Imagine a more sustainable world.
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 STEM 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.

Encouraging progress made in 2019

A letter from the CEO

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 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

Captain Safety inspired more than 660,000 LEGO® Life users to sign the digital Safety Pledge

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

More than 2,000 children participated in the first Play Day for Children in need of play
Environment

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

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.

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.

2% of LEGO elements (80 of the 3,600 currently available) are made from sustainable sources.
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.

- Held a **Summer camp** program at our factory in China, supporting 500 children of migrant workers.
- **90%** of LEGO® employees participated in Play Day.
- **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.
- **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.