Larnaca, 12/02/2024

**The educational environmental mind REset programme was materialised with great success for the 3rd consecutive year**

**The programme is a Lidl Cyprus initiative that is carried out in collaboration with the Non-Profit Organisation Junior Achievement Cyprus, and with the support of the Ministry of Education, Sports and Youth of Cyprus.**

With great reviews and innovative ideas, the environmental educational programme Mind Reset was materialized for the third year in a row, and is now being defined as a great institution that marks an important milestone in cultivating environmental awareness among young people. This year’s programme was materialised during the academic year 2023-2024, with an inspiring award ceremony held on Friday, February 9, 2024, at the POED event hall.

For yet another year, the mind REset programme enabled primary and secondary school students to actively investigate the impacts of plastic use and provide solutions to reduce environmental footprint on our planet. Their timetable offered an educational platform to invent innovative and sustainable solutions through the creation of a virtual business whose main goal is reducing plastic waste. In this year's edition, there was an enthusiastic participation from across the educational spectrum, including:

* **27 Schools** (14 primary schools and 13 secondary schools)
* **85 teams** (42 primary school teams and 43 secondary school teams)
* **345 students** (167 primary school students and 178 secondary school students)

The mind REset training programme consists of 5 interesting courses, which are based on the 5 focus pillars of Schwarz group’s REset international strategy ‘[Reset Plastic](https://corporate.lidl.com.cy/en/responsibility/reset-plastic)’, in which Lidl Cyprus also actively participates This is a programme designed to familiarise students with environmental entrepreneurship and cultivating skills that are vital for environmental management.

The awards ceremony, which was the highlight of the programme, emphasised the creativity and ingenuity of the 10 young participant finalists. Their business ideas, which were evaluated for their quality of presentation, design of exhibits and booths, and stage presence, were inspired by the Schwarz group’s REset international strategy as is aligned with the global vision of reducing the use of plastics and promoting closed cycles of raw materials. The teams that stood out and emerged as **"Mind REsetters of the year 2023-2024" were the PLANt Be group from the Stavrou Elementary School and the Eggsclusive team from Egkomis-Kyriakos Neocleous Secondary School, which won an educational business experience to Vienna**.

Reflecting on the vision "Less plastic - Closed cycles of raw materials", Lidl Cyprus continues to fight for environmental sustainability vigorously and actively. Through initiatives such as the mind Reset programme, Lidl Cyprus affirms its commitment to fostering a sense of responsibility in the younger generation, thus guiding young people towards more ecological choices for a better tomorrow.

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