

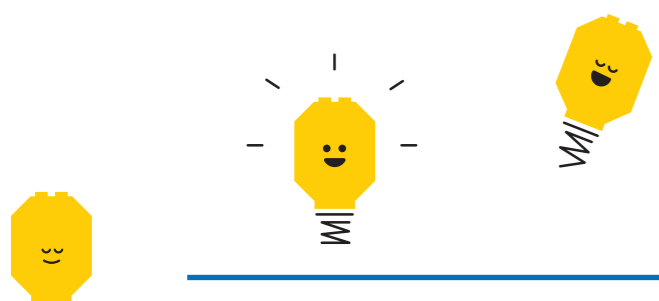
How sustainability is embedded in the LEGO Group's history

Carpentry and community 1916



Hard work, play, and community are at the heart of the LEGO Group story, engrained in Ole Kirk Kristiansen from his childhood.

As a carpentry and joinery apprentice, Ole Kirk buys a workshop in Billund in 1916, in which he begins to develop the finest quality products while serving the local community.



"Only the best is good enough" 1937

In the mid-1930s Ole Kirk's son, Godtfred tries to save money in the workshop by giving boxes of toy ducks just two coats of varnish instead of the usual three. Ole Kirk isn't happy and tells his son to give the ducks the extra coat.



Soon after, the LEGO Group's motto "Only the best is good enough" is hung on the factory wall, as a reminder of the company's dedication to quality craftsmanship and materials that will last.

Loved and valued forever 1954



The unlimited potential of the LEGO® brick starts to present itself in 1954 with the LEGO System in Play – offering simplicity, durability and endless possibilities to build, unbuild and rebuild.

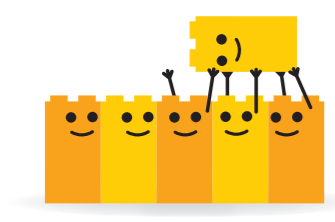
The LEGO System in Play is a fundamental element of sustainability. It means that all the bricks from different sets fit together and bricks bought years ago will fit perfectly with bricks bought in the future.

Core values at heart 1963



'Safety and quality', 'unlimited play possibilities', 'inspiring for all ages', 'endless hours of play' and 'creative development' are all key characteristics that Godtfred Kirk Christiansen adds to the existing set of LEGO® System in Play characteristics, defining the fundamental characteristics for all LEGO products.

These values help the company to stay true to its principles as it expands and inspires new generations of children through play.



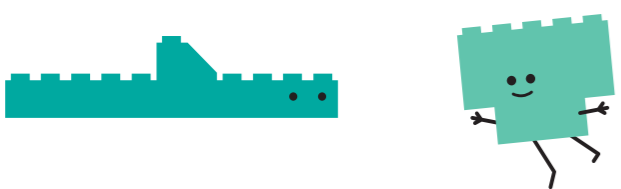
The LEGO Foundation makes play a priority 1989

The LEGO Foundation is established in 1989 to make Learning through Play a priority for children across the world.

In 1999, 25% of the LEGO Group is transferred to the LEGO Foundation, with the remaining 75% owned by the Kristiansen family.

Today the LEGO Foundation works with partners all over the world, helping to make play inclusive and accessible to all.

The LEGO Foundation

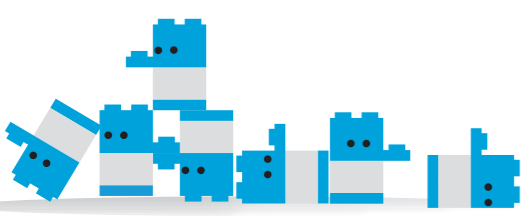


First toy company to join UN Global Compact 2003



The LEGO Group becomes the first ever toy company to join the United Nations Global Compact.

As the world's largest corporate sustainability initiative, the Global Compact calls on companies to align themselves with universal principles on human rights, labour, the environment, and anti-corruption.

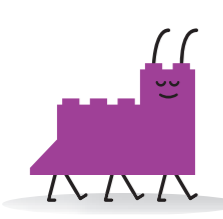


Plants from plants 2018

In 2018, the LEGO Group unveils new LEGO® elements made from bio-polyethylene: a soft, flexible and durable plastic made from sugarcane. The move is part of the LEGO Group's commitment to use more sustainable materials in core products and packaging.



There are currently almost 200 elements made from bio-PE, such as LEGO botanical elements and Minifigure accessories. At least one of these bio-PE elements can be found in more than half of our boxes.

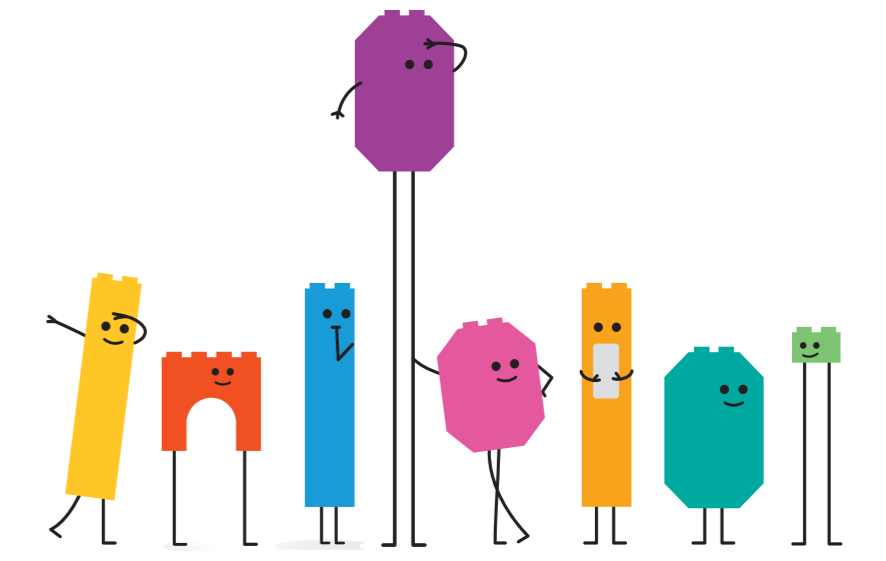


Turning plastic bottles into LEGO® bricks 2021



The LEGO Group unveils a LEGO® prototype brick made from recycled plastic PET bottles.

The prototype is the culmination of three years' hard work by a team of more than 150 experts who have tested over 250 variations of PET materials.



1932 Zero waste or thrift?

In the early 1930s, Ole Kirk Kristiansen's workshop makes yoyos by the thousand from scrap wood from his joinery work. When the demand slows, he cuts the yoyos in half and turns them into wheels for toy cars.

While driven by thrift and a lack of available raw materials, from a 21st century perspective, this looks like a 'zero waste' approach.



Early 1950s A 'community' bathhouse



The LEGO Group finds an innovative solution to the post-war austerity that Danish society is facing and installs bathrooms next to its factory boiler, creating a bathhouse that benefits both the company employees and the local community.

Extending the use of company resources to the community comes naturally to the LEGO Group. It is part of the ethos instilled by Ole Kirk when he first started working in Billund. Everyone is a neighbour, and everyone is part of the community.

The same values apply today, as the LEGO Group aims to reach and inspire children from all over the world.

1960s Chief model designer makes her mark

Throughout the company's history, women play a vital role. But one woman stands out.

In 1963, Dagny Holm Jensen is appointed as the LEGO Group's chief model designer and is given the responsibility of designing the creative models for the new LEGOLAND® Park in Billund.



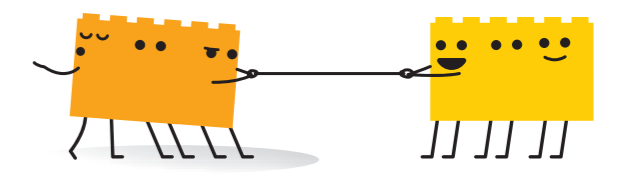
1985 Prizes that transform children's lives



Established in 1985, the LEGO® Prize builds on the LEGO Group's commitment to engage and inspire children everywhere, whatever their background or level of ability. The prize is awarded to individuals or organisations that have made outstanding contributions to the lives of children.

Today, the value of the prize is USD 100,000 and it remains dedicated to furthering research within Learning through Play.

1995 Partnered with UNHCR



In 1995, the LEGO Group and United Nations High Commission for Refugees (UNHCR) ran an advertising campaign to encourage awareness of the plight of refugees, supported by learning materials for schools about reasons why people may be forced to leave their home countries.

2015 Investing in sustainability

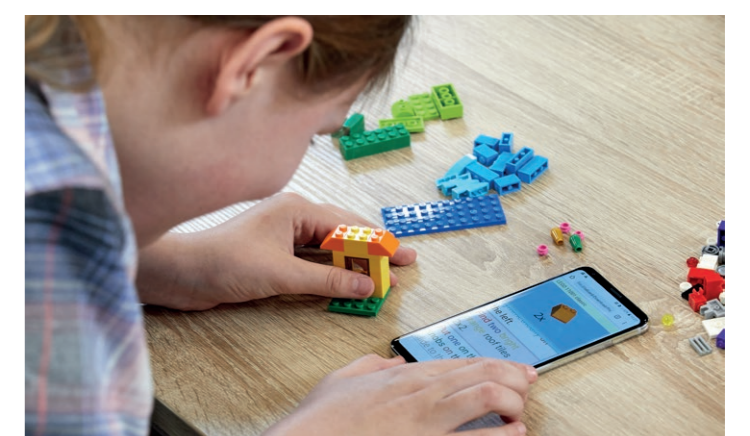


The LEGO Group has already become the first toy company to join the WWF Climate Savers Programme, which encourages businesses to reduce carbon emissions.

In 2015, the company announces an investment of DKK 1 billion (approx. USD 150 million) dedicated to developing and implementing new, sustainable materials for LEGO® elements and packaging.

2020 LEGO® Braille Bricks and a science-based target

Developed jointly by the LEGO Foundation and the LEGO Group, LEGO® Braille Bricks launched as a fun and engaging way to help children with vision impairment to develop tactile skills and learn the Braille system.



In the same year, the company announces a science-based emissions reduction target. The LEGO Group's science-based target commits the company to reduce its absolute CO2 emissions by 37 percent by 2032, compared to 2019.

2022 Building carbon-neutral run factories



One in Vietnam and the other in the U.S. both facilities will be designed to operate as carbon-neutral* with 100 percent of their energy needs to be matched by onsite or nearby solar parks. The aim is to secure LEED Gold certification.

* A factory or operational site that can demonstrate net-zero emissions from electricity and fuel use (scope 1 + 2) through the use of on-site or offsite renewable energy.

