

Lumen Loyalty is B Corp certified

Amsterdam, August 29, 2024 - Lumen Loyalty, renowned for its children's loyalty campaigns at Albert Heijn, among other brands, has been officially certified as a B Corp. With this certification, Lumen joins over 9,000 companies worldwide, such as Patagonia and Tony's Chocolonely, who are committed to achieving maximum social and ecological impact. By doing so, Lumen creates loyalty campaigns for retailers that are impactful and have a stronger focus on sustainability.

Sustainable collaboration for a better future

The sustainable ideology behind B Corp matches the DNA of Lumen Loyalty. In the constantly changing food retail market in which Lumen operates, supermarkets have a major share in consumer behavioral change around sustainability. Therefore it was a logical step for Lumen to go through the B Corp assessment and complete this with an impressive score of 86.6 points. Hugo Munneke Smeets, CEO: 'I am extremely proud that Lumen is taking the lead in our industry by making our sustainability goals concrete with a B Corp certification. In this way, Lumen is committed to a continuous process of positive change by realizing impactful, educational loyalty campaigns with care for our planet and our employees. That's how we turn our clients into leaders and make a difference together.'

Make impact responsibly

Lumen Loyalty develops large-scale loyalty campaigns for supermarkets worldwide, merging the best of entertainment with education—'edutainment'. Their mission? Helping retailers making impact by converting major societal topics into themes that touch families with children. Think of campaigns about animals, where children learn how we can keep the earth livable for all its inhabitants or themes that include making healthy food choices and learning where food comes from.

Lumen's loyalty campaigns are not only educational and entertaining, but also sustainable and impactful. It is their goal to find the most environmentally friendly solution for each item they create. Sustainability and the use of recycled materials are priorities; for example, only FSC-certified wood and paper are used, all cuddly toys are made of rPET, and GRS certification standards are followed. Additionally, the products are mainly produced in Europe.

About B Corp

B Corp is a certification for 'for-profit' companies that are assessed on their social and environmental impact. These companies use their business 'as a force for good' and go through a strict assessment in which their impact on five pillars is centrally examined: governance, environment, employees, customers and community. Every three years, a new, stricter assessment takes place to maintain the B Corp certification. This challenges companies to continuously improve themselves. The B Corp community currently consists of more than 9,000 companies spread across 102 countries in 162 different fields of work.

About Lumen Loyalty

Lumen Loyalty is a leading specialist in creating sustainable and impactful loyalty campaigns for families with children. These tailor-made campaigns add lasting value for the world's largest food retailers such as Albert Heijn (Netherlands), Mega Image (Romania) and Auchan (Portugal). Lumen helps these retailers build long-lasting relationships with their customers. With years of experience in this industry, Lumen ensures that these retailers stay ahead of the curve by translating their brand promise into targeted, creative campaigns that inspire customers to make better choices. As a B Corp certified company, they are committed to creating sustainable, educational and hype-sensitive loyalty campaigns that promote positive customer behavior and social change.



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