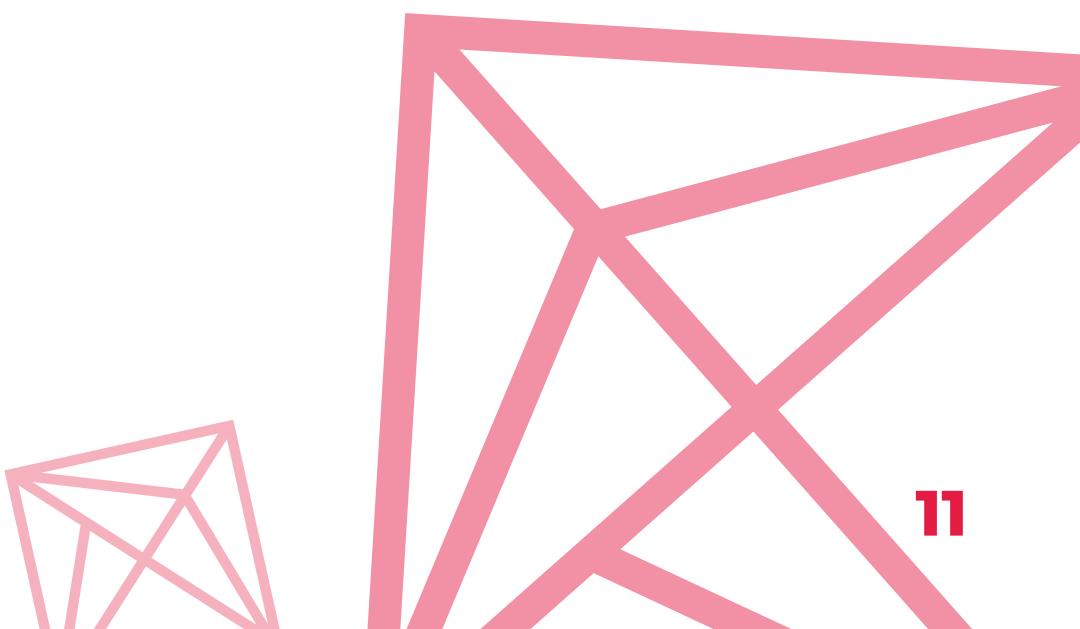
The second day was dedicated to a visit to the Facilitec in Esch sur Alzette. The leader of the organisation presented the concept of the “tiers lieu” and explained its offer as well as the concept behind the Transition Movement with examples of the project in Urban Environments. The aspect of Circular Economy and resilience was also underlined in the materials and the sharing approach embodied in the philosophy of the project. At the end of the day the participants had a chance to take part in the sewing atelier - using needle or the sewing machines.

In the lunch break they were invited to have lunch in MESA project in Esch sur Alzette to experience an example of a transition project: vegetarian place that also serves as a community meeting point.

Main objectives for the workshop:

- Provide an interactive and non formal learning experience that encourages participants to (re)imagine how they can be a part of the resilient society, what studies they can do for the future
- Understand how local entrepreneurs influence their environment, create sustainable and healthy solutions for the common good
- Learn the Design Thinking process
- Get inspired by solutions which already exist in the World
- Have fun and learn new skills
- Collaborating with EU peers

In our vision, participation in this Meetup allowed young people to get to know the reality of Luxembourg. By showing good examples and inviting local projects/places, we showed how it is possible to design spaces which will support the resilience and well being of citizens as well as sustainable solutions for the society. Also seeing Luxembourg through the selected projects might change the image of our country connected only to banks, wealth and cars (although that selection of the projects were a bit influenced by our philosophy in Art Square Lab). In the long term, we wanted to empower young people to have a say in their local community, take part in co-creation of new sustainable solutions and pay attention to what political decisions are taken. We hope that through this experience abroad they are inspired to act to sustainable solutions in their localities.



b. Local projects



Mental health and well-being of young people (CePAS - Psychosocial and educational support centre - Ministry of National Education, Children and Youth)

As part of a project focusing on the mental well-being and mental health of young people, Art Square Lab was entrusted by CePAS of the Ministry of National Education, Children and Youth, to understand the point of view of the main stakeholders: young people. That's why young people between 12-18 years old and their parents were invited to take part in focus groups and a series of interviews. The goal of the interviews was to find out, among others:

- How important is well-being and mental health to youth?
- Where do young people like you look for help when they have concerns about their well-being?
- Do they think there's anything the school environment could offer to improve young people's wellbeing and mental health?

A series of interviews provided us with contributions that helped the Art Square Lab team to formulate recommendations for the attention of the Ministry of Education, Children and Youth.

c. Workshop for Students

Imaginarium Thinkathon (ECG - Ecole de Commerce et Gestion)

As each year, the Ecole de Commerce et de Gestion (ECG - Luxembourg) hosted a Thinkathon organized by Art Square Lab SIS as part of the European Erasmus+ project “Imaginarium - Creative Youth for Sustainable Future”. 200 students divided into 20 groups came up with creative solutions in response to the following 5 Sustainable Development Goals (SDGs): Good health and well-being (SDG 3), Quality education (SDG 4), Decent work and economic growth (SDG 8), Sustainable consumption and production (SDG 12), Action on climate change (SDG 13).

Art Square Lab SIS guided the students by applying the Design Thinking methodology. The morning produced 20 prototypes that served as the basis for projects developed by the students as part of the entrepreneurial week organized by ECG with the help of local businesses.

ECG is one of the first schools in Luxembourg that developed the module on social economy, to raise awareness about it among their students- future entrepreneurs.

Ideation Camp for Jonk Entrepreneuren



Stimulating creativity and entrepreneurship among young people is one of our core values. We work towards this goal at both national and European level, in collaboration with our partners in Luxembourg and other European countries, particularly within the framework of the Erasmus+ programme. Our partners call on our services as a Design Thinking agency to promote this methodological approach among young people, who are drivers of change.

It is in this context that we have been working for several years with Jonk Entrepreneuren Luxembourg asbl, a key player in stimulating entrepreneurship among young people aged between 9 and 25 and aiming to give them a taste for innovation, creativity and initiative.

It was in this spirit of stimulating creativity that in 2024 we hosted an event for 100 students from various Luxembourgish schools, introducing them to the Design Thinking methodology.



In addition to some theoretical elements, they were able to work in small groups on simulated business projects related to issues that are important to them, such as climate change, ecology and the inclusion of senior citizens... At the end of the session, a representative from each group presented a pitch for their concept and gathered ideas for development.

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As in all our activities for young people, we create a dynamic and informal working atmosphere by alternating key concepts and practical exercises in a creative and collaborative spirit.

These Design Thinking workshops are particularly suited to young people who want to develop new ideas that combine entrepreneurship and social impact.

Future Thinking Hackathon for MyConnectivity

In 2024 Art Square Lab SIS was a partner in the Future Workshop—an initiative of MyConnectivity in partnership with the Luxembourg Institute of Science and Technology (LIST) which engaged 15 motivated students in a future-driven innovation journey. Through a series of workshops, coaching sessions, and study visits, participants explored visionary ideas for the future of connectivity in Luxembourg.



Our role was very special: we were responsible for the Futures Thinking workshop, coaching and preparing students for the final pitch of their ideas. Students presented their prototypes during Nexus Conference in Luxembourg to the international audience of tech professionals, academics, and policy makers.

The initiative fostered creativity, collaboration, and real-world problem-solving using Design Thinking and Future thinking methodologies.

Design Thinking Training for unemployed in DLH

Digital Learning Hub is an institution offering training for various audiences: one of the offers is focused on Design Thinking. For this year's collaboration, we have managed to prepare a special training module focused on Service Design Thinking in the banking sector. The module was available for job seekers directed by ADEM and interested in UX-design, customer services and customer experience.

2.3. Offer for Social Entrepreneurs and actors of Social sector

Since its creation, Art Square Lab got invested in one of the strategic goals: promoting social entrepreneurship and social innovation. Above mentioned promotion of social entrepreneurship to the students is a direct involvement of Art Square Lab in this case.

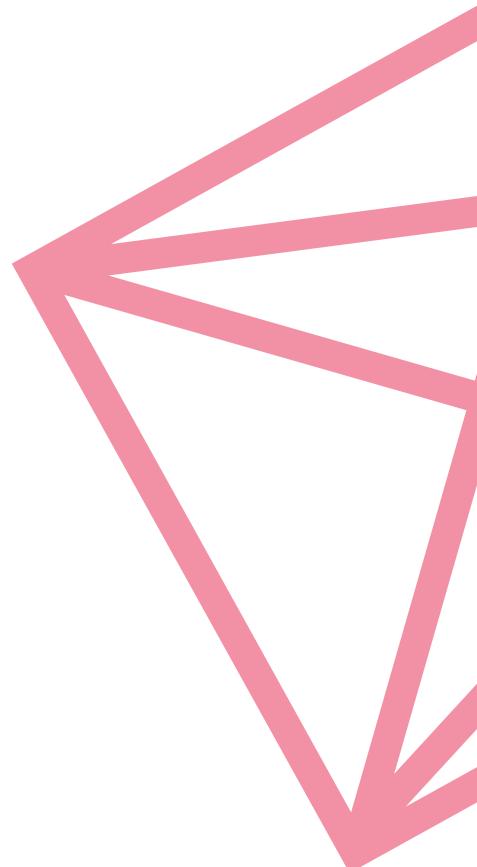
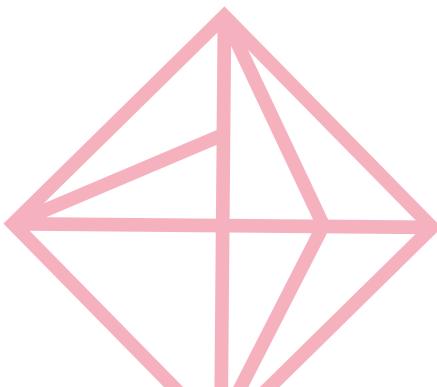
Another important way is to offer our services to the partner organizations active in social impact networks, help them to improve their products/services or go through the necessary transformation.

a. Touch Base program for the Ministry of Labor, Employment and the Social and Solidarity Economy

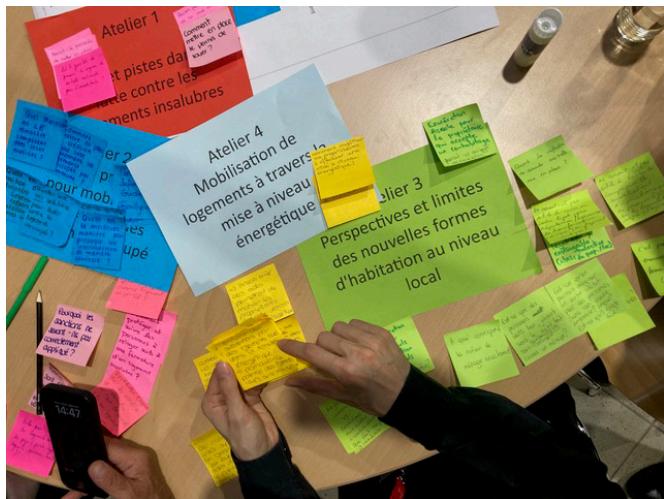
Touch Base program of Social Business Incubator (SBI) and the Ministry of Labor, Employment and the Social and Solidarity Economy offers future social entrepreneurs development of their business ideas using the expertise of coaches. In 2024 Art Square Lab had an honour to collaborate with both partners on the second edition of the program and contribute with the expertise of customer experience, user-centricity and service design.

In total 8 entrepreneurs were selected to explore the social or environmental problem they want to solve with their idea for social business and analyze the potential customer segments using the methods of design thinking. Their ideas developed with the program contribute to sectors of health, education, community building, interculturality and environment. We are glad to follow the future of their ventures and the impact they bring to society in Luxembourg and beyond.

Social Business Incubator hosts a number of social businesses developed in Luxembourg and contributing to the betterment of the society and positive environmental change. As former incubees of SBI, Art Square Lab keeps the connection with the actors of social economy, institutions that support it and the social entrepreneurs.

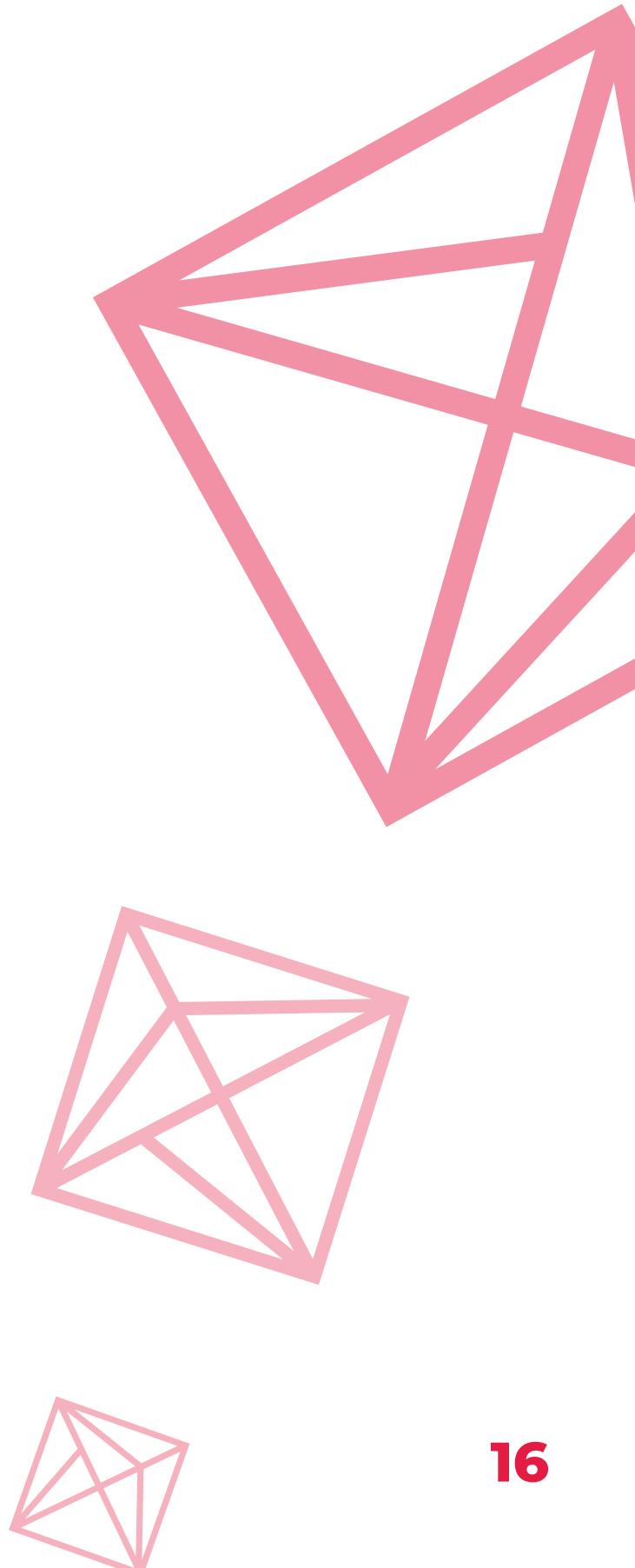


b. The reflection day 'Housing from the perspective of local authorities and social services' (organised by Entente des Offices Sociaux and SYVICOL)



It has already been the 3rd time that Art Square Lab has facilitated reflection for actors in the social sector. This day, organised by the Ministry for the Family, Solidarity, Living Together and Reception, SYVICOL and the Entente des Offices Sociales (EOS), with the support of the Ministry for Housing and Town and Country Planning, was intended to encourage exchanges between all the players involved, in particular elected representatives and local authority staff, as well as managers and professionals from Offices Sociales, on the following topics:

- The role of a healthy, permanent home in people's well-being;
- Fuel poverty, occupant behaviour and possible improvements;
- The fight against insalubrity, rehousing and certified coffee rooms;
- Social rental management, unoccupied housing and the approach to owners, discrimination;
- New forms of housing and municipal authorisations
- Solutions for energy upgrades and subsidies linked to social rental management conditions.



2.4. Our services for Public Sector

In 2024 we had a chance to continue our collaboration with trusted partners in the public sector: various Ministries and administrations offering services for the public. As practitioners of Service Design Thinking, we offer support in the areas of co-creation co-design and collaboration with various stakeholders. In 2024 we developed new collaborations with the Ministry of Health, Luxembourg Institute of Health, Institute National Cancer, LISER and the Ministry of Education.

Besides this, our projects with other Ministries were continued.

a.“ Improving Cancer Diagnosis Announcement” - Plan National Cancer, axis 3 (Luxembourg Institute of Health -LIH and the National Cancer Institute INC and the Ministry of Health and Social Security)



This project, which addresses the crucial issue of how to improve cancer diagnosis, is the result of a partnership between the Luxembourg Institute of Health (LIH) and the National Cancer Institute (INC) in Luxembourg. It falls within the scope of Axis 3 of the National Cancer Plan 2 developed by the Ministry of Health and Social Security.

It is based on the observation that both patients and healthcare professionals emphasise the importance of improving this stage in conditions that combine both the human factor and the need to communicate accurate information about medical care.

The innovation of this project lies in its patient-centred approach, based on a participatory and collaborative dynamic. These values are also at the heart of the mission of Art Square Lab, recognised as a key player in the field of Design Thinking, which enables the emergence of solutions that are both innovative and people-oriented. It is in this context that the LIH and the INC called on the expertise of our Agency to assist them in identifying needs, co-creating solutions, defining prototypes and conducting the experimentation phase, which will enable the implementation of tools and a methodology that are as closely aligned as possible with the needs on the ground. The beneficiaries of the project are patients, their families and all healthcare professionals involved in the care pathway (doctors, case managers, psychologists, etc.) to improve this key and delicate moment when a cancer diagnosis is announced.

This project, launched in 2024, will continue until 2026 and the different phases will follow the 5-step Design Thinking methodology. In terms of timing, the project was launched during an afternoon of discussions in March 2024 with more than 40 participants, followed by a phase of interviews with patients and their families between May and June 2024, and then with healthcare professionals in July 2024.

This first stage provided a better understanding of the needs of those affected, and helped to define the problems to be solved and the challenges to be taken into account. The Art Square Lab team was tasked with conducting individual interviews based on a protocol defined with the partners.

We conducted a total of 42 interviews, including 21 with patients, 4 with relatives and 17 with health-care professionals from various disciplines (general practitioners, oncologists, urologists, senologists, radiologists, case managers and psychologists, among others). This qualitative research, involving different perspectives on the experience of receiving a diagnosis, was highly informative. The conclusions identified cross-cutting themes such as communication, the patient journey, organisation and suggested improvements. This entire survey and analysis phase will be the subject of a full report available in January 2025.

After this first stage of the Design Thinking process comes the co-creation phase with the various target groups, organised in October 2024 with 25 participants. This participatory and collaborative approach to finding solutions is at the heart of the methodology proposed by Art Square Lab. It is always a powerful moment of exchange and discussion involving different stakeholders around the same table to find collective solutions to the challenges encountered. The success of this meeting is also largely due to the involvement and motivation of the participants to change practices in order to improve the way cancer diagnoses are announced.

Based on the conclusions of the interviews and the results of the co-creation groups, prototypes will be developed in 2025, then discussed in focus groups (patients/relatives and then professionals) to validate the approach. Finally, the selected prototypes will be developed and tested in 2025 and 2026 and will undergo a readjustment phase if necessary before implementation in Luxembourg.

This project offers hope and aims to change attitudes and practices to improve patient care during this critical phase of their care pathway. Art Square Lab is contributing its expertise to an initiative that is fully in line with its mission and perfectly aligned with its values and human-centred approach.

b. Participatory seminar for partners of the Ministry of National Education, Children and Youth (Service de Médiation Scolaire)

In a world where communication is accelerating and opportunities are multiplying, we find that sometimes communication between individuals, but also between people and institutions, and even within and between institutions, is not always effective, which hinders a climate of trust and good cooperation.

The school environment is no exception to this observation, and the School Mediation Service (SMS) has seen a significant increase in requests for intervention in recent years. To address these issues, the SMS organised a conference in 2024 that aimed to be innovative by developing a participatory approach. Nearly 80 participants were able to work in small groups, applying the human-centred Design Thinking methodology to co-construct new solutions to the challenges of school-family communication and communication between professionals.

The different perspectives of parents, young people, professionals and partners from the national education system gave rise to rich discussions that led to concrete solutions. By stimulating a participatory and creative spirit through Design Thinking, the beneficiaries and various actors in the field were able to imagine new avenues for reflection, sometimes working on their own representations and putting themselves in the other's shoes to change their perspective on an issue.

Art Square Lab contributed its expertise to the School Mediation Service as part of this project by devising tailor-made facilitation interventions adapted to both the format of the event and the specific characteristics of the target audiences.

A project like this is fully in line with Art Square Lab's mission to create social and economic change. We are actively seeking a better future by giving public and private organisations, businesses and citizens the skills, passion and purpose they need to make a positive contribution to the world around us.

c. Project Wëllkomm – designing new experience for newcomers (Ministry of Family Affairs, Solidarity, Living Together and Reception of Refugees)



The aim of the Wëllkomm project was to rethink welcome events for new residents at local authority level and to encourage people to live together. It was carried out in collaboration with 5 pilot municipalities (Echternach, Esch, Kehlen, Mertzig and Wiltz) with a view to making the project permanent and expanding it once the experimental phase was over.

The project was conducted using Design Thinking methodology between March 2022 and January 2024. The various objectives involved identifying the needs (of residents and local authorities), co-creating solutions during workshops and developing an interactive toolbox that was tested at various pilot events, with a view to improving it to meet the specific needs of the field.

The project proceeded according to plan, with quantitative and qualitative results that met the objectives set. These included 24 interviews in 5 municipalities, 3 focus groups and 2 interviews with mayors and councillors during the research phase, followed by 2 co-creation workshops with 23 participants and 3 pilot events with 270 participants. Quality commitments were met by involving all stakeholders from the outset in order to take account of the needs of each target group, which were used as a starting point during the co-creation workshops. The guarantee of quality also rested on the process of experimentation and continuous improvement of the tools developed, offered as open source on the projet-wellkomm.lu website, the final deliverable as the main innovation of the project.

This toolkit was designed to help local authorities organize welcome events. It has been prepared as part of a PAN project supported by the Ministry of Family Affairs, Solidarity, Living Together and Reception of Refugees.

At the end of the project (November 2023 and January 2024), we proposed 2 test and training sessions for potential facilitators from various associations, communes and Pakt vum Zesumme-liewen.

This team of resource people can then work with the communes to facilitate future welcome events. The training course was a real success, appreciated by participants and meeting a real need for support and professionalization. It was also an excellent opportunity for potential facilitators, who know little or nothing about each other, to meet and exchange ideas.

Website : <https://projet-wellkomm.lu/>

d. National strategy for Social Economy and Social Innovation in Luxembourg (Ministry of Labor, Employment and the Social and Solidarity Economy)



The social and solidarity economy plays a crucial role in Luxembourg and its development is a priority for the Ministry of Labour. According to figures from 2020, more than 2,135 entities are active in the social economy, representing 2.2% of national GDP and 4% of employment. These companies do not seek only to maximise their profits but are committed to providing solutions to societal needs.

This dynamic is also evident in other European countries. Under the impetus of the European institutions, Member States are being asked to develop or update their social economy strategies in order to achieve the objectives of the European Pillar of Social Rights and the EU's headline targets for 2030 in terms of employment, training and poverty reduction.

In Luxembourg, the development of this national strategy for the social economy and social innovation is based on a consultation process involving all stakeholders in the ecosystem in order to define a shared vision and a concrete roadmap for the coming years. It will include concrete measures to promote the financing of social enterprises, continuing education in social entrepreneurship and awareness-raising among the general public.

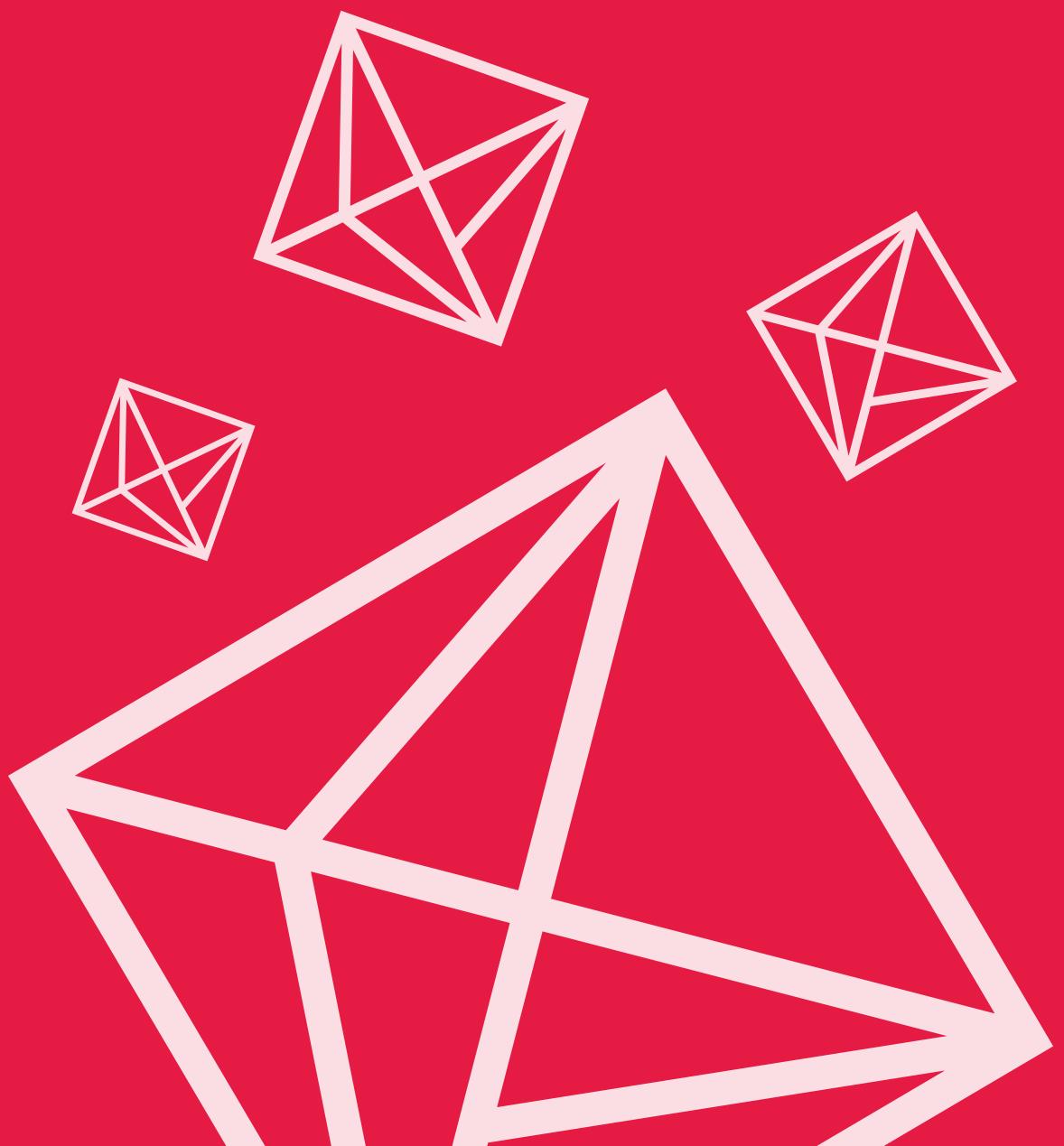
Art Square Lab is supporting the Ministry of Labour in implementing this participatory process, which is divided into several stages based on the Design Thinking methodology. As a Design Thinking agency and Social Impact Company, this project is particularly meaningful to us, as we are keen to contribute our expertise to the collective effort to define an ambitious national strategy that responds to current economic and social challenges and the needs of its stakeholders for a fair, inclusive and sustainable future.

In 2024, we organised two focus groups with representatives from the relevant ministries, SIS, federations, foundations and various institutions representing businesses and universities, among others. The aim of the first meeting was to produce a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) of the social economy in Luxembourg, based on the OECD's 10 pillars. Participants were able to work in small groups with the support of facilitators on each theme.

The participatory Design Thinking approach will enable stakeholders to co-create new actions and define specific indicators to measure their impact and make any necessary adjustments. The national strategy for 2035 will be evaluated periodically to enable qualitative and quantitative monitoring of its implementation.

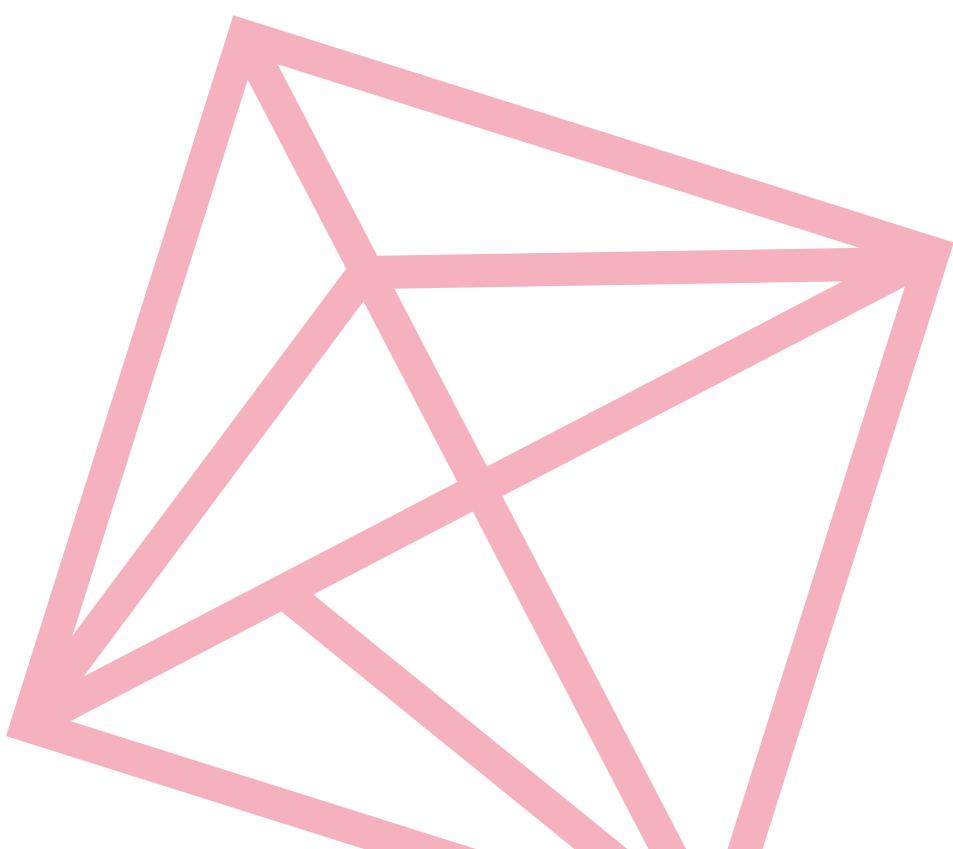
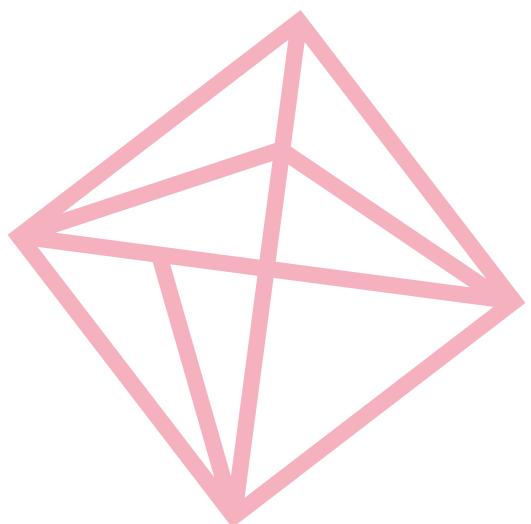
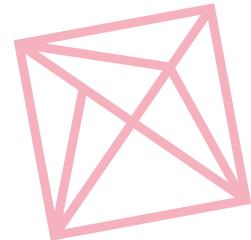
At the end of the consultation process, an operational roadmap will be defined with clearly identified objectives, actions and indicators, as well as short-, medium- and long-term milestones.

Ch.3



3. Social Impact at Art Square Lab

Social Impact of all the activities and projects implemented in 2024 was one of the most important goals for the team of Art Square Lab. We performed our best competences in the field of training in Design Thinking methodology and providing service design consulting. In order to measure our impact and broaden it, the following social impact indicators were set up for 2024:



Indicator 1: Number of clients who benefited from the company's services:

916   **17**
persons trained  **companies**

Indicator 2: Proportion of customers who used the company's services at a reduced rate by category:

5 of 17 clients = 29%

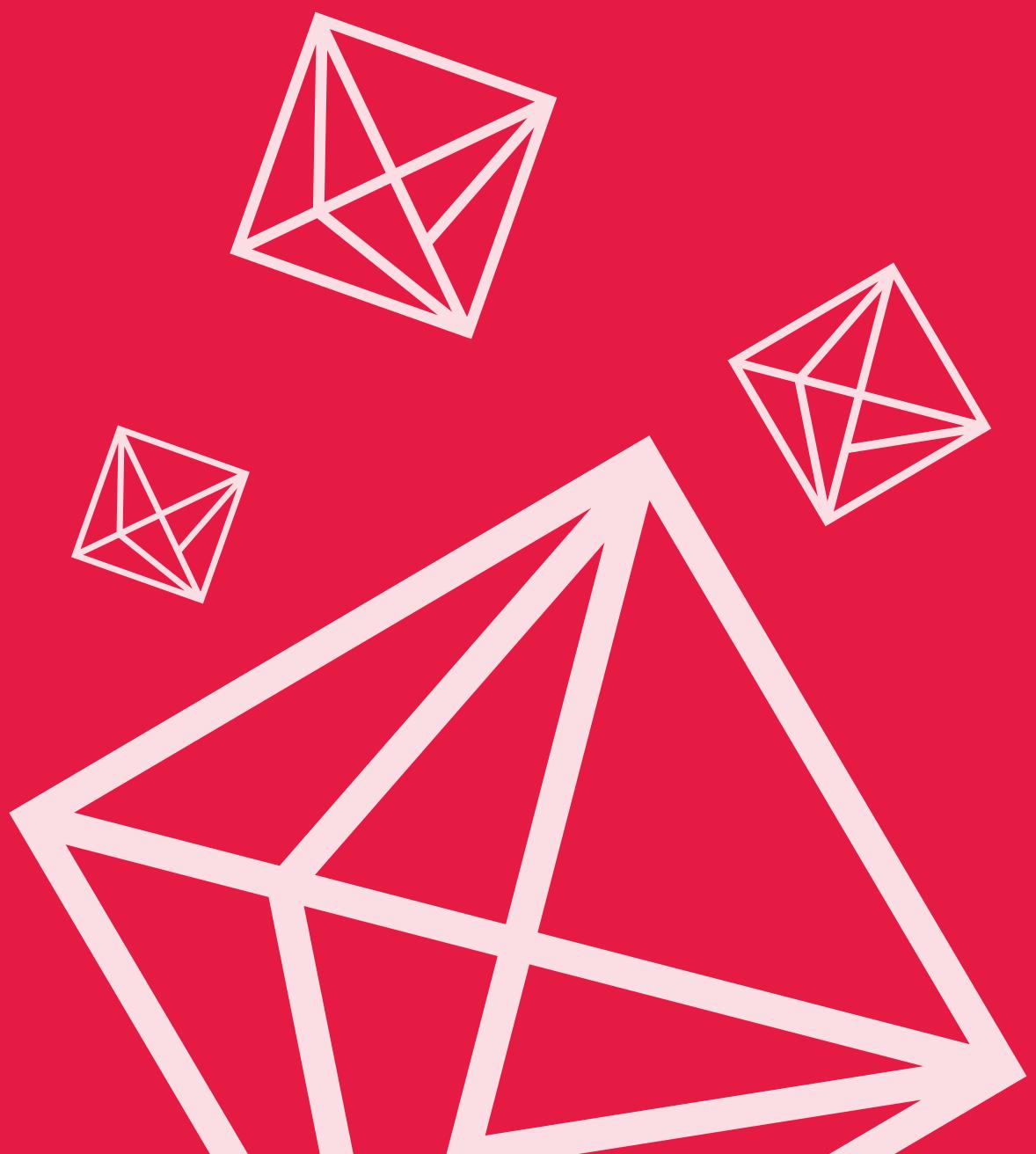
Indicator 3: Number of adapted trainings that have been offered by the company:

- 1 training for 200 students of ECG
- 1 training for 100 students of Jonk Entrepreneurs
- 150 participants of EOS
- 150 participants of SMS
- 9 participants of DLH

Indicator 4: Proportion of clients in situations of economic or social fragility who have benefited from adapted training:

569 persons out of 916= 62%

Ch.4



4. Our Commitment to Sustainable Development Goals

4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Let's walk the talk! At Art Square Lab, we continuously increase our efforts to achieve social impact and we use the 17 SDGs to determine what goals we are going for.

In 2024, we continue target in 3 out of the 17 goals:

SDG 4 - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Continuous contribution to improvement of educational tools and methods in formal and non-formal education in Luxembourg is an important aspect of our social impact. At Art Square Lab, we believe that we have adequate expertise and practical experience in the field of future skills (empathy, problem solving, creativity, thinking out of the box, co-design and co-creation) and it is our duty to share them with the education ecosystem. We pay attention to those who might stay on the outskirts of mainstream due to economic or social reasons and make sure that they have opportunities to get involved in local activities like Imaginarium and international training activities through EU projects. Thanks to our collaboration with actors in the social sector (UFEPE, ULESS, FE-DAS), we have managed to bring our know-how to larger groups of actors in the social sector.

SDG 8 - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Diversity, equity and inclusion are important factors in our work. In order to "walk the talk", we promote diversity in our team and are open to inclusive employment policies. Besides our employees, we support young people who seek internships- in 2024 we offered this opportunity to 3 young people!. It is important for us to offer "circularity of competences"- an opportunity to test skills, upskill or re-skill in the safe (but demanding) environment of Art Square Lab.

SDG 12 - Ensure sustainable consumption and production patterns

As in previous years, we paid special attention to our suppliers, with whom we collaborated on various events. We made every effort to collaborate with green suppliers and organisations active in the social sector, such as other SIS organisations like Yolande COOP and Atelier d'inclusion professionnelle. We encouraged our partners to consider various elements, such as waste reduction (e.g. offering local products and reducing plastic waste), fair trade and the environmental impact of the event. Supporting small local suppliers is also one of our goals. Although it is sometimes easier to choose a supplier that offers lower prices, we go the extra mile to collaborate with those who contribute to the betterment of society.





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