

Press Release

“Leaf it Clean”: Geocycle Hellas, a member of HERACLES Group, in a dual cleaning and tree-planting action in Marathon

Under the motto “Leaf it Clean”, **Geocycle Hellas, a member of the HERACLES Group**, implemented a cleaning and tree planting action on the coastal front of Nea Makri, in cooperation with the Municipality of Marathon, making good on its commitment to promote sustainable practices for a cleaner environment and provide multiple positive benefits to the community.

This year's “Leaf it Clean” action is a multifarious initiative that started with Geocycle’s donation of 200 seedlings to the Municipality of Marathon, in order to further enhance the biodiversity of the area. On Friday, November 15, the “Breksiza” beach, Nea Makri, was cleaned up and trees were planted along the coastal front by the team of **Geocycle** and **HERACLES Group**, with the support of the humanitarian organization We4ALL and **HELMEPA** (Hellenic Marine Environment Protection Association), contributing significantly to the green development of the area.

Regarding this year action **Ms. Lena Belsi, Head of Geocycle Hellas, member of HERACLES Group**, stated: “At Geocycle Hellas we recognize that the future is built today. We are very proud that this year's action was warmly embraced by both our people and the Municipality of Marathon, because through such synergies we can build the sustainable future we envisage for future generations, while reinforcing the message of volunteering and environmental awareness.”

The **Mayor of Marathon, Mr. Stergios Tsirkas**, stated: “We warmly thank Geocycle Hellas, a member of HERACLES Group, for the invaluable donation of 200 plants to our Municipality, as well as for the initiative of cleaning and planting trees on the Breksiza coast. This cooperation is practical proof of the power of our shared values and goals to protect the environment and create a cleaner, sustainable future.”

About Geocycle

Geocycle is the leading waste management provider. It utilises the advanced ‘co-treatment’ technology and the cement industry infrastructure for the sustainable solution of contemporary waste management challenges. This practice allows material recycling and energy recovery from waste that would otherwise be landfilled. Geocycle manages over 10 million tonnes of waste per year, thus contributing to the promotion of circular economy and the transition to a waste-free planet.

HERACLES Group of Companies

Heracles Group of Companies, member of Holcim, is Greece's largest cement producer and has been serving the market for more than 100 years. With a network of 36 production and commercial sites across Greece, the Group is leading the transformation of the building materials industry into a less carbon-intensive one that applies the principles of circular economy in terms of resource use. Heracles Group offers innovative products and sustainable solutions to the Greek and international markets that meet the diverse needs of customers and the requirements of modern sustainable construction.

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