

SUSTAINABILITY

The Buzz Behind CSR: Luxembourg Companies Go All-In On Bees

by **Salomé Jeko** 12 October 2025



(Beehive Landewyck © Stephanie Jabardo / Forbes Luxembourg)

Luxembourg firms are using beehives to boost CSR efforts. Beekeeper Hugo Zeller now manages 40 corporate apiaries nationwide.

I wait in Limpertsberg, near the Lycée Michel Lucius and the former Vauban school, in a green space nestled between buildings. In the distance, colourful hives catch the eye. A van bearing the Hunnegkëscht logo approaches, windows down, trailing the sweet scent of honey. Beekeeper Hugo Zeller steps out and immediately introduces the area.

“This is one of my bee nurseries. If a company contacts me, these are the colonies I install on their premises,” he says. A few years ago, Zeller changed jobs, turning his passion into a full-fledged business. His services are tailored to companies eager to act on social and environmental responsibility—placing their bet on a symbol of biodiversity: the bee.

Generous season

From rooftops to courtyards, schoolyards to hospital gardens, gourmet restaurants to the edges of airport runways—Zeller sets up his hives wherever businesses open their doors. For example, three hives sit in Landewyck Park, behind the Hufeisen building in Hollerich. *“It’s the ideal location thanks to the generous space and rich vegetation with plenty of trees and flowers, which support pollination,”* explains Léa Quirin, Marketing and Communication Manager for Landimmo. *“This initiative aligns directly with our CSR goals, based on key principles like sustainability, biodiversity preservation, and social engagement. By protecting bees—crucial pollinators and vital for local biodiversity—we help maintain ecosystem balance, which is fundamental to sustainable development.”*

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Losch Luxembourg, another client applies the same logic. With hives now buzzing at its two sites in Howald and Marnach. *“We saw it as a concrete and symbolic way to commit to the environment while involving our teams in a meaningful project that perfectly reflects our goal of integrating sustainability into our daily operations,”* says Luc Theisen. *“It raises awareness among employees, customers, and partners about environmental challenges, especially the decline of pollinators.”*

Honey that reflects the neighbourhood—and its air quality

Thanks to the honey analyses Zeller provides after each harvest, companies can find where their bees have been foraging—bees rarely travel more than 500 metres from their hive. *“It’s always a surprise! Here in Limpertsberg, it’s mostly linden trees; in Bonnevoie, it’s privet and brambles; and in Kirchberg, it’s honeydew,”* he explains. *“Honeydew is a sweet, sticky substance produced by insects like aphids and scale bugs from plant sap. Each neighborhood gives the honey a unique flavour and colour.”*

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At Landimmo, analyses showed a strong presence of bramble, privet, and linden, giving the honey a slightly minty taste. These analyses can even reveal pollution levels, giving companies insight into their environmental footprint. That's the case at Luxairport, where hives near the runways produce perfectly clean honey. *"Flowers are so short-lived that they don't have time to absorb plane emissions. It's actually quite positive,"* says Hugo.

A buzz for the environment... and team building

Each year, new companies approach Zeller, who works with the gentlest bees possible. *"People are often afraid of being stung, but it rarely happens. I work with a specific breed—Buckfast bees—selected for their calm temperament. They're like the Labradors of the bee world."* While Zeller and his team manage all the hives themselves, he also offers guided tours for company employees, complete with beekeeping suits.

"These visits were well received—for both their educational value and the unique experience. We've also installed information boards on-site to educate visitors and staff. More visits are planned, as they've sparked a lot of curiosity and interest," Losch Luxembourg reports.

"THE HIVES SERVE AS AN EDUCATIONAL TOOL AND A CATALYST FOR INTERNAL COHESION"

At Landimmo, the response was equally enthusiastic: *"We organised a tour for some team members during the summer honey harvest. They learned about the process and even tasted honey fresh from the hive. They enjoyed it so much they want to do it again—this time with the whole team, says Quirin. Moreover, this initiative raises awareness and engages our employees in environmental causes. The hives serve as an educational tool and a catalyst for internal cohesion, strengthening our culture of corporate responsibility."*

A local, organic and purpose-driven gift

After harvest and analysis, honey is spun, matured or creamed, jarred, labelled, and shared. This spring-summer, Zeller collected five tonnes of honey and is now looking for a bigger space for his overflowing honey production. While part of the honey produced by the Hunnegkëscht hives is collected by Sodexo, the majority is redistributed to clients. If it is not used internally, as is the case for some hotels or Michelin-starred restaurants with their own hives, the final product—100% local and organic—is often promoted internally or shared externally by the companies. *"We gave honey jars to our team and to external partners, and also organised a sale in December 2023, open to all tenants of the Landewyck Building. All the proceeds were donated to the Hellef fir d'Natur foundation,"* explains Quirin.



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