Larnaca, 02/11/2023

**New internal initiative for sustainability by Lidl**

**With the slogan “Lidl YOU - empowered by #teamlidl”, this week, the company is launching a transnational sustainability initiative.**

The long-term programme entitled **"Lidl YOU"** aims to give approximately 376,000 employees in 31 countries an overview of Lidl’s international commitment towards sustainability and motivate them to participate in the programme either individually or as a group. The aim is to further consolidate the concept **of sustainability in corporate culture** and in the daily work of its employees.

Lidl follows an international sustainability strategy entitled '**a better tomorrow**', which expresses the retail company’s responsibility towards making food available for people and the environment. From now on, the sustainability initiative "**Lidl YOU - empowered by #teamlidl"** which is designed especially for Lidl employees, aims to strengthen this commitment.

"Our employees and executives play a key role in the successful implementation of our ambitious sustainability strategy,” said Martin Brandenburger, Chairman of the Board of Lidl Cyprus. “At Lidl, **we consistently adopt a pioneering role in the food industry** through our unwavering commitment to sustainable practices. For us, responsibility means to take action for the good of the planet and the good of people – and to do our best. Because for us, it is important that we face challenges together as a #teamlidl.".

The aim of the “Lidl YOU” initiative is to make sustainability visible, tangible and applicable for all Lidl employees. The context of the initiative is provided by Lidl's international sustainability strategy, which focuses on six pillars, with specific objectives: **protecting climate, respecting biodiversity, conserving resources, acting fairly**, **promoting health** and **engaging in dialogue**. The programme includes communication measures, continuous education and training, the development of innovative tools for learning and sharing experiences, as well as incentive programmes that enable employees to share ideas and put their knowledge into practice.

**About Lidl**

As a member of the Neckarsulm-based Schwarz Group, Lidl is among the leading food retail businesses in Germany as well as Europe. Lidl operates more than 12,200 stores and more than 220 supply centres, in 31 countries. As a discount supermarket chain, Lidl makes sure that its customers enjoy the best price-quality ratio. Daily activities in stores, logistics centres and support services are characterised by simplicity and pay emphasis to procedures. The company Lidl Stiftung, which is based in Neckarsulm, as a system provider, is responsible for the conception and design of uniform processes.

Lidl currently employs more than 376,000 people. Enthusiasm in everyday life; high performance and fair treatment for all are elements that characterise working at Lidl, on a global level.

In its daily activities, Lidl takes a responsible attitude towards people, society and the environment. For Lidl, sustainability is a commitment to quality that must be respected every single day.

The Schwarz Group, which operates globally in the retail industry trade, recorded a turnover of 154.1 billion euros for the financial year of 2022.

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