



FACTS: The LEGO® IDEAS Treehouse & LEGO Group sustainable materials mission

LEGO IDEAS Treehouse

- The LEGO Ideas Treehouse celebrates Kevin Feeser's design for its endless creativity that its unique to the LEGO System in Play and its embodiment of the LEGO Group's sustainable materials challenge.
- All 185 leaves and plants in the treehouse are made from plant-based plastic – the largest number of plant-based elements in a LEGO set so far.
- A list of the elements made from plant-based plastic is included on the top of the packaging.

The LEGO Group's sustainable materials mission

- The LEGO Group is on a mission to make all LEGO bricks sustainably by 2030.
- For the LEGO Group, a sustainable material must have a reduced environmental footprint, be produced responsibly using renewable resources, and meet our high standards for safety, quality and durability.
- High standards for sustainability, safety, quality and durability mean that there are no simple replacement materials on the market, and the LEGO Group is working with suppliers, research institutions and other industries to develop new materials to be used in the LEGO bricks of the future.
- The LEGO Group has an ambition to find sustainable packaging alternatives by 2025 that are renewable, efficient and recyclable.

LEGO elements made from plants

- All the trees, leaves and bushes and many of other elements in our LEGO sets, more than 80 types, are now made from green polyethylene, which is made from ethanol produced from sustainably sourced sugarcane.
- The sugarcane is grown in Brazil, is sourced responsibly and does not compromise food security.
- Polyethylene is just one of many materials used in LEGO elements, and the LEGO Group expects the materials of the future will be made from both plant-based and recycled sources.
- Customers can expect the same high quality of our plant-based elements. The elements do not biodegrade...because we want to make safe, functional and durable products that can be played with for generations.