Larnaca, 21/01/2025

**Lidl Cyprus supports the new generation of green entrepreneurs**

**The company, in collaboration with the Junior Achievement Cyprus Organisation, held the Trade Fair for the presentation of the "green" ideas of the candidate teams of the MindREset educational environmental programme for the 3rd consecutive year.**

The 3rd Trade Fair of the **MindREset** educational environmental programme, which took place on the weekend of January 18 and 19, 2025, at the **Metropolis Mall in Larnaca**, was successfully materialised. The educational environmental programme, which has now become an institution, is organised by the Junior Achievement Cyprus Organisation, with the long-term support of the Ministry of Education, Sports and Youth and is under the auspices of the Ministry of Agriculture, Rural Development and Environment.

Lidl Cyprus, as an institutional sponsor and strategic partner of the programme, supports the great initiative for the 4th consecutive year, and aims to empower future generations with knowledge and skills of environmental entrepreneurship.

More than **100 student groups** from 37 schools (19 Primary and 18 Secondary) from all over Cyprus participated in the event. The young entrepreneurs, aged 10 to 14, presented innovative environmentally friendly products and services, winning the hearts of both the public and the specialised jury.

Their products and services, inspired by the five areas of action of the company’s strategy, [**REset Plastic**](https://corporate.lidl.com.cy/el/responsibility/reset-plastic), included sustainable solutions for environmental protection, recycling and sustainability.

The event was the culmination of an interactive educational process that has been warmly embraced by the student community. Through the MindREset programme, students had the opportunity to combine creativity with ecological awareness, developing skills that contribute to building a sustainable future.

The specialised jury selected the **10 best student teams,** which will participate in the final competition for the title of **“MindREsetters of the Year”**, which will be held on February 19, 2025. This process offers the opportunity to students to present their “green” products and services in front of the jury, thus allowing them to gain experience and recognition.

Lidl Cyprus, as a socially responsible company, consistently invests in initiatives that promote sustainability, education and social contribution. With its institutional support for the **MindREset** programme, the company actively contributes to the cultivation of a new generation that will lead the way towards protecting our planet.

The strengthening of such efforts confirms Lidl Cyprus’ commitment to creating a better tomorrow for both society and the environment, by investing in the new generations who hold the keys to future sustainable development.

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