



Building a Healthier Planet in Three Important Steps



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By Noelle LeVee

We here at LEGO believe that all children have the right to fun, creative and engaging play to inspire imagination. When children play they also learn, and playing and thinking creatively as a child lays the foundation for our builders later in adult life. As a provider of toys, we must ensure that our actions show responsibility towards all children and towards the future planet that will soon belong to them. We want to create a positive impact through our environmental actions.



Step 1

To help fulfill our goals for a healthier planet, we partnered with [World Wildlife Fund \(WWF\)](#), one of the world's largest conservation organizations. WWF collaborates with leading companies around the world to transform into low-carbon leaders. As a WWF Climate Savers Partner, and the only toy company partner of WWF, we set ambitious targets to cut our overall energy usage by 10 percent and become carbon positive by the end of 2016. By reducing 10 percent of carbon emissions from our factories, our



emissions will be reduced by 10,000 tonnes overall. This is equivalent to taking 2,000 cars off the streets annually!

Step 2

Reducing carbon emissions in our factories is not enough though, since 90 percent of our carbon impact takes place in the supply chain. The Climate Savers partnership empowers LEGO to work closely with our suppliers on the best solutions to decrease this impact. We will continue to search for opportunities to improve sustainability. One way for us to do so is through developing entirely recyclable packaging materials for all LEGO products. Currently the boxes can be recycled but none of the other materials can; we continue to work towards solutions to these types of problems within the factory process. Learn how you can help us achieve our goals [here](#).



Step 3

LEGO continues to source and use resources responsibly and improve our waste management. This ensures that we do not consume resources and materials at a faster rate than they regenerate. By doing so, future generations can also benefit from the same variety of resources and materials that we have now. Other examples of change include the use of fewer materials in production, increased recyclability and decreased energy use. We commit to change in more ways such as finding and implementing sustainable alternatives to our current oil-based raw materials by 2030. LEGO also invested in an offshore wind farm in Germany that produces enough energy to power about 100,000 houses. We plan for this type of alternative energy to solely supply us by 2020!

For more information on our environmental initiative, please visit our website at www.lego.com/environment_plans-for-future or check out our [infographic](#) on the LEGO Climate Savers partnership with WWF!

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