

LEGO®

Constructing commodity magic

Discourse of LEGO sustainability

ENVIRONMENTAL LEADERSHIP

INNOVATE FOR CHILDREN +
ENVIRONMENTAL LEADERSHIP
ADDRESSING CLIMATE CHANGE
RESPONSIBLE RESOURCES
CARING, ETHICAL AND TRANSPARENT +
OUR PARTNERSHIPS
OUR STORIES +
POLICIES AND REPORTING +



We want children, the builders of tomorrow, to inherit a healthy planet, and we have an ambition to contribute by creating positive impact through our environmental actions. This is why we evaluate our business through an environmental impact assessment. To see where we can achieve the largest reduction in our CO₂ emissions, we look at every aspect along our value chain, from sourcing of materials through to disposal of waste. We have two strategic priorities:

- **Reducing CO₂ emissions:** It is our aim to reduce our own and our suppliers' CO₂ emissions and to build 100% renewable energy capacity. We work closely with the World Wildlife Fund (WWF) in setting ambitious targets to reduce CO₂ emissions through improving our energy efficiency, and we have invested in an offshore wind farm to produce renewable energy to balance our global energy use.
- **Responsible resources:** We want to innovate our sourcing and use of materials. We have therefore made a commitment to find and implement sustainable alternatives to our current oil-based raw materials by 2030 and to use sustainable packaging for all LEGO® products, while also aiming to improve our waste management.

CONTACT
Corporate Communications
Responsibility

PUBLISHED ON
29 September 2015, 15:09 CET



RESPONSIBLE RESOURCES

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Searching for sustainable solutions



Resources should be sourced and used responsibly, so they will still benefit future generations. We are constantly in pursuit of more sustainable solutions to our raw materials consumption and our packaging. We also work towards improving our waste management and eliminating waste in our production.

- We commit to finding sustainable alternatives to our current oil-based raw materials by 2030.
- All LEGO® products come in sustainable packaging that is certified by the Forest Stewardship Council® (FSC®).
- We want to improve our waste management, and we aim for zero waste in our production.

CONTACT
Corporate Communications
Responsibility

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LEGO wants to...

- find alternative materials
- improve waste management
- decrease CO² emissions

Discourse of LEGO accountability

Waste in 2018

Disposal method	Non-hazardous (t)	Hazardous (t)	Total (t)
Incineration	–	20	20
Landfill	495	62	557
Recovery	427	241	668
Recycled	17,091	213	17,304
Total	18,013	536	18,549

In 2018, LEGO produced 38 million pounds of waste

- 1.1 million pounds of waste **LANDFILLED**
- 40,000 pounds of waste **INCINERATED**
- 35 million pounds of waste **RECYCLED**
- 180 million gallons of water **USED (2018)**

The image shows a vertical document page with a table of data. The table has multiple columns and rows, with some text visible in the first column. The text includes various names and numbers, but it is too small to read accurately. The document appears to be a report or a list of items.

Discourse of LEGO globalization

Australia
Austria
Belgien, Flemish
Belgien, French
Canada, English
Canada, French
China
Czech Republic
Denmark
Dubai
Finland
France

Germany
Hungary
Italy
Japan
Korea
Malaysia
Mexico
Netherlands
New Zealand
Norway
Poland
Russian Federat

Singapore
South Africa
Spain
Sweden

Switzerland, German
Switzerland, Italy
United Kingdom
United States

**But what are LEGOs
made out of?**



LEGOs are made from an oil-based plastic called:

Acrylonitrile butadiene styrene

inde-engineering.com/



Ethylene plant



Steam-cracking furnace

ABS uses include:

- helmets
- canoes
- keyboards
- luggage
- medical tools
- musical instruments

Information, additional image from LEGO.com & wikipedia.org

LEGO gets their ABS plastic from INEOS



BELGIUM
CANADA
CHINA
DENMARK
FRANCE
GERMANY
INDIA
ITALY
MEXICO
NORWAY
SINGAPORE

SOUTH KOREA
SPAIN
SWEDEN
SWITZERLAND
THAILAND
UNITED KINGDOM
UNITED STATES

Closest facility is in Sarnia, Ontario, by the St. Clair River

INEOS image/locations from <https://www.ineos.com>

Discourse of LEGO industry

ABS delivery



Decorating/
packaging



ABS
storage



LEGO



Moulding
facility



LEGO
moulding

- Plastic granules arrive at factory
- Granules stored in 3-story silos
- Super-heated plastic moulded into individual LEGO pieces
- LEGO pieces decorated by giant printer, packaged
- Finished products shipped from warehouses located around the world

Information/image from LEGO.com

Working conditions

- 1.3 injuries per millions working hours recorded in 2018
- 43% of managers are women
- Integrity training provided



Discourse of LEGO economy

How much does
LEGO make?

**\$5.5 billion
in 2018**

How much does one
LEGO piece cost?

About 10 cents

What else does
LEGO commodify?

Books

Movies

Video games

Accessories

Legoland

.....
*The Hot New Asset
Class Is Lego Sets*

— *Bloomberg,*
Jan. 17, 2019



Information: LEGO.com, Wired.com, Bloomberg.com
Images: eBay.com, LEGO.COM, wikipedia.org

Discourse of LEGO magic

New Worlds to Discover

The LEGO System of Play

Work Hard, Play Well

Bricks for Everyone!

'Only the BEST...'



“We live in a system that, taken as a whole, is unsustainable
... unsustainable systems can't be sustained.” — Robert Jensen,
The Old Future's Gone, p. 2

