

Athens, 16 September 2022

Geocycle Hellas, a member of HERACLES Group, in an environmental clean-up activity in Alimos

The company is actively contributing to the protection of the aquatic ecosystem, together with the organisation “All For Blue”, cleaning up the Alipedo A’ beach in Alimos

Driven by its commitment to sustainable development and the transition to a zero-waste future, **Geocycle Hellas, a member of HERACLES Group**, is undertaking the beach and seabed clean-up action “Sea No Plastic” in Alipedo A’ beach in the region of Alimos, on the occasion of the **World Clean-up Day**.

More specifically, Geocycle Hellas is joining forces with “All For Blue”, an environmental organisation that has been active for over ten years in clean-up initiatives and provides environmental education programs to children and young people. Along with Geocycle volunteers as well as other employees of HERACLES Group in Attica, they are removing more than 160 kilos of waste from the seabed and the public beach of Alimos.

With its unwavering commitment to promoting the principles of recycling and circularity, Geocycle Hellas is donating to the Municipality of Alimos two bins made of plastic collected during beach and seabed clean-up actions of “All For Blue”.

At the same time, an interactive seminar for the people of Geocycle Hellas and HERACLES Group is held by the experienced “All For Blue” team aiming at raising awareness regarding the protection of the marine environment and the elimination of plastics’ use.

Mrs Lena Belsi, Head of Geocycle Hellas, a member of HERACLES Group, stated “Our vision at Geocycle Hellas is to make the transition to a zero-waste planet come true, adopting green practices and providing sustainable solutions to responsible waste management and recovery. With the voluntary clean-up of the Alipedo A’ beach in Alimos, we are taking another small step towards our goal, fostering the ecological consciousness of our people and promoting good environmental behaviour, which are essential to build a better future for everyone”.