

# SOCIOECONOMIC IMPACT ASSESSMENT

Cyprus  
2024





## Socioeconomic Impact Assessment



“

At Lidl Cyprus, we believe that business success gains real value only when accompanied by a substantial contribution. In 2024, with more than 600 employees, collaborations with over 400 Cypriot suppliers, and exports to 27 countries, we continued to strengthen the economy of Cyprus, support society, and protect the environment.

We don't wait for the future — we build it. With vision, foresight and action, we invest today in what will make Cyprus stronger tomorrow: in our people, in sustainable practices, and in the innovation of our local partners. Our commitment is not just words. It is daily actions. Because tomorrow is worth creating today.

”



**Martin Brandenburger**  
CEO and Managing Director  
of Lidl Cyprus



## Socioeconomic Impact Assessment

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## Corporate Profile

**Lidl** is a part of the Schwarz Group with headquarters in Neckarsulm, Germany and is **one of the leading food retailers in Germany and Europe**.



### Schwarz Group



**595,000**  
employees



**€175.4 billion**  
total sales

### Lidl



**€132.1 billion**  
total sales



**230**  
goods distribution and  
logistics centers



**31**  
countries



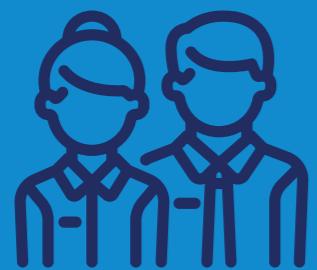
**382,400**  
employees



**More than**  
**12,600**  
stores



## Lidl Cyprus



**672**  
employees



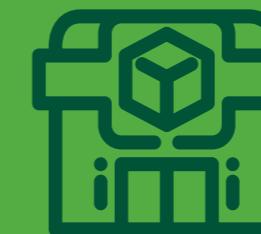
A total amount of  
**13,340**  
different products  
through our stores



Cooperation with  
**479**  
Cypriot Suppliers



**21**  
stores in Cyprus



**1**  
goods distribution and  
logistics center in Cyprus

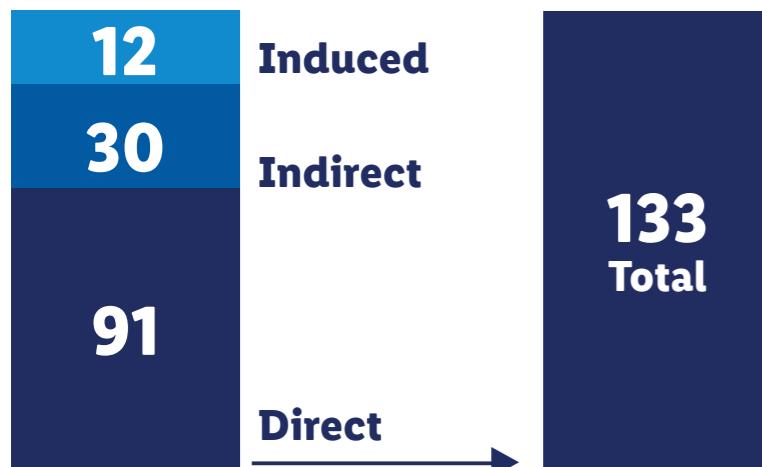


## Socioeconomic impact



### 2.1 Driving Economic Value in Cyprus

#### Contribution to GDP Gross value added (€ M)



Our total contribution to GDP in 2024 amounts to €133 million, corresponding to 0.43% of the country's GDP.

For every €1 of direct contribution to GDP, an additional €0.46 of added value is generated across the economy.



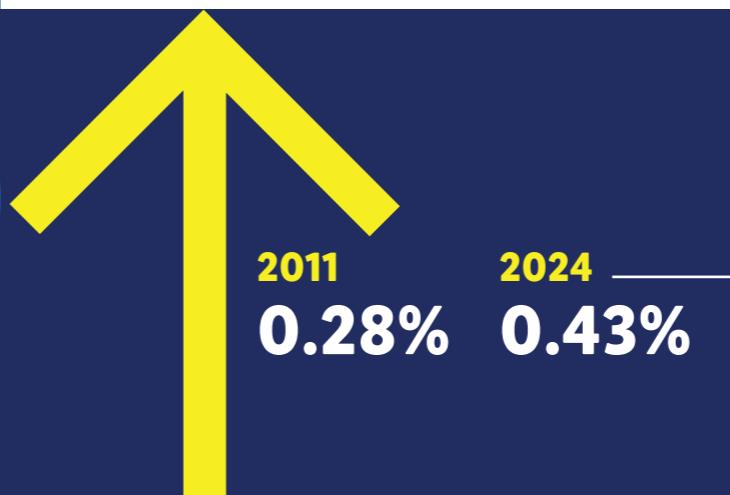
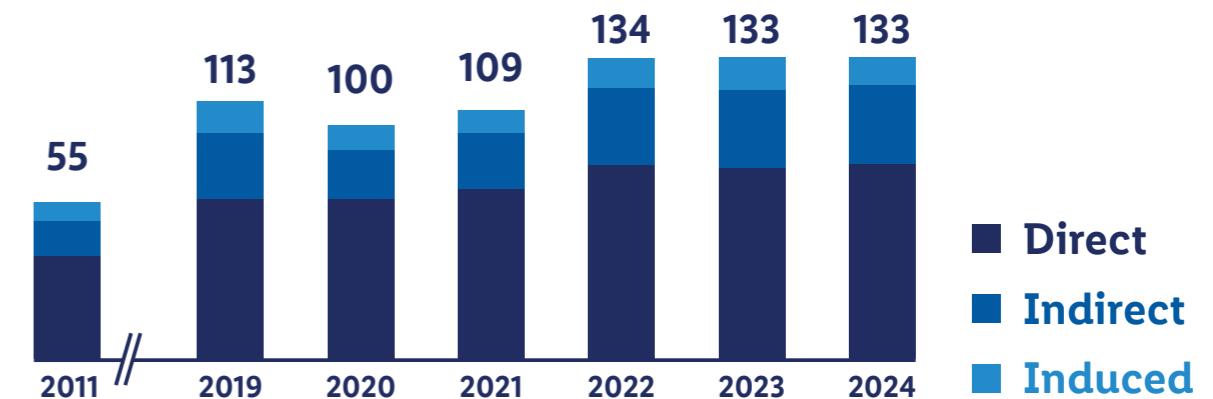
14  
years

### Lidl Cyprus

The comparative evolution of our contribution to GDP, employment and state revenue, demonstrates the continuous expansion of Lidl Cyprus' economic and social impact in Cyprus, over time.



#### Contribution to GDP<sup>(1,2)</sup> Gross value added (€ M)



Contribution as a share of annual GDP increased from 0.28% in 2011 to 0.43% in 2024.

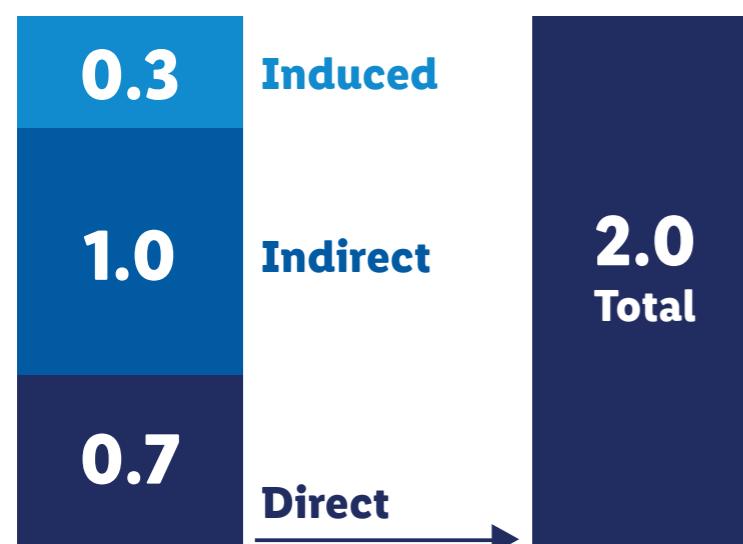


## 2.2 Creation and Support of Employment in Cyprus



**Sustained and Dynamic Growth**

### Number of employees (headcount-thousand jobs)

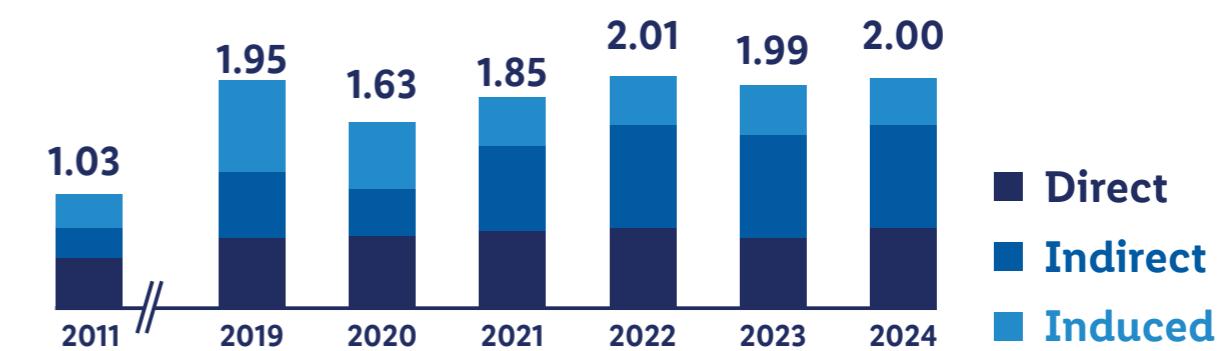


### Employment Contribution

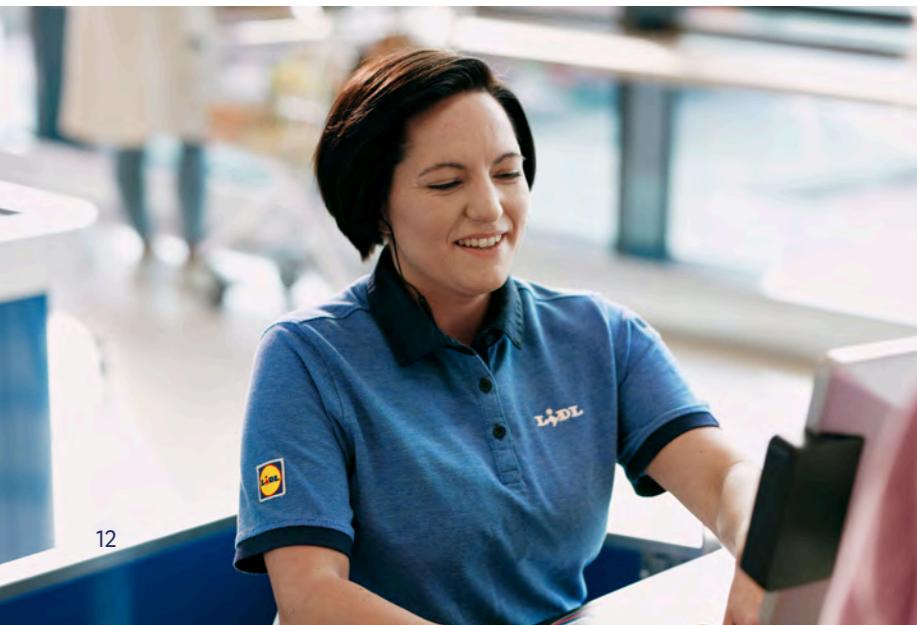
Our total employment contribution in 2024 amounts to **2 thousand jobs**, corresponding to **0.40% of total employment** in Cyprus.

For every direct job at Lidl Cyprus, **2 additional jobs** are supported **in the economy of Cyprus**.

### Employment Contribution<sup>(1,2)</sup> Number of employees (thousand jobs)



■ Direct  
■ Indirect  
■ Induced



The **income** generated from the total supported jobs sustains **5 thousand people**.

Our share of total national employment increased from **0.27%** in **2011** to **0.40%** in **2024**.

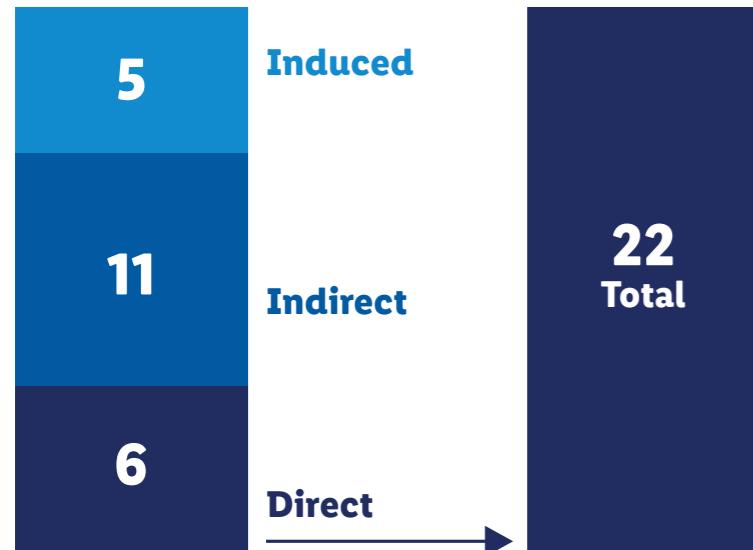
**2011**      **2024**  
**0.27%**      **0.40%**





## 2.3 Contribution to State Revenue in Cyprus

### State Revenue (€ M)



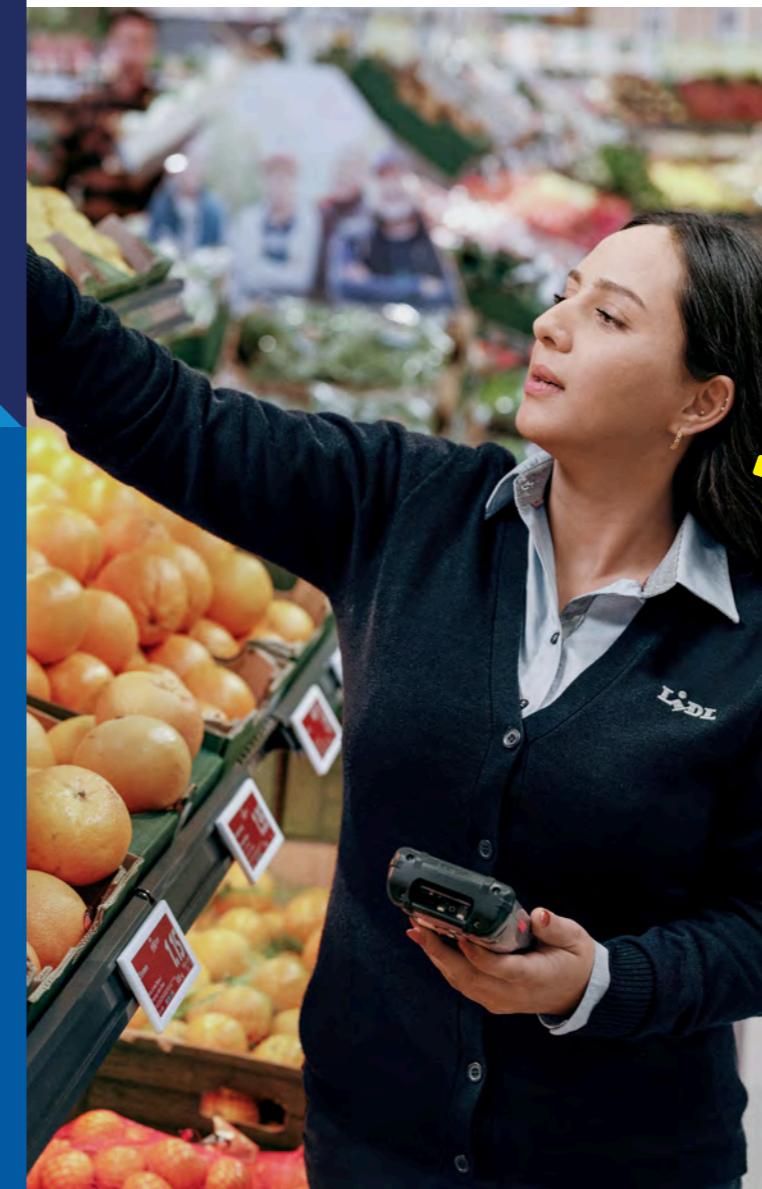
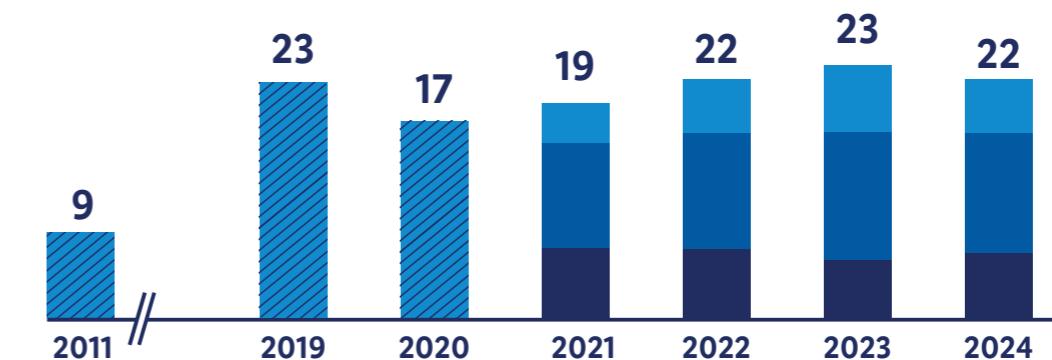
### Taxes and Social Security Contribution

**€22 million in total taxes and social security contribution, representing 0.17% of total government tax revenues.**

**For every €1 of direct contribution to public revenue, an additional €2.69 is generated across the economy of Cyprus.**

### Contribution to State Revenue (€ M)<sup>(1,2)</sup>

■ Direct ■ Indirect ■ Induced



Contribution to total public revenues increased from **0.14% in 2011** to **0.17% in 2024**

#### Notes:

(1) The above figures are based on previously published Lidl Cyprus socio-economic impact studies for the respective years.

(2) Depending on the study year, results may refer to either the total socio-economic footprint or the analytical breakdown of direct, indirect, and induced effects.



# Exports and quality

## Support for Cypriot Suppliers



### Export figures

Lidl Cyprus contributes dynamically to the growth of employment and various sectors of the Cyprus economy by promoting and supporting products from Cypriot suppliers. This **promotion extends not only nationally but also internationally** through Lidl's extensive network of stores in other countries.



### Key Facts for Cypriot Suppliers:

More than **100 Cypriot suppliers** collaborate with us, **17** of whom have been **with us since the beginning of our journey**.

**Our fresh chicken, pork and beef products** are **100% sourced from Cypriot suppliers**, ensuring the quality and authenticity of our food.

### Product Category

#### Fruits & Vegetables

**>57%**

Over 57% of our fruits and vegetables sales turnover comes from Cypriot suppliers.



**>130**

Our customers can choose from more than 130 fruit and vegetable products every day in our stores.

#### Dairy Products

**13**

We collaborate with 13 Cypriot suppliers for dairy and cheese products.

**>260**

Our stores offer more than 260 dairy and cheese items.





#### Data for 2024:



Total number of fixed range products:  
**3,277**



**€28.8 M**  
Total exports to



**27**  
countries



including  
**€26 M**  
in haloumi exports.

#### Quality Assurance:

**Lidl Cyprus is continuously investing in quality assurance, with a total expenditure of over half a million euros for 2024.**

**This investment ensures that every product on our shelves meets the highest standards of quality and safety. At Lidl Cyprus, we remain committed to supporting our Cypriot suppliers, fostering the sustainability and growth of the local economy.**



# Corporate Responsibility and Sustainability Strategy

We move **responsibly** towards a **better tomorrow**

**Our Corporate Responsibility Strategy is fully integrated into our broader business strategy, grounded in the values of sustainability and responsibility.** At Lidl Cyprus, we identify our role across the value chain and are committed to actions aligned with ESG criteria, contributing to the UN Sustainable Development Goals, as ambassadors of modern concepts and best practices towards the improvement of the sustainable prospects of our country. At Lidl, we set new standards for sustainable development and social responsibility, based on the principles of cooperation and continuous improvement.

**2024 has certainly been a year of evolution across several key lines, with significant challenges, but also new commitments.** We have strengthened our strategic partnerships for the environment and society. We invested in social solidarity, educational equality, and innovation.

**Together** we are constantly evolving, knowing that a better tomorrow comes with consistency, determination and cooperation. And on this road, every action counts!



## Our CSR strategy



“

Our commitment to sustainability is not a sum of individual actions and isolated projects but a multi-faceted, multi-dimensional, transversal strategy that encompasses everything, informing every decision, choice and operation. And our goal is simple and clear: to consistently generate measurable, long-term value for the society, for the environment, for people, for all of us!

”



**Vasiliki Adamidou,**  
Director Corporate  
Affairs & Sustainability  
at Lidl Cyprus

In 2024 we allocated **€589.7 thousand** in total investments in sponsorships, donations and social and environmental spending, of which:

Investments in social and environmental actions:

**€564.6 thousand**

Product offer value:

**€25.1 thousand**

“

For all of us at Lidl Cyprus, sustainability and responsibility are the non-negotiable values that encompass our business operations. On the path towards a better tomorrow, we evolve together with Cypriot society and the tangible, measurable results of our strategy inspire us to continue, strengthening our role as ambassadors of modern concepts and best practices that improve the sustainable prospects of the country.

”

# Climate Strategy

## Net Zero emissions by 2050

Our goal is to reduce greenhouse gas emissions to net zero while at the same time driving unavoidable emissions to neutrality. In this way, we reduce our operational emissions in all countries and strictly adhere to the **Science Based Target Initiative (SBTi) methods**.



“

We are setting new standards in climate protection and investing in strong partnerships to reduce emissions across our entire value chain.

”



## Our targets and commitments in numbers:



**70%**

**reduction in operational  
emissions (scope 1 & 2) by  
2030 in all Lidl countries  
compared to 2019.**



**100%**

**green electricity:**  
Lidl uses exclusively green  
electricity in its stores, logistics  
centers and administration  
buildings from 2022.\*

\*This excludes any purchase agreements that Lidl Cyprus can't influence, such as those for individual leased properties with a binding electricity supply clause.

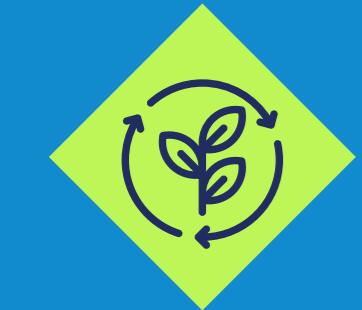


**2034**

**we have committed to reducing our  
emissions in scope 3 (agriculture and  
forestry) as well as emissions from land use  
change by 42.4%. Over the same period, we  
aim to reduce emissions in the energy and  
industry sector by 35%.**



**We also work closely with  
partners and suppliers. Lidl  
requires suppliers - who are  
responsible for 75% of our  
product-related emissions, to set  
their own climate targets by 2026,  
based on the methodology of the  
Science Based Targets initiative,  
supporting them with appropriate  
measures such as training.**



# Sustainability



“  
Creating a more sustainable future, today.  
”

Sustainability is the core value embedded across all areas of our daily business, the guiding principle of our operation. It is the decisions and choices we make every day. And we will continue to make them together, because it is worth it!

## An idea to change the world!

### “mindREset” for the 4th consecutive year in collaboration with JA Cyprus

With the aim of raising awareness among the younger generations in adopting practices that focus on environmental protection, we have carried out for another year, in collaboration with **Junior Achievement Cyprus**, the innovative educational program «mind REset», which in addition to the long-standing auspices of the Ministry of Education, Sports and Youth, is now also under the auspices of the Ministry of Agriculture, Rural Development and Environment of Cyprus.



### The program

An interactive, educational environmental program, which gives the opportunity to primary and secondary school students to participate in an experiential educational experience, in which they are encouraged to think of creative ideas for environmental protection and develop them into “green” businesses.



For the academic year 2024-2025, the program has received the largest participation with 72 schools, 183 teachers and over 3,300 students.

Since the launch of “mind REset”, more than 9,000 students from more than 200 schools have participated.

## Project Zero Cyprus

Our environmental strategy is reflected in innovative initiatives and strategic partnerships that aim to cultivate environmental awareness, protect the environment, climate, biodiversity and the proper management of resources. In this context, we have been **actively supporting the work of the “AKTI” Research and Study Center since 2021**, implementing educational and awareness-raising initiatives for the coastal and marine environment of Cyprus and contributing substantially to the restoration of the natural environment.



Specialized education for **38,000 children** from **211 schools**.



More than **13 tons of waste** from **61 organized underwater and coastal cleanups**, with the contribution of **3,232 volunteer** students and teachers.



**171.5 kg of waste in 2024** with the participation of dozens of volunteers.

“

**Every action matters.**

”



“

Lidl Cyprus continues to invest in knowledge, awareness and participation, proving that every small step matters when taken collectively – for the ecosystems, communities and future generations.

”

## Commitment to Renewable Energy Sources

At Lidl Cyprus we continue to prioritize green energy and innovation by using **100% renewable electricity in all our facilities**. With an ongoing investment in renewable energy sources, we are constantly expanding the **installation of photovoltaic systems and of electric vehicle charging stations** both at our facilities and at our stores and warehouses. These actions intensify our efforts to reduce our carbon footprint.



**Electric Vehicle Charging Stations:**  
4 Stores + 1 Warehouse (Larnaka)



**Photovoltaic Systems:**  
7 Stores + 1 Warehouse (Larnaka)



# Corporate Responsibility



## Lidl Cyprus is a long-standing supporter of the Cyprus Anti-Cancer Society

Remaining committed to our timeless corporate values of responsibility and social contribution, we continue to steadfastly enhance the valuable work of the **Cyprus Anti-Cancer Society**, supporting initiatives that promote social solidarity, care, respect for the dignity and life quality of people with cancer experience.

**From 2013 to date**, Lidl Cyprus has offered **more than €1,110,000** to the Cyprus Anti-Cancer Society, through actions, partnerships, charitable events and donations.

Always operating with responsibility, we invest in an **integrated, multidimensional Corporate Social Responsibility Program**, with strategic partnerships and initiatives that set new standards for corporate responsibility, focusing on targeted actions with a substantial, lasting impact and the generation of meaningful value for all!

- €108,307.80 in the context of the Christmas campaign to support the Food Program of the “Arodaphnousa” Palliative Care Center and the creation of a relaxation area for the Center’s visitors.
- Full coverage of the expenses of a charity concert exclusively to support the services of the Cyprus Anti-Cancer Association, enhancing palliative care and support for patients and their families.
- For the 12th consecutive year, support for the Center’s Room Adoption program, with the full coverage of two rooms of the “Arodaphnousa” Palliative Care Center.
- Numerous product donations, as well as various actions to support and strengthen the Association.

“  
**Together, we aim to create a better tomorrow for all, promoting the values of solidarity and social contribution.**  
”



## «We Generate Love »

With a deep sense of our responsibility towards society and drawing inspiration from our corporate values, focusing on generating real, lasting and positive impact for the local communities, we strengthen our **support to the Cyprus Red Cross**, for the eleventh consecutive year.

This year’s contribution of **€50,000**, as a result of the “We Generate Love” initiative during the Easter period, underlines our long-term commitment to supporting the **upgrading of the Crisis Management Service of the Cyprus Red Cross**, a Service with a catalytic role in creating a solidarity-based society. This donation is part of a wide series of initiatives by Lidl Cyprus aimed at contributing to the community and supporting humanitarian efforts throughout the territory.

“

**Together we build a responsible today.**

”



## Investing in the future

For all of us at Lidl Cyprus, the commitment to a better future focuses on the new generations. In this context, we have been investing over time in actions that promote social solidarity as a shield of protection and support for vulnerable social groups. Our collaboration with the organization **“Hope for Children” CRC Policy Center**, began with the aim of implementing actions for the defense and protection of children’s rights, based on the standards and principles of the United Nations Convention on the Rights of the Child and European Law.



As part of our collaboration that began in 2024 with the aim of educating students and the wider community on issues of child rights protection, 30 educational actions have been implemented, in which 2,300 students participated and 11 information and awareness-raising events were held, for children, teachers and parents.

### Our collaboration with “Hope for Children”

- Non-formal education programs in schools**, focusing on the following: experiential workshops “Beat Bullying” - Peer Education and the Team Up program.
- Support line 1466** that provides psychological, social and legal support, counseling and guidance on issues related to child protection. It operates 24 hours a day, 365 days a year, free of charge.

### The impact:

- 2,300 students aged 4-18, in educational actions
- 100,000 citizens (adults and children)
- 11 open events in 4 regions
- 181 calls to the 1466 line



### Value in Society

In addition to the above initiatives, at Lidl Cyprus we continue to support numerous social institutions over time, in their valuable work of strengthening vulnerable social groups and our fellow human beings who need help.

For all of us at Lidl Cyprus, social contribution, solidarity and care for our fellow human beings are a top, non-negotiable priority and in this context, we support a wide range of organizations and social institutions with donations, sponsorships and products.

“  
Together for a  
better tomorrow.  
”





# Our People

At Lidl Cyprus, our commitment to providing a safe, friendly, non-discriminatory, inclusive and motivating working environment is non-negotiable. Our goal is for every employee to feel valued and comfortable being themselves. Through comprehensive seminars and elearnings, such as those on Diversity, Inclusion and Workplace Harassment, we cultivate a climate of equality. In addition, we have implemented a robust Anti-Violence and Harassment Policy, which focuses on both prevention and the effective management of incidents, ensuring full support for our people.

## Commitment to equality

To further strengthen our commitment, we introduced the statement **#teamLidl, together in equality**, a holistic declaration that underscores the Management's dedication to an environment of equality and inclusion.



[Seminars and e-learnings](#)



[Hybrid working model](#)



[Policy Against Violence and Harassment](#)



[Support for new working mothers](#)



["team Lidl, Together in Equality" Statement](#)



["Equality Employer" certification](#)



[Equal Treatment Policy at Work](#)



[EAP Program](#)



[Annual Family Day for all employees](#)



[Colourful Contributor at Cyprus Pride 2024](#)

This commitment extends beyond our employees to the broader community. In this context, we organize activities that promote family, teamwork and mutual support, diversity and multiculturalism, as for example our event in the Lidl Food Academy kitchen and our Family Events!

At **Lidl Cyprus**, we believe that equality is essential not only in the workplace, but also in the daily lives of our people. For this reason, we have implemented a **permanent hybrid working model** that aligns with the needs of our employees, enhancing their flexibility and work-life balance and helping them grow both professionally and personally.

Our dedication to creating an equal working environment was validated with the **"Equality Employer"** certification. We are proud to be the only company in the retail industry of Cyprus that has been recognised for actively promoting practices and initiatives that foster gender equality.



At Lidl Cyprus, we strive to create a workplace that inspires our people to feel safe, dream and grow.

“

”

## Support for young working mothers

To further support women and their families, we have established the first **Breastfeeding Room** at our headquarters in Larnaca. This initiative is designed to facilitate the return of new working mothers, providing them with the right environment to balance their professional and family responsibilities.

## Top Employer 2024



For the 7th consecutive year in Cyprus and Europe, Lidl Cyprus was named a **Top Employer**, according to the internationally recognized independent organization "Top Employers Institute", a top recognition of our strategy of placing our people at the center of every effort.



#teamLidl

## “At Lidl Cyprus people make the difference.”

Based on the principles of sustainability and social contribution, we have implemented the **Corporate Volunteering Program**, which gives all our employees the opportunity to support our commitment to responsibility, by taking part in a wide range of environmental protection and social contribution actions, while being rewarded with one day off per year.

Lidl  
Cyprus



Socioeconomic  
Impact  
Assessment

# Socioeconomic Impact Assessment

Throughout the form, amounts have been rounded to the nearest whole number and percentages have been calculated on the non-rounded amounts.

The total impact in terms of GVA, employment and tax revenue, refers to the sum of the respective direct, indirect and induced effects.

The results for 1999 have been derived from an earlier study of the company, using EORA as a database, while for 2024 Eurostat data have been used.



[lidl.com.cy](http://lidl.com.cy)

Lidl Cyprus, Pigassou 2, CY 7100, Larnaka  
Aradippou Industrial Area