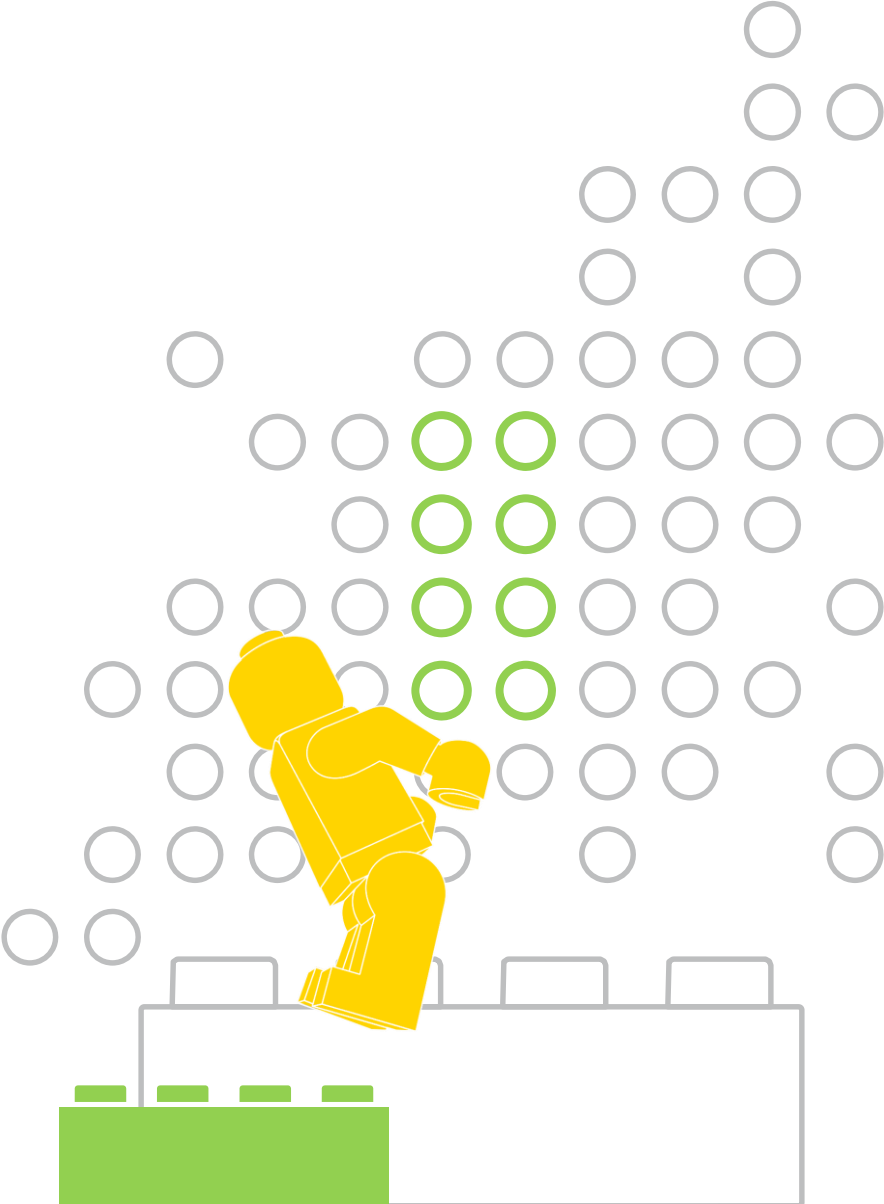


# Sustainable Materials Journey

The LEGO Group



# Sustainable Materials Ambition



**Our ambition is to use sustainable materials in all our core products (elements, packaging and building instructions) by 2030**

**Use materials that meet our sustainable materials definition across all of our core products**

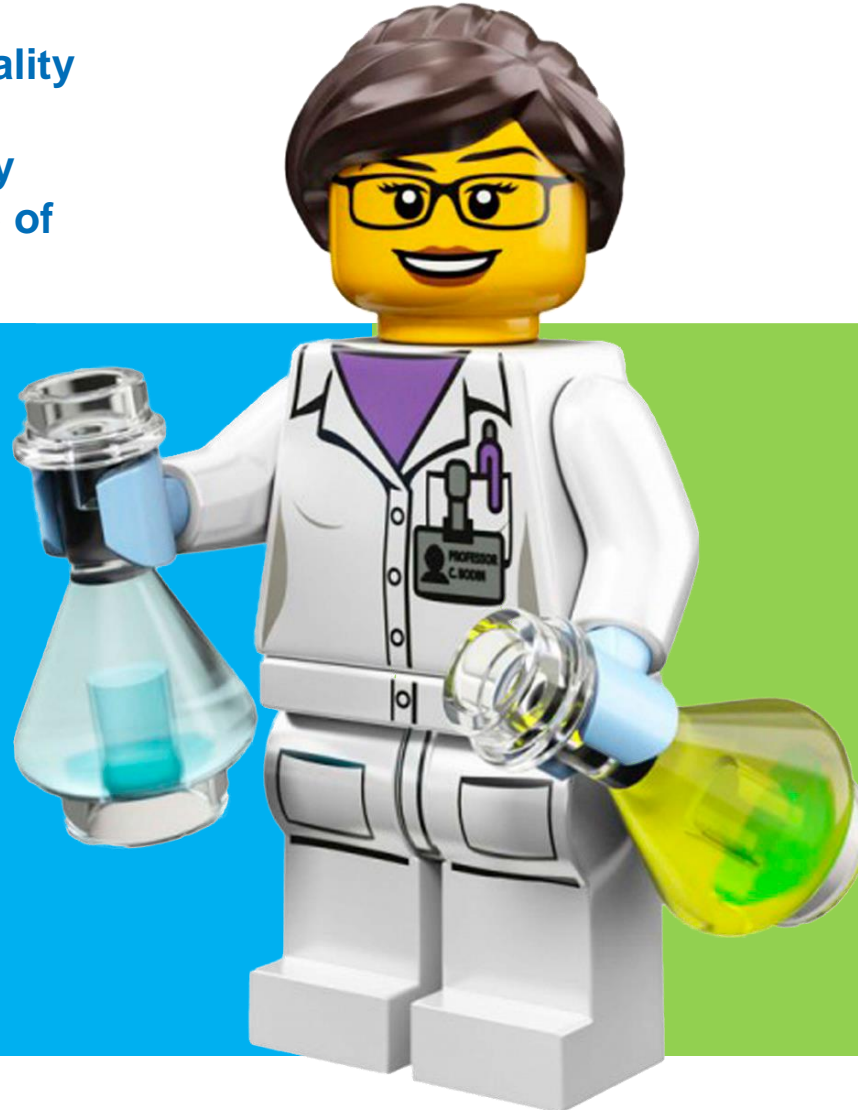
**Actively and publically engage with stakeholders in the sustainable materials dialogue**

**Sustainable Materials Centre:**  
The catalyst that will allow us to step change our efforts and deliver our Sustainable Materials 2030 ambition through partnerships and new ways of working



# What is a Sustainable Material?

For the LEGO Group a sustainable material is one that meets our high quality and safety standards, has key environmental and social sustainability attributes and maximise the play value of our products.



## Non-negotiable characteristics

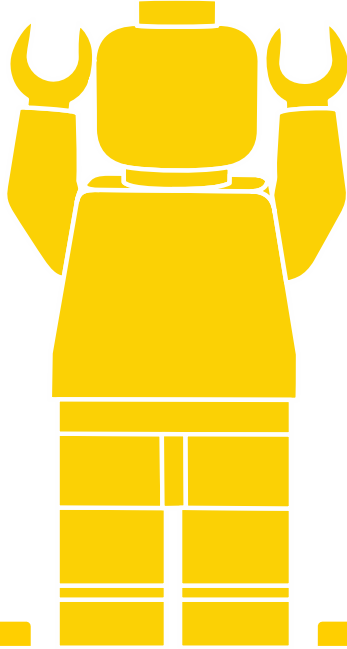
Sustainable materials cannot compromise

- Safety
- Consumer-perceived quality
- Durability of elements

## Sustainable Materials Criteria

- No non-desirable chemicals
- Sustainably sourced and sustainably manufactured feedstock
- Minimum waste in the value chain

# Engagement is key



## The LEGO Group “2030 Materials Ambition”

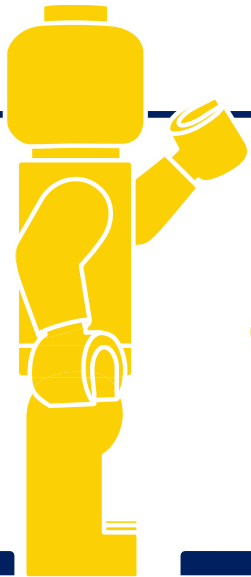
<p><b>Suppliers and supply chain parties</b></p>	<p><b>Universities &amp; technology institutes</b></p>	<p><b>NGO’s and 3<sup>rd</sup> party organisations</b></p>	<p><b>LEGO Employees</b></p>	<p><b>Consumers, children and the general public</b></p>
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# Ramping up our efforts



The LEGO Group has invested 1bnDKK in the pursuit of sustainable materials.

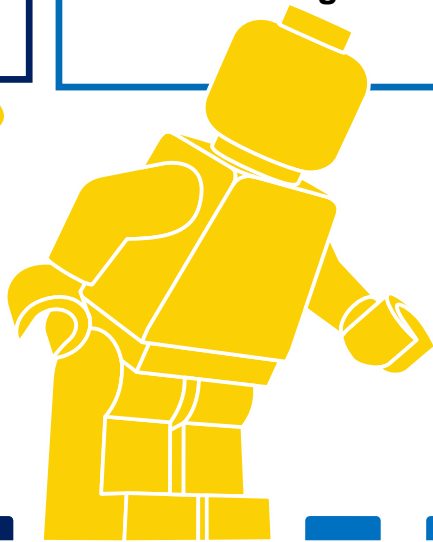
Our sustainable material ambition has been secured amongst our top leadership.



**Commitment**

A robust governance structure has been put into place.

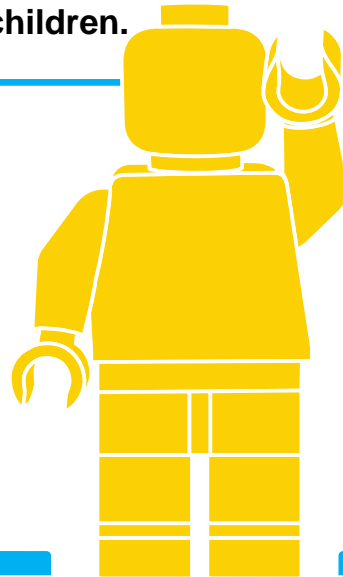
In 2015, we began the recruitment of 100 specialists who will work on this challenge.



**Organisation**

Partnerships are critical to our success. We are partnering with WWF and suppliers.

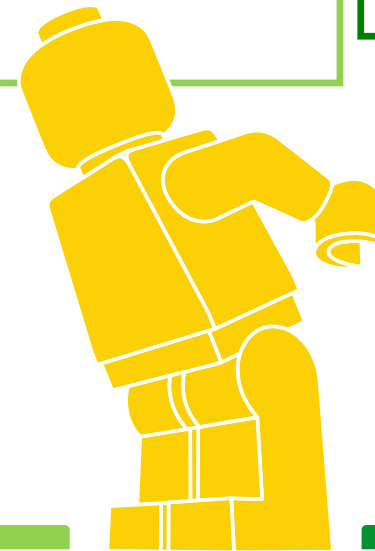
We look to develop more partnerships and further engagement with organisations and children.



**Partnership**

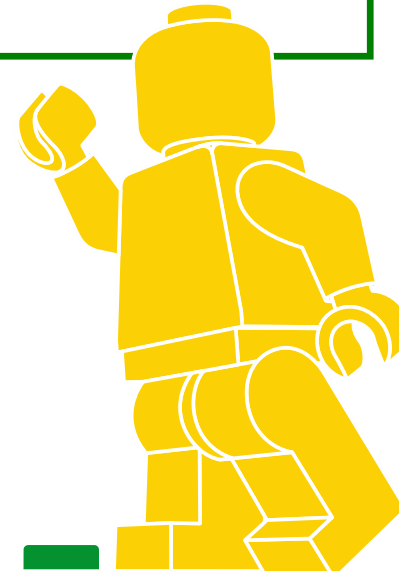
The Sustainable Materials Centre will be physically located in Billund, Denmark.

We will break ground on this research facility in 2017.



**Building**

We will continue enhance our efforts to deliver sustainable packaging and product materials over the next 5 years.



**Results**



Thank You

