

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.

'Better Futures'- Framework

Overall goal:	More to Value: Empowering 5 million better futures by 2030			
Our focus areas:	Promoting food security	Community Impact	Supporting children	Tackling unemployment
Qualified by:	Ensuring healthy nutritious surplus food is distributed to those in need.  	Providing financial support grants to local community causes. 	Funding nutritional education and crisis support for children.  	Offering employment initiatives for young people and the long-term unemployed. 
How we measure this:	# people supported through surplus product donations	# local causes supported through financial donations	# youth counseling sessions provided # children engaged in Lidl Foodies sessions	# Unemployed people hired/retained # people attending insight days # Apprenticeships paid for

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:	Neighbourly Impact dashboard 'People helped' is based on a figure provided by charity partners as to the number of people they help weekly. If the charity has not supplied this, Neighbourly uses an estimate based on general network survey data (currently 380 people weekly).

Community Impact

Description of pillar:	Provide financial support grants to local community causes
How we measure this:	# local causes supported through financial donations
Data source:	Neighbourly Impact dashboard (annual data)

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.