



The LEGO Group Sustainability Headlines 2019

Imagine a  
more  
sustainable  
world



A letter from the CEO

# Encouraging progress made in 2019

At the LEGO Group, children are our role models, due to their hands-on, minds-on approach to learning. This belief is drawn from the LEGO Idea Paper which forms the foundation for all LEGO brand entities. In 2019 this statement has never been more true as we continued our efforts to promote sustainability, inclusivity, and learning through play for children across the globe.

I'm proud to say that in 2019 we set a new benchmark for engaging children, as we reached more than 1.8 million children in our employees' local communities. This includes 180,000 children in 26 countries who participated in 500+ events, designed to help children learn through play, as well as 240,000 children reached through partner donations and 1,420,000 LEGO sets through our Build to Give program.

This record was made possible by the passion and commitment of our colleagues, with more than 3,100 volunteering: in the UK classrooms tasking kids to build robots and electronic cars, in our global "WeDo Challenges" where children learn STEAM skills, and our annual Play Day, where as a company, we spend the day building and playing together.

In the US, we encouraged consumers to "pass on play" through the LEGO Replay program and the response was overwhelming and they shipped more than 50,000 lbs (22,000 kg) of LEGO® bricks. We released the LEGO® Ideas Treehouse, and with 185 botanical elements it's the set with the most sustainably sourced elements to date. And we took another step to make our packaging more sustainable as we began to phase out plastic bags in LEGO retail stores.

In 2003, the LEGO Group became the first toy company to join the United Nations Global Compact and we remain committed to upholding its 10 principles. As a company whose mission is to 'inspire and develop the builders of tomorrow', I promise, along with my colleagues, to continue our commitment for a cleaner, safer, and more sustainable planet as we reach a new year, and a new decade.



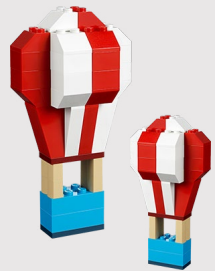
A handwritten signature in black ink, reading "Niels B. Christiansen". The signature is written in a cursive, flowing style.

**Niels B. Christiansen**  
CEO of the LEGO Group

## HEADLINES

# Children

Everything we do is driven by our desire to put children first. We champion the power of learning through play to inspire children to become the builders of tomorrow



More than

# 2,000

children participated in the first Play Day for Children in need of play

Captain Safety inspired more than

# 660,000

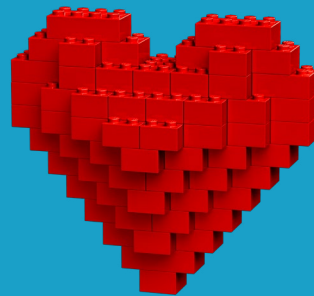
LEGO® Life users to sign the digital Safety Pledge



More than

# 1.8

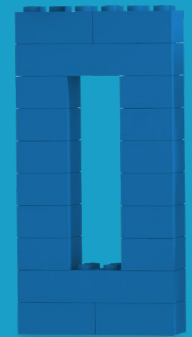
million children reached through local community engagement activities



More than

# 3,100

LEGO® employees volunteered to help kids learn through play



# Zero

product recalls for the tenth consecutive year

Together with the

## LEGO Foundation

we partner with UNICEF to advocate for the rights and wellbeing of children



Launched the first **Braille bricks** and audio building instructions together with the LEGO Foundation, supporting children with impaired vision to play

Donated

# 1 million DKK

to support children in India affected by flooding, as part of the new Emergency Relief Response Policy, supported by the LEGO Foundation



## HEADLINES

# Environment

We want to make a positive impact on the planet, creating a better world for our children to inherit



Launched LEGO® Replay  
and received more than

**50,000lbs**

(22,000 kg) of LEGO bricks



Launched LEGO® Ideas  
Treehouse: with

**185**

botanical elements it's the  
set with the most sustainably  
sourced elements to date



Began to

**Phase out**

plastic bags and phase in paper  
bags in LEGO® retail stores



Recycled

**93%**

of all waste, including

**100%**

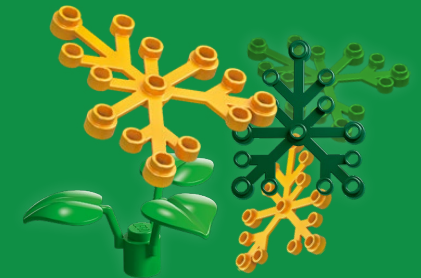
of plastic waste from our  
molding machines



Continue to be

**100%**

balanced by renewable energy,  
through investments in solar  
energy, and offsite wind energy by  
our parent company KIRKBI A/S



**2%**

of LEGO elements (80 of the  
3,600 currently available)  
are made from sustainable  
sources

## HEADLINES

# People

We care deeply about the people who make LEGO® play experiences possible, and work to ensure our workplace and supply chain are safe and inclusive



**43% women**

appointed and promoted to manager level and above, and

**63% women**

appointed and promoted to VP and SVP levels



Made progress on

**Workplace safety**

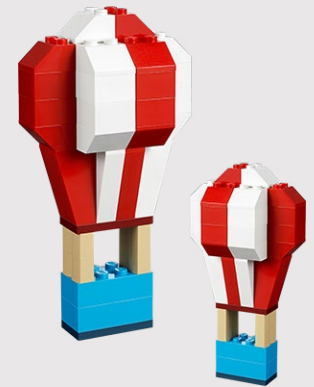
with 0.9 injuries per million working hours



Held a

**Summer camp**

program at our factory in China, supporting 500 children of migrant workers



**90%**

of LEGO® employees participated in Play Day



Employee motivation and satisfaction

**Exceeded expectations**

ahead of our external benchmark



**69%**

of suppliers audited had zero non-conformities with our Responsible Business Principles that required immediate correction, and we worked with suppliers to resolve non-conformities