Better Futures Target Methodology

Lidl Great Britain | September 2026

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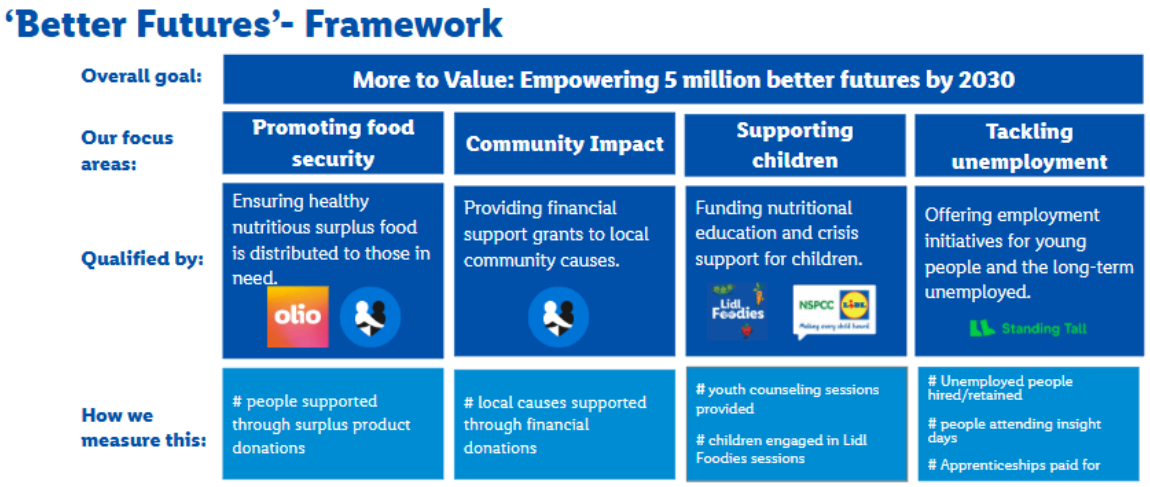
Better Futures target overview

At Lidl GB we support thousands of people across Britain annually through redistributed surplus food, financial support for community causes, youth nutrition education, support for vulnerable children and employment initiatives.

To better focus this support and unify our social impact effort we decided to set ourselves a bold, future focused, impact target. This led to the creation of 'Better Futures,' a commitment to empower 5 million better futures by 2030.

This encompasses our efforts across four key pillars:

1) **Promoting food security**- Ensure healthy nutritious surplus food is distributed to those in need.
2) **Community impact**- Provide financial support to local community causes
3) **Supporting children** - Fund nutritional education and crisis support for children
4) **Tackling unemployment**- Offer paid employment initiatives for young people and the long-term unemployed.



Promoting food security

Description of pillar:	Utilise our partnership with Neighbourly and Olio to bridge the gap between surplus food and those who need it most.
How we measure this:	# people supported through surplus product donations
Data source:	The food surplus total annual figure is collated by combining data from the Neighbourly Impact dashboard, customer donations and RDC donations. The weight of the surplus and products donated is then converted into meals equivalent. This figure is calculated based on the WRAP guidance that a meal is 420g. In order to measure people supported to an extent that is quantifiable as a 'better future' this total figure of meals donated is divided by 52. This means one 'better future' is the equivalent of giving a person a meal a week for a year.

Community Impact

Description of pillar:	Provide financial support grants to local community causes
How we measure this:	# people supported through financial donations to local causes
Data source:	This figure is calculated from data extracted by Neighbourly from the good causes supported by Lidl GB's Community Fund. Good causes are asked to respond based on number of people supported by the grant.

	As this data is extracted from survey data and there may not be a 100% response rate. This figure therefore gets extrapolated to cover the total number of good causes who receive grants.

Supporting children

Lidl Foodies

Description of pillar:	Engage young people in healthy eating through education
How we measure this:	# children engaged in Lidl Foodies sessions
Data source:	Data provided by our agency partner 'We Are Futures' who assist in running this program. They provide annual impact reports including reach figures.

NSPCC

Description of pillar:	Provide funding through our national charity partnership with the NSPCC towards funding Childline and counselling sessions for young people.
How we measure this:	# youth counseling sessions provided
Data source:	NSPCC data provided- obtained from internal Childline Counselling Year-End Summary report.

Tackling unemployment

Description of pillar:	Offer employment initiatives for young people and the long-term unemployed
How we measure this:	# unemployed people hired # homeless people supported into work # young people successfully placed and fixed term 6 month contract completed

	# people attending insight days # people starting an apprenticeship with Lidl # individuals supported into a full time, accredited degree apprenticeship program
Data source:	Lidl GB HR department measures this data.

Baseline data and target

Our baseline year for this measurement will be FY25. The target is then to empower 5 million better futures by the end of FY29 (in 2030). If we achieve this ahead of time an additional stretch target will be created to improve on this.

Assurance

The baseline year FY25 data contributing to this target is currently undergoing limited assurance by Forvis Mazars.