

# A letter from the CEO

## A year of progress

As a company who looks to children as our role models, we have made bold commitments to ensure we help create a better world for them to inherit. From climate action, products and packaging to human rights and digital wellbeing, 2021 has been year of progress on our ambition to build a more sustainable future for our company and generations to come. Meanwhile, we remain steadfast in our commitment to uphold the ten principles of the United Nations Global Compact as we were the first toy company to join the Global Compact back in 2003.

Despite the ongoing pandemic and the challenges it brings, I'm proud of our colleagues who continue to innovate and create new solutions to advance our sustainability ambitions.

In June, we revealed our first prototype LEGO® brick, made from a recycled plastic. Its creation came about through years of iteration and what we do best: building, rebuilding and learning along the way. We also continued the transition

to have more plant-based LEGO elements from sugarcane and made progress on sustainable packaging, successfully trialling the first paper-based bags in LEGO boxes which will continue rolling out in 2022.

These developments are a testament to the ingenuity of our material experts and dedication to innovating for the future.

This is not only important to us, but to children as well. This year, we created the first LEGO Building Instructions for a Better World, which was based on the input of more than 6,000 children and what they wanted leaders at COP26 to address.

Alongside this, we brought our Build the Change series online for the first time, engaging thousands of children in learning about climate change.

When children play, they learn, and I am proud that we have reached over 3.5 million children in underserved communities with Learning through Play programmes and activities implemented in collaboration with the LEGO Foundation, partners and LEGO colleagues.

In doing so, we remain committed to the belief that play is for all. In November, we announced that we will work towards removing gender stereotypes from our products and marketing. Diversity and inclusion continue to be a priority, as we ramp up efforts to build a workplace where everyone feels they can be seen, heard, valued and respected.

As we look ahead to our 90th anniversary, we will continue to make progress against our ambitions to have a positive impact on the world our children will inherit – and inspire and develop the builders of tomorrow.

Niels B. Christiansen  
CEO, the LEGO Group



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