



BOTTLES TO BRICKS

Alyssa Ngo | PR 351B | Fall 2022





OUR MISSION

'Inspire and develop the builders of tomorrow' Our ultimate purpose is to inspire and develop children to think creatively, reason systematically and release their potential to shape their own future - experiencing the endless human possibility.

We abide by our six core values:
Imagination, Creativity, Fun,
Learning, Caring, and Quality.

OUR ENVIRONMENTAL INITIATIVE

2015

We launch our environmental responsibility initiative and begin investment and research into new sustainable and recyclable products



2018

We make “plants from plants,” plant-shaped pieces made from sugarcane



2020

We begin running completely on clean and renewable energy



2022

We release our new brick, made of recycled plastic bottles



OUR CAMPAIGN

PRESS RELEASE

- Announce debut of new brick
- Holiday season news
- Benefits and perks of recycling in-store

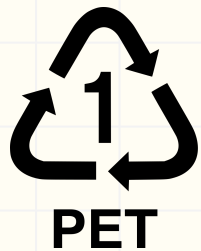
AUDIENCE

- Focus on educating children on recycling practices
- Encouraging real world participation in the recycling process

CAMPAIGN VIDEO



Link: <https://youtu.be/w-r80A5JMdY>



HOW TO RECYCLE

IN-STORE

- Bring bottles to participating LEGO stores to receive a unique token and code, that can be taken home and redeemed for exclusive access to games, activities, and VIP perks and discounts.

PARTNERED CENTERS

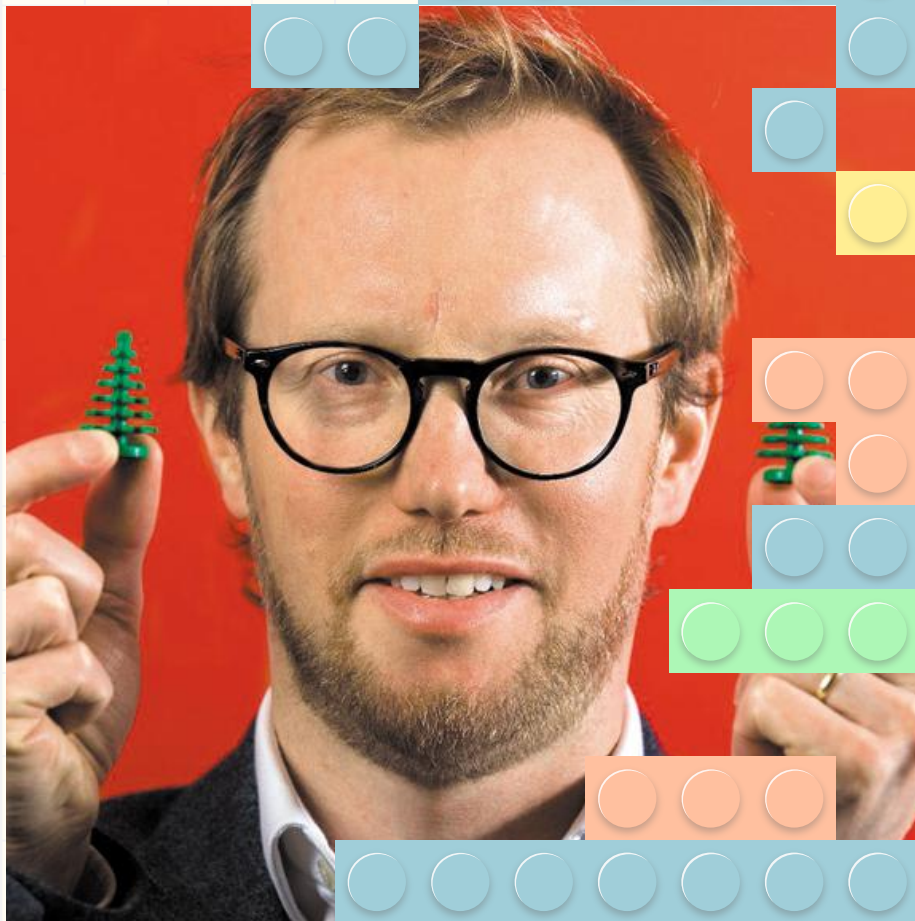
- For every 20 bottles (recycling value ~\$1) you bring to a official LEGO partnered recycling center, receive a voucher for a free building kit. Only redeemable at participating LEGO stores.

FEATURE

TIM BROOKS

**Vice President of Environmental
Responsibility and the Sustainable
Materials Center at the LEGO Group**

Based in Billund, Denmark, he heads a global team responsible for the company's global environmental responsibility strategy, performance and impact of the LEGO Group's products.





**LEGO LIFE
MAGAZINE**



LEGO VIP NEWSLETTER



Introducing Bottles to Bricks

Just in time for the holidays, LEGO is launching its new brick made entirely from old plastic bottles. With the same feel as the iconic bricks, the new LEGO pieces are 100% recyclable. Set to launch in stores and online this Friday, Nov. 4, LEGO continues their commitment to teaching kids about the importance of recycling and environmental conservation.

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lego Since 2015, LEGO has invested over \$100 million into new sustainable and recycled materials. In 2018, LEGO made plants from plants, where their plant-shaped pieces were made from sugarcane, and they are also in the process of switching from plastic bags to paper bags.

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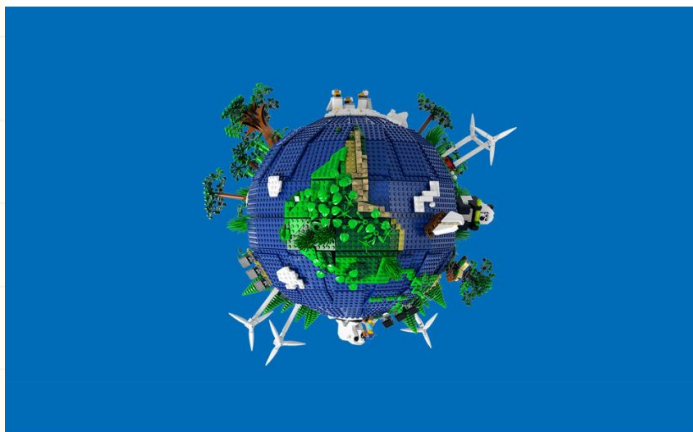


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lego Environmental Sustainability at LEGO

Did you know? LEGO is one of the most sustainable companies within the toy industry and amongst all companies overall, running our operations on both clean and renewable energy since 2020.

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THANK YOU!