



Law firm Wildgen fights global warming in a “Run, Hike & Walk for Trees” challenge open to all

Luxembourg, 25 mai 2021 - Wildgen, Luxembourg law firm, whose commitment to social causes is recognised and labelled, is organising a solidarity sports challenge to celebrate World Environment Day. This is a simple effort: to walk or run 50 kilometers over 50 days – from 5 June to 24 July - in order to raise money to plant 500m² of forest by Foundation Hëllef fir d'Natur of Natur&Ëmwelt, fighting against deforestation and global warming.

50 days – 50 kilometers –50 tonnes of CO₂ absorbed

The proceeds from signing up to the event, will go to help combat deforestation. The challenge kicks off on 5 June and finishes on 24 July. The sign-up fee is only 5 EUR, although bigger donations are encouraged. The money will go to finance the Hëllef fir d'Natur Luxembourg Foundation of Natur&Ëmwelt, planting of 500 m² of forest. Such a forest ecosystem would absorb about 50 tonnes of CO₂ from the atmosphere over 100 years.

Stéphanie Leclercq, Wildgen's CSR Coordinator, sums up the essence of the United Nations' World Environment Day, “It raises the key issues of environmental protection and the survival of our planet. The UN programme considers the fight against deforestation as a top priority. Wildgen wanted to act, and came up with a solidarity sports challenge for the Hëllef fir d'Natur Luxembourg Foundation of Natur&Ëmwelt, a foundation particularly active in reforestation.”

Wildgen has long been committed to ethical and green initiatives, winning the Socially Responsible Company label in 2019. One of Wildgen 4 Environment's first projects was to introduce beehives to the company's private garden, in addition to recycling waste, reducing single-use plastic and a minimal use of paper.

How to register?

In these special times, the challenge has been simplified by introducing an app. Registrations are done on Wildgen's website while the distances covered will be tracked via a mobile application. A token fee of EUR 5 per person is required, in favour of the foundation. Participants can register individually or as a team, from Luxembourg or elsewhere. In addition, entrants' rankings will be posted either individually or by teams.

Register now: <https://www.wildgen.lu/w4e-challenge>

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