Larnaca, 11/09/2024

**Project Zero Cyprus initiative by Lidl Cyprus**

**In collaboration with the AKTI Project and Research Centre and with the support of the Municipality of Limassol, the company proceeded to clean up the Limassol district with the valuable contribution of #teamLidl.**

Remaining true to its corporate values, Lidl Cyprus continues to carry out initiatives and actions that have the protection of the environment as their main concern, as well as cultivating the public’s and its staff’s environmental conscience. Within this framework, on **Saturday, September 7**, and in collaboration with the **AKTI Project and Research Centre** and the support of the **Municipality of Limassol**, Lidl Cyprus carried out the action **"Project Zero Cyprus"** in the Limassol district and specifically in the area of ​​"Karnagio". **Members and volunteers of Lidl Cyprus removed 170kg of waste** (110kg of mixed garbage and 60kg of PMD), which has been burdening the wider environment of the area, within a timeframe of just half an hour, following the **international standards of the Ocean Conservancy**.

At the start of the cleaning his own greeting to all the volunteers was addressed by **Mr. Yiannis Armeftis, Mayor of Limassol**, stating " *We would like to thank Lidl, AKTI and all of you who are here today. The Limassol Municipality supports all these actions that aim to raise public awareness, but also to clean up this beach and the wider public space of our city in general*."

Following, **Mr. Vasilis Lagogiannis, General Manager of Lidl Cyprus**, addressed his own greeting to all participants and mentioned *" Lidl Cyprus’ commitment for a greener and more sustainable tomorrow doesn't end here. We continue to develop initiatives and great collaborations such as one which has been on-going for the last 4 years in order to strengthen our actions towards the community, and as always, with respect and love for the environment and society as a whole.*

*"****Think globally, act locally"*** *– This is our motto. We are here to show that respect for the environment and its protection is not just an option, but an imperative act to ensure the viability of our planet and the quality of life of future generations."*,

**Dr. Xenia Loizidou, President of the Board of Directors of Research and Studies Centre AKTI** shared her own thanks with the audience *"We thank Lidl for supporting AKTI, because without their support the AKTI Ocean Literacy programme could not be carried out. We also thank the Limassol Municipality for always standing by and supporting such actions."*

The action "Project Zero Cyprus" is part of Lidl Cyprus’ sustainability programme, and is part of the **REset Plastic Cleanup Collective initiative of the Schwarz Group**, which owns the company. At the same time, it is also part of Lidl's new sustainability initiative **“Lidl YOU – empowered by #teamlidl”**, designed specifically for the company's employees. With the slogan "Think globally, act locally", all European countries in which the Group is active contribute to the joint REset Plastic strategy of Schwarz Group companies, thus joining forces for a clean environment.

For Lidl Cyprus, **the cultivation of environmental awareness**, as well as its **active care and protection of environment**, remain timeless priorities and core values. Walking on the road to a better tomorrow, the company **operates with consistency, taking initiatives and supporting in practice collaborations aimed at protecting the environment**, climate, biodiversity and proper resource management.

**About Lidl Cyprus**

Lidl, as a member of the Neckarsulm-based Schwarz Group, is among the leading food retail businesses in Germany and Europe. Today it operates more than 12,000 stores and more than 200 logistics centres in 31 countries.

Lidl has been active in Cyprus since 2010. Today it employs more than 700 employees, while its network has 21 stores and 1 state-of-the-art logistics centre.

**About the AKTI Project and Research Centre**

The AKTI Project and Research Centre is a non-governmental, non-profit organisation, founded in 2000, based in Nicosia. It is active in environmental and sustainability issues, in applied research as well as actions. It develops an array of activities in Cyprus and abroad. The Centre operates in more than 60 countries.

**Regarding the collaboration between Lidl Cyprus and AKTI Project and Research Centre**

From 2021, Lidl Cyprus actively supports the work of the AKTI Project and Research Centre by implementing educational, informational and awareness raising actions regarding the coastal and marine environment of Cyprus. Specifically, up until August 2024, specialised education was provided to 33479 children, in 211 schools all over Cyprus. It is noteworthy 61 seabed and shore cleanups carried out within this framework, 3,232 student volunteers and teachers contributed in collecting a total of approximately 12.7 tons of garbage.

**#ProjectZERO**

**#REsetPlastic**

**#REsetCleanupCollective**

**#Together4aCleanerEnvironment**

**Visit Lidl Cyprus online:**

**team.lidl.com.cy**

[**corporate.lidl.com.cy**](https://corporate.lidl.com.cy/el/)

[**lidlfoodacademy.com.cy**](https://www.lidlfoodacademy.com.cy/)

[**facebook.com/lidlcy**](https://www.facebook.com/lidlcy)

[**instagram.com/lidl\_cyprus**](https://www.instagram.com/lidl_cyprus/)

**youtube.com/lidlcyprus**

[**twitter.com/Lidl\_Cyprus\_**](https://twitter.com/Lidl_Cyprus_)

[**linkedin.com/company/lidl-cyprus**](https://www.linkedin.com/company/lidl-cyprus)