Larnaca, 05/06/2025

**Lidl Cyprus takes responsibility for the environment**

**On the occasion of World Environment Day, Lidl Cyprus reaffirms its commitment to environmental protection by presenting its initiatives aimed at a sustainable and better future for all.**

Recognizing that protecting the environment is a responsibility we all share, **Lidl Cyprus** takes an active role by implementing actions that enhance environmental awareness and contribute meaningfully to addressing the climate crisis. With the central message **“The bigger you are, the greater your responsibility,”** the company continues to invest in initiatives that have a real impact on society and the environment.

The campaign focuses on the concept of responsibility, as expressed through the actions and choices of **Lidl Cyprus**. In the film, the company’s volunteers actively participate in key environmental protection activities, reinforcing the message of collective effort. The narration is accompanied by images of nature and moments of carefree childhood, while excerpts from **Nikos Kazantzakis’ “Ascesis”**, a nearly 100-year-old text, lend a timeless and reflective character.

**Lidl Cyprus** is implementing the **Project Zero** program with **AKTI** and the **Municipality of Limassol**, removing 170 kilograms of waste from the “Karnagio” area in just 30 minutes. Since 2021, it has provided environmental education to 37,000 students and collected 13 tons of waste through 62 cleanups with 4,269 volunteers.

At the same time, the company is applying its **Climate Strategy 2.0** to achieve Net-Zero by 2050, reducing direct and indirect emissions across its value chain. Additionally, it supports the mind **REset program** for students aged 10–14, promoting environmental awareness and creativity. By February 2025, 12,744 students from 177 schools had participated, with the support of the relevant ministries.

The film is being shown across all traditional and digital media channels. The campaign was created in collaboration with The Newtons Laboratory, produced by Boo Productions, and directed by Dimitris Nakos.

**Lidl Cyprus** continues to invest in actions with meaningful impact, proving that environmental responsibility is not just a choice, but a steadfast commitment that defines the present and shapes the future.

Enjoy the film [here.](https://www.youtube.com/watch?v=PMn4t4JYBMk)

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