Larnaca, February 1, 2022

**Important contribution protection of the environment by Lidl Cyprus**

**The Let’s do it! Cyprus campaign, which has now been completed, is part of REset Plastic, the international strategy of the Schwarz group for plastics, in which Lidl Cyprus also participates, and specifically in the fields of REmove and REcycle.**

Lidl Cyprus recorded its own substantial contribution to the protection of the environment by participating in the Pancyprian Cleaning Campaign "Let’s do it!", of which it was a major sponsor. The success of the campaign, organised by the Together Cyprus Volunteer Network and in collaboration with the Office of the Environment Commissioner, is reflected in the outcome of this great effort: A total of 186 tons of waste, equal to the weight of a train engine, was collected! Specifically, **145 tons of mixed waste and 41 tons of PMD materials** such as plastic bottles, plastic containers, bags, metal and paper packaging were collected. Of all this waste, more than 20% of the materials collected have already been recycled.

The personnel of Lidl Cyprus feel very proud, because they took part in a large mobilisation in which more than 700 groups, numbering 15 thousand volunteers, participated. Actively contributing to the campaign, representatives of Lidl Cyprus from its 18 stores, logistics centre and headquarters, along with partners and volunteers, mobilised themselves in selected locations in all cities of Cyprus and joined forces to protect the environment.

Through the campaign, Lidl Cyprus contributed to the awareness and mobilisation of the Cypriot society, while through its partnership with the Together Cyprus Volunteer Network, it implemented its policy to support any initiative that contributes to reducing the reckless use of plastic as well as promoting a circular economy.

"*We are part of the Cypriot society and such activities are part of our strategy for hands-on support of human-centred initiatives and serve our vision for a better tomorrow*," said Lidl Cyprus General Manager Spyros Kondylis.

\* Throughout the actions, the prescribed sanitary protection measures and Covid-19 protocol were strictly observed.

Watch the campaign [here](https://youtu.be/bl8FUqUZHis)

**Visit Lidl Cyprus:**

**corporate.lidl.com.cy**

**lidlfoodacademy.com.cy**

**facebook.com/lidlcy**

**instagram.com/lidl\_cyprus**

**twitter.com/Lidl\_Cyprus\_**

**linkedin.com/company/lidl-cyprus**