



# TEAM UP

# WITH US FOR ELA



**Wear your trainers!**  
and beat disease



at work



Count your steps with the 'Mets Tes Baskets' App

'Wear Your Trainers' is a solidarity operation taking into account the constraints inherent to your activity as an employer, while meeting your employees' expectations to become actors and contributors of your CSR initiatives.

## Turnkey

Choose:

Date  
Budget  
Scope

ELA provides:

Activities thanks to our sport, well-being and health partners  
Personalised apps and/or pedometers to count your steps  
Banners, bibs, T-shirts, bracelets



## Tailor-made

'WYT' can be adjusted according to:

- Your size (number of employees)
- Your sector of activity (services, industry, etc.)
- Your location (address, multi-site, local or international)
- Your CSR, HR and MarCom priorities

## Constraintfree

'Wear Your Trainers' does  
not disrupt a normal  
working day.

No pre-requisites:

- No training or preparation
- No arrangement
- No travel



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## Easy

1 step = 1 cent

Count your steps during the day  
and make your donation

Donations to ELA Luxembourg are fully tax deductible.

## Fun

Offer a fun,  
recreational &  
entertaining event  
to your teams!

Themed workshops and activities for your employees:

Sport, well-being and health

Treasure hunt, orienteering race

Combined ecological action (cigarette butts collection, waste)

> ELA's partners support you free of charge

## Federating

Involve your employees around a common  
project and a solidarity objective.  
Inter services, inter offices, inter-team.

'Wear Your Trainers'  
strengthens cohesion.



# Connect 'WYT' to your CSR

**'Wear Your Trainers' is a true milestone for your company's CSR policy !**

**Take an original approach to the themes of illness and disability:**

- Tie your teams, bring conviviality and well-being at work
- Raise awareness around your employees' health capital,
- Convey an image of a socially responsible company.

**Involve them as actors and contributors of your CSR initiatives.**



ELA is a parent's association of sick children, refusing fatality since 1992 and joining forces to defeat leukodystrophies (orphan genetic diseases).

In 2006, Jean-Paul Friedrich created ELA Luxembourg, recognised as being of "public utility" by Grand Ducal decree dated 29 July 2010.

Leukodystrophies are rare brain degenerative diseases, which affect brain myelin (sheath coating the nerves) and spinal cord, causing the progressive loss of all vital functions (locomotion, sight, hearing, speech, memory, etc.), often leading to the death of the patient.

Every week in Europe, 20 to 40 children are born with the disease.

*Nervous system is made  
by current flowing within  
a sheath.*



*For a patient suffering from  
leukodystrophy, it becomes  
harder for the current to flow.*

## ELA's missions :

- Supporting families on a daily basis
- Raising public awareness
- Boosting and funding medical research

# Join the club ! Companies walking with ELA



## Digicash



**Registration**  
[ela-asso.lu/inscription-mtbe](http://ela-asso.lu/inscription-mtbe)

## Contacts

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## Paypal



## Bank transfer

BGL-BNP Paribas  
LU03 0030 7539 5205 0000

- Your donations to ELA Luxembourg are fully tax-deductible -

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