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**Lidl partnership focuses on sustainability**

Lidl, one of the world's largest retailers, and WWF, one of the world's largest independent conservation organizations, announced the start of a new international and strategic partnership active in 31 countries. This partnership builds on Lidl's commitment to achieve a more sustainable future

"At Lidl we are giving our customers affordable access to healthy fresh foods, including fresh fruits and vegetables, and other vegetarian, vegan and organic options," said Joel Rampoldt, CEO of Lidl US. "We're excited to be part of this larger partnership with WWF and we are confident that together, we'll find innovative ways to deliver on our goal of creating a better tomorrow."

This new partnership between Lidl and WWF expands the scope of previous work to identify opportunities to accelerate sustainability at an international level. The partnership will focus on the following key areas:

- Conservation and promotion of biodiversity
- Responsible management of water resources
- Climate protection through science-based climate targets
- Building and expanding traceable, deforestation-free and conversion-free supply chains
- Responsible sourcing of critical raw materials such as palm oil, soy, cocoa, tea, coffee, wood and paper products
- Responsible sourcing of farmed and wild-caught seafood, including safeguarding of critical fishing grounds and stocks
- Engaging in advocacy for more conscientious, sustainable diets and consumption
- Reduction of food waste

In addition to Lidl's engagement along its own operations and value chain, the company will support various WWF conservation projects to help protect the environment in regions it sources from.

"The way we produce and consume food and energy is one of the leading drivers of nature loss and climate change," said Kirsten Schuijt, director general of WWF International. "In order to halt and reverse what is the biggest crisis facing humanity today, we need bold and urgent actions towards changing our food and energy systems, and the food and retail sector has a big role to play in driving this change. As one of the largest retailers, Lidl has enormous international leverage to drive sustainable change in the food and retail industry. WWF is proud to accompany Lidl on this journey."

*Photo: Thomas Vellacott of WWF, Christoph Pohl of Lidl and Kirsten Schuijt of WWF.*