



BOTTLES TO BRICKS

Rebuild
the
world



TO: Stefan Pollack
FROM: Alyssa Ngo
Subject: Final Project Memo
DATE: November 1, 2022



BACKGROUND

The LEGO Group is a privately held company based in Billund, Denmark, still owned by the Kirk Kristiansen family who founded it in 1932. For over 90 years, LEGO has been committed to promoting learning through play to children across the globe. Constantly innovating, and never compromising, the company lives by their four Promises: the People Promise, the Play Promise, the Planet Promise, and the Partner Promise. Dedicated to making child's play safer and better for all, the LEGO group has been working on its product sustainability for nearly a decade with high standards on the quality of their LEGO brick.

PURPOSE

Since 2015, LEGO has invested over \$100 million into new sustainable and recycled materials to create their infamous bricks. More than 100 employees are working on a future at LEGO where fully sustainable materials will be used in its products by 2030, including compostable paper and plastic packaging. LEGO is consistently recognized as one of the most environmentally-friendly companies and is one of the only toy companies running on 100% renewable energy.

This campaign will announce and further promote the release of LEGO's new brick made of recycled plastic. In addition, the campaign will promote a new interactive, in-store and at-home experience for kids to play, engage, and get involved in LEGO's recycling efforts. Interactivity and engagement will be directly rewarded with digital exclusives and freebies.

EXPECTED OUTCOME

This campaign will announce the debut of the newest LEGO brick in all of LEGO's building sets and encourage consumers to make the switch when shopping in-store and online. Then, the campaign is expected to raise brand and environmental awareness and be a way for children and teens to engage in recycling, in-store and at home. With participation from the audience, LEGO will continue to reduce waste in the environment and repurpose plastic bottles into playable and consumable products.

AUDIENCE

The Bottles to Bricks campaign will mostly be targeted towards children and teens, with the intent to inform them and engage them in recycling practices. The audience will also include the parents of these children, so the campaign will aim to reach families with young children who are familiar or loyal customers of the LEGO brand. However, LEGO still expects to reach a large, diverse audience since its customer base is widespread as well.

CONTENT & DESIGN

The campaign will have a designated website including the following:

- A press release announcing the release of the new brick
- A fact sheet about the new brick
- A backgrounder about the LEGO Group's sustainability initiative
- A feature on Tim Brooks, VP of Environmental Responsibility and the Sustainable Materials Center at the LEGO Group
- An FAQ about the new brick, to be posted on lego.com
- A pitch letter to a children's toy magazine
- A media advisory for a special event in New York
- A LEGO Life Magazine featurette
- An email newsletter to LEGO VIP members
- Social media content for the campaign

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For Immediate Release

LEGO Releases New Brick in Goal Towards 100% Sustainable Products

ENFIELD, Conn., Nov. 1, 2022 — 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 efforts towards sustainability by reducing and reusing plastic waste.

In addition to the new brick, LEGO announces their 'Bottles to Bricks' recycling campaign, an interactive way for kids, teens, and adults to engage in the brick-making process. By recycling their own plastic bottles at participating LEGO stores and partnered recycling centers, kids can gain access to exclusive games, activities, and prizes, including LEGO's new 'Bottle Tracker,' an online site that allows kids to track their recycled plastic bottles and watch them turn into real-life LEGO sets and pieces.

“We are committed to playing our part in building a sustainable future for generations of children. We want our products to have a positive impact on the planet, not just with the play they inspire, but also with the materials we use,” says Tim Brooks, vice president of environmental responsibility at LEGO.

Behind the scenes, LEGO is reducing environmental and ocean pollution and working towards reusing and repurposing waste. Since 2015, LEGO has invested over \$100 million into new sustainable and recycled materials to create their infamous bricks. The new brick, more flexible and durable than the last, is LEGO's first completely recyclable building piece suitable for play. With more than 100 employees working on sustainability at LEGO, fully sustainable materials are on track to be used in its products by 2030, including plastic-free packaging and compostable LEGO building pieces.

“This is definitely a step towards a better tomorrow,” says LEGO CEO Niels Christiansen. “It is so important to start teaching kids at a young age to care about their environment. Recycling is such a small and simple way to make the most impact, so we are excited to teach kids how they can make a difference.”

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Fact Sheet

For the past three years, LEGO has been working on reformulating its iconic LEGO brick as part of their larger sustainability effort. By 2030, LEGO is on track to have fully sustainable materials in their packaging and products. The new brick will be available in LEGO sets this December.

The Planet Promise

We want to play our part in helping build a sustainable future and make a positive impact on society and the planet, which children will inherit. We believe we have a responsibility to minimize the impact of our operations and aim for zero environmental impact on the planet.

In our duty to our planet and ecosystem, the LEGO group has developed a more sustainable brick made of recycled plastic, that is as durable and strong as our existing LEGO bricks. As the first of its kind, it is the next step towards environmental innovation and sustainability.

The Fast Facts

- ★ The new brick is made of PET plastic, a lightweight, durable, and flexible material made from recycled plastic water bottles.
- ★ The new brick is 100% recyclable.
- ★ The brick has gone through rigorous tests to meet LEGO's quality, safety and play requirements – including clutch power.
- ★ A one-liter plastic PET bottle (the size of an average plastic water bottle) provides enough material for ten 2 x 4 LEGO bricks.

Bottles to Bricks: The Process

- ★ Starting with recycled bottles, they are ground down into flakes, thoroughly cleaned, and broken down even more into tiny granulates.
- ★ The granulates are compressed and strengthened into a new, moldable material.
- ★ Once checked for safety, durability, and playability, the plastic is colored and shaped into the iconic LEGO brick and tested for quality and performance.
- ★ Having passed all tests, the LEGO bricks are duplicated and boxed into new LEGO sets!

New Bricks, New Sets

- ★ A majority of LEGO sets will have a mix of the newly-formulated bricks and old bricks.
- ★ On average, at least 80% of newly produced LEGO sets will include the new brick.
- ★ The new brick makes up about 1/3 of all building pieces in a typical LEGO set.
- ★ A brand new, exclusive line of LEGO sets, composed entirely of the new brick, will be available in stores and online in December.

How LEGO is Making a Greener Tomorrow

For almost 90 years, the LEGO Group has been committed to promoting learning through play to children across the globe. With plastic bricks lining the shelves and filling the homes of millions every year, LEGO has turned to sustainable practices to promote a world where LEGOs can be played with in a cleaner, safer environment. By 2030, the LEGO Group aims to have 100% sustainability in their packaging and products.

Sustainable Beginnings

In 2012, the LEGO Group first shared its ambition to find and implement sustainable alternatives to the current raw materials used to manufacture LEGO products. They wanted to look for an alternative to the current material in their bricks, ABS plastic, a hard plastic cited as scratch resistant and optimal for play. In 2015, LEGO invested over \$100 million devoted to the research, development and implementation of new raw and recycled materials to manufacture LEGO bricks as well as packaging materials. Immediately after, the company established the LEGO Sustainable Materials Center and recruited more than 100 employees to work on a future at LEGO where fully sustainable materials will be used in its products by 2030.

Sustainable Materials

The LEGO Group's first run with sustainable materials used sugarcane to create polyethylene, a soft, durable and flexible plastic, to create plant-shaped pieces for their playsets. The initiative, aptly named "Plants from Plants," began in 2018. LEGO worked with local sugarcane suppliers to ensure they met the framework for sustainably sourced renewable materials. More than 100 LEGO elements are made from sustainably sourced polyethylene and the LEGO Group continues to experiment with other plant-based materials that would be suitable for their bricks.

In 2021, the LEGO Group unveiled a new LEGO brick made from recycled plastic, the biggest step in its journey towards sustainable materials. PET plastic, which is most commonly found in plastic water bottles, was reformulated into a material that was durable and flexible enough to meet LEGO's strict quality and safety requirements for their bricks. Unlike its predecessor ABS plastic, PET plastic is more easily recycled and reused, ensuring that discarded or unused bricks can be repurposed into something new.

Sustainable Packaging

In addition to searching for new sustainable materials for their infamous bricks, the LEGO Group has also designed their packaging to be recyclable as well. The paper bags in the boxes are currently made from a single-use plastic, but LEGO is working on prototypes that vary between recyclable and compostable. The boxes themselves are also made from recycled material. Approximately 75% of cardboard used to make LEGO boxes are from recycled materials. Each LEGO box also includes clear instructions for kids on how to break down, fold, and properly recycle a LEGO playset box.

Sustainable World

Today, LEGO continues their commitment to a sustainable way of creating toys for generations across the world. As of 2019, the LEGO Group runs its operations entirely on renewable energy, reaching its 100% target three years ahead of schedule. Breaking away from fossil fuels and decreasing their carbon footprint, the LEGO Group has supported the development of more than 160 megawatts of renewable energy since 2012. In a combination of their investments into renewable energy and sustainable materials, LEGO is renowned as one of the most environmentally-forward companies today.

For more information, contact Alyssa Ngo at ajngo@usc.edu, 213-740-1234

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Behind the Brick: Spotlight on Tim Brooks

When asked where the idea to make bricks from plastic bottles came from, Brooks told us that the idea was nothing new.

“The idea has always been in the back of our head,” Brooks responds. “It seemed so obvious, turning recycled material into our bricks, but we could never quite get it right.”

After years of constant testing, experimentation, and trial-and-error, Brooks and his team made a breakthrough in their lab in Denmark in 2021. By combining flakes of PET plastic with a new, chemical formula, they were able to make a malleable material that could be molded into the shape of the iconic LEGO brick. Brooks recalls the moment he and his team finished the final prototype as one of the best days of his life and one of the biggest breakthroughs of his career.

This new LEGO brick is LEGO’s biggest step towards 100% sustainability in their packaging and products. The new brick, made from common PET plastic, is more flexible, durable, and 100% recyclable. With this new brick also comes LEGO’s ‘Bottles to Bricks’ campaign, a new, interactive way for kids and adults of all ages to get involved in the recycling process. By bringing plastic bottles to LEGO stores and partnered recycling centers, kids can be rewarded for their recycling efforts with prizes, games, and more, all while the bottles they recycle are sent to the LEGO factory to be made into more bricks.

“Just one bottle can make a difference,” says Brooks. “It’s not just about the bricks, but we’re saving our environment. There’s millions of bottles that go into landfills every year and we could use and repurpose those bottles.”

Brooks continues to explain that their mission was to always get kids involved in saving the environment. Others doubted that children could be environmental activists, but Brooks rebuffed that claim. In 2018, when LEGO made ‘plants from plants,’ Brooks saw first hand how excited kids were to know where their bricks came from. They were intrigued that a toy brick could come from organic material, and Brooks mentions that one kid even handed him a bundle of flowers and asked for his help turning it into LEGO pieces.

Come 2022, when Brooks and his team finalizes their newest innovation, he immediately gets to work, reaching out to local recycling centers and forming partnerships within each community to create a way for people to get involved in the brick-making process. To his delight, kids were already showing an interest, as the owners of each center reported that some of their most enthusiastic recyclers were children.

“It excites me to begin this new chapter in sustainability, and I can’t wait to see what we all can do next.”

If you want to help Tim Brooks turn plastic into play, visit lego.com/recycle to learn more about where you can recycle your own plastic bottles.

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About Tim Brooks:

Tim Brooks is Vice President of Environmental Responsibility at the LEGO Group. Based in Billund, Denmark, he is the leader of a global team focused on the company’s global environmental responsibility strategy, performance and impact of its products. Brooks helped Lego reach a goal of 100% renewable energy by 2019—three years ahead of schedule—with investment in two offshore wind farms. He also leads the Sustainable Materials Center, a research and development group dedicated to finding and implementing better materials for the company’s toys and packaging by 2030. In 2018, Brooks helped the company begin using a plant-based plastic in some Lego bricks, made from sugarcane, for the first time. In 2021, Brooks and his team created the first LEGO brick made from recycled plastic bottles. The new bricks, made from PET plastic, were introduced into LEGO sets beginning in November 2022.

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F A Q

General FAQ

What is the new LEGO brick made out of?

The brick is made out of PET plastic, a more durable, flexible, and environmentally safe plastic made of recycled plastic bottles.

Is the new LEGO brick safe for kids?

Yes! Our team has done countless tests to ensure that the new LEGO brick is safe for kids and safe for play.

Can the new LEGO bricks be used with the old LEGO bricks?

Yes! You can mix and match bricks to build your sets and let your imagination run free!

How can I tell the new brick from the old brick?

The new LEGO brick has a softer texture and is slightly flexible, which makes it more suitable for play.

Can I recycle the new LEGO bricks?

Yes! Both our new and old LEGO bricks are 100% recyclable. For more information about how and where you can recycle your bricks, please visit us online at lego.com/recycle or ask a team member at your local LEGO store.

Shopping for the New LEGO Brick

Where can we buy LEGO sets with the new brick?

New LEGO sets will be available in select stores and online. All new LEGO sets will be displayed under the "New Products" tab on our website.

How do I know if the new LEGO sets will be available at my LEGO store?

Please call your local LEGO store by finding their number on our website using the “Find a LEGO Store” tab. You can also go to our website and have new LEGO sets shipped to your local LEGO store for pickup.

How will I know if my LEGO set has the new brick?

All sets with the new brick will have a special LEGO Environment symbol in the top left corner, next to the LEGO logo. While stores will have designated sections for our brand new sets, please be on the lookout for other sets with the LEGO Environment logo.

What happens if I need to return items?

Please bring items for return or exchange to your local LEGO store or contact us at help@lego.com. For more information on the LEGO group return policy, please consult your store receipt or shipment packing slip.

Getting Involved at LEGO

Where can we recycle our plastic bottles?

You can bring your bottles to select LEGO stores and deposit them in designated recycling bins at the back of each store.

My LEGO store won't accept my bottles. What should I do?

Only select LEGO stores have recycling bins available. To find out if your local LEGO store is accepting bottles, please call or email us at recycle@lego.com.

How do I know if my bottle is recyclable?

All recyclable bottles have the universal recycling symbol printed on it, usually on the bottom or on the label. If you have any questions, please visit a local LEGO store and ask a team member for assistance.

Is there a way to be involved in the brick making process?

Yes! Our new “Bottles to Bricks” program will allow LEGO fans of all ages to recycle their plastic bottles at their local LEGO store, where they will be sent to our lab and turned into new LEGO bricks. With a unique QR code, you can follow the process online and discover which character or set your bottles are turned into.

My QR code isn't working. Where can I track my recycled bottles?

Each QR code also has a unique 6-digit ID that you can enter online at lego.com/recycle.

Subject line: LEGO Introduces New Brick Made Completely From Recycled Bottles

Dear Ria,

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. By partnering elementary schools with local recycling centers, LEGO continues their commitment to teaching young kids about the importance of saving the environment through recycling programs. I read your article on Mattel's sustainability initiative with the new Barbie collection made from recycled plastic, and I thought you might enjoy writing a similar story about LEGO's journey towards 100% sustainability in their products, a goal that they are on track to accomplish by 2030.

For 90 years, LEGO has promoted learning through play to children across the globe. With plastic bricks lining the shelves and filling the homes of millions every year, LEGO has turned to sustainable practices to promote a world where LEGOs can be played with in a cleaner, safer environment and passed down through generations. Since 2015, LEGO has invested over \$100 million into new sustainable and recycled materials and has been working on a future at LEGO where fully sustainable materials will be used in its products by 2030, including compostable paper and plastic packaging.

LEGO is not only thinking about sustainability in their products, but also about teaching new generations of kids the importance of environmental responsibility through one of the simplest ways to be involved: recycling. LEGO has found that children of this generation want climate and environmental change to be taken seriously, which is why the Toy Book and the Toy Insider are ideal outlets for our story. The new brick will be available in stores and online on Friday, December 3.

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**Media Advisory**

For Immediate Release
November 3, 2022

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Bottles to Bricks: LEGO's Event for Recycling and Sustainability

WHAT: LEGO celebrates the release of their new sustainable brick. The event will feature learning-based activities to teach kids about the importance of recycling and environmental conservation.

WHO:

- Tim Brooks, Vice President of Environmental Responsibility
- Nicole Yip, Senior Engineering Manager
- Mike Pons, Head of Strategy

WHEN: Dec. 4, 2022
10 a.m. to 3 p.m.

WHERE: 636 5th Ave
Floor 1, Rockefeller Center
New York, NY 10020

SCHEDULE:

10 a.m. - Tim Brooks, Nicole Yip, and Mike Pons speak (Pick-A-Brick wall)
11 a.m. - Tour of LEGO store and event activities
Photo opportunities with children and new LEGO sets*
1 p.m. - Building contest
3 p.m. - Event close and last time for bottle collection

INTERVIEWS:

- Tim Brooks, Nicole Yip, and Mike Pons
- Store staff, parents, and children*

BACKGROUND: The LEGO Group is a privately held company based in Billund, Denmark, still owned by the Kirk Kristiansen family who founded it in 1932. Since 2015, we have invested over \$100 million into new sustainable and recycled materials to create our infamous bricks. With more than 100 employees working on sustainability at LEGO, fully sustainable materials are on track to be used in our products by 2030.

**All event attendees required to sign media and photo release form*

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I USED
TO BE A

**PLASTIC
BOTTLE**”



**Rebuild
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