Larnaca, 21/10/2024

**Lidl Cyprus, in collaboration with JA Cyprus, are holding the "mind RESET" programme for the 4th consecutive year**

**On the 16th and 17th of September, the first phase of the successful environmental educational programme was successfully completed, and focuses on the training of teachers of the participating schools. In addition to the perennial auspices of the Ministry of Education, Sports and Youth, this year the programme is also being carried out under the auspices of Ministry of Agriculture, Rural Development and Environment.**

With the aim of introducing new generations to environmental issues, as well as raising awareness and motivating them to adopt practices that focus on its protection, **Lidl Cyprus** is once again carrying out the **"mind REset"** programme this year, in collaboration **with Junior Achievement Cyprus** and the **Ministry of Education, Sports and Youth**. Within this framework, on Wednesday, October 16 in Nicosia and Thursday, October 17 in Limassol, the first part of the programme in question was completed, in which **183 Primary and Secondary Education teachers** expressed their interest**.** Educators had the opportunity to immerse themselves in interactive workshops and familiarize themselves with the modules, structure and processes of the programme, thus enhancing their skills to convey messages of sustainability to their students.

At the start of the teachers' training, **Antigoni Komodiki, Managing Director of Junior Achievement Cyprus**, pointed out the importance of the existence and implementation of the programme, stating that *"The mind REset programme was born out of the need to support and empower elementary and high school students in two areas.**The two areas include the transition to a circular economy and the development of business skills, always in the context of sustainability and respect for the environment. As I refer to the skills, I would like to emphasize the strengthening of initiative, risk-taking, responsibility, project management, cooperation, teamwork and other vital skills that contribute towards the smooth transition of students to adulthood as well as active citizenship.”*

**Fotini Christopoulou, Inspector of Primary Education, Ministry of Education, Sports and Youth,** addressed the public with her own greeting on behalf of the Ministry of Education, Sports and Youth, *"Promoting entrepreneurship and creativity both in school communities and in children's everyday life is a key pillar for the development of innovation and the economy of the future. By participating in creative activities that promote the above skills, children have the opportunity to become part of the change themselves and develop innovative ideas based on a “greener” culture. The mind REset programme has been successful in recent years in bringing children into the field of environmental entrepreneurship." "This year again, let the mind REset programme be an inspiration for the young generation to promote through their innovative ideas a more environmentally conscious tomorrow"*, she added.

Regarding the contribution of the "mind REset" programme to environmental education in the modern era, **Filippos Filippou, Environment Officer,** spoke on behalf of **the Minister Dr. Maria Panagiotou, from the Ministry of Agriculture, Rural Development and Environment,** pointing out that *"Today, it’s with great pleasure and honour that we are here to celebrate a unique initiative that combines education, innovation and environmental responsibility. The "Mind REset" programme, now under the auspices of the Ministry of Agriculture, Rural Development and Environment, is a unique path to education and active participation in the protection of our planet. "Mind REset" is not just a programme. It’s an effort that encourages our students to think differently, create and innovate in order to develop sustainable solutions that benefit the environment. Through this approach, our young people are taking an active role in our changing and increasingly green economy."*

The official start of the mind REset programme and the first day of teacher training was pinpointed by **Vassilis Lagogiannis, General Manager of Lidl Cyprus,** who highlighted the importance of the role but also the importance of the contribution of teachers to the "mind REset"programme,*"It’s my great pleasure to be here today, among you, the educators called to inspire and guide new generations in one of the most important and topical areas of our time: sustainable entrepreneurship. So I welcome you today, to the first stage of the educational environmental programme "mind REset", organised by Junior Achievement Cyprus and supported by Lidl Cyprus, and this year, under the auspices of two ministries, Education, Sports and Youth and Agriculture. Right now, our students stand on the threshold of a journey that can shape their future, as well as the future of our society. The educational environmental programme "mind REset", in which they will participate, is not just a competition of ideas. It’s the starting point for something bigger: to think about the world with another point of view, with sensitivity, creativity and responsibility. Every thought they make, every proposal they formulate, has the power to influence lives, protect the environment, and pave the way for a better and more sustainable tomorrow."*

The "mind REset" programme is being organised with **great success for the 4th consecutive year** and with the support of Lidl Cyprus, in collaboration with Junior Achievement Cyprus, while this year, in addition to the **perennial auspices of the Ministry of Education, Sports and Youth,** it is also being carried out under the **auspices of Ministry of Agriculture, Rural Development and Environment**. It’s worth noting that for the Academic Year 2024-2025, the programme has received the largest participation so far, from both teachers and schools from allover Cyprus.Specifically, **72 schools,** of which 43 Primary Schools and 29 High Schools, and **183 teachers,** of which 104 Primary and 79 Secondary teachers and **over 3300 students,** expressed their interest.

**About the mind REset programme**

The educational environmental programme "mind REset" is **an initiative** **by Lidl Cyprus in collaboration with Junior Achievement Cyprus,** which aims to inform and familiarise young people with issues related to the environment, innovation and green entrepreneurship. It’s a fun and interactive educational programme, which **takes place from 2021** and offers a series of 5 educational modules, to students from the **5th and 6th year of Primary School, and 1st and 2nd year of High School.** The programme is part of the wider framework of the international strategy **"REset Plastic"** of the Schwarz group to which Lidl belongs, and its 5 fields of action, **"REduce, REdesign, REcycle, REmove, REsearch".**

It’s worth noting that, since the start of the "mind REset" programme, more than **9000 students from more than 200 schools throughout Cyprus** have participated in the programme.

With this initiative, which has become an institution, Lidl Cyprus aims to practically support the environment as well as the sustainability of the planet, with a sense of responsibility and a vision for a better tomorrow for everyone.

**Visit Lidl Cyprus online:**

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

**team.lidl.com.cy**

[**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)