Larnaca, 23/05/2025

**Project Zero: Lidl Cyprus continues to join forces with AKTI for even cleaner beaches and coastlines**

**With the participation of members and volunteers of Lidl Cyprus and the collaboration with AKTI Project and Research Centre, the Project Zero action highlights the value of the collective effort for clean coasts.**

**Lidl Cyprus**, steadfast in its commitment to sustainable development and an active environmental footprint, carried out the major coastal clean-up action within the framework of **Project Zero** for yet another year, in collaboration with the **AKTI Studies and Research Centre**. Dozens of **#teamLidl** volunteers gathered to give their own message against plastic pollution, collecting waste from the beach of the **Limassol Fisherman's Shelter** with respect, energy and a desire for change.

This year's action is part of the broader corporate volunteering programme for #teamLidl, which is part of the company's sustainability strategy, and also belongs to the **Lidl YOU – which is empowered by #teamLidl initiative**. With tools such as information, participation and scientific documentation, Lidl Cyprus is moving forward with the aim of reducing its environmental footprint and activating citizens towards a global, but extremely local issue: plastic in our seas.

Once again, the results spoke for themselves. With the participation of dozens of volunteers, a total of **171.5kg of waste were removed** – of which 75% was PMD and the rest mixed waste – in accordance with the international waste recording standards of the **Ocean Conservancy**. The removal of the waste directly enhanced the quality of the coastal ecosystem and highlighted the value of the act, when combined with a collective effort.

Since 2021, Lidl Cyprus’s partnership with AKTI through Project Zero has educated **approximately 38,000 students** in more than 200 schools across Cyprus on environmental protection and microplastics. At the same time, through organised cleanups on beaches and seabeds, with the participation of volunteers, **more than 13 tons of garbage** have been collected, substantially contributing to the restoration of the natural environment.

This year’s action highlighted Lidl Cyprus for yet another year, not just as a responsible retail company, but as an **active participant in the chain of change** that the planet needs. With an eye on tomorrow and driven by action, Lidl Cyprus continues to invest in knowledge, awareness and participation, proving that every small step matters when taken collectively – for the coasts, communities and future generations.

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