

# Lego aims for 100% sustainable packaging by 2025

By **Jas Ryat** on December, 17 2018 | Gifts & Children's Products



Lego Group is aiming for 100% sustainable packaging by 2025, the company has announced.

The firm, famous for its children's building bricks, has brought forward its ambition by five years, following its 2015 announcement to use 100% sustainable materials in both its bricks and packaging by 2030.

Currently, the majority of Lego packaging, by weight, is cardboard or paper-based which is recyclable, sustainably sourced and certified by the Forest Stewardship Council.

Tim Brooks, Vice President Environmental Responsibility at the Lego Group, said: "To support our company mission, we have a Planet Promise and we have pledged to play our part in protecting the planet for future generations. Using sustainable packaging is an important part of fulfilling that promise. By bringing forward our ambition on sustainable packaging, we are also acknowledging the need to find better packaging solutions sooner. We've made good progress in the past three years, and there is still work to do."

Lego bricks are designed to be reused and handed down through generations, but not everyone keeps the packaging. As some of the packaging contains single-use disposable plastics, the group is taking measures to improve its packaging sustainability.

Tim Brooks added: "By 2025, our aim is that no Lego packaging parts have to end up in a landfill. Packaging will be made from renewable or recycled materials and will be easy for consumers to recycle."



Lego Group has taken several steps to improve the sustainability of its packaging.

In 2018, the company began using recycled plastic in packaging blisters. This year, boxes in the US and Canada started to feature the How2Recycle label promoting packaging recycling.

Approximately 75% of cardboard used to make Lego boxes comes from recycled material.

The average size of a Lego box has been reduced by 14% over the past four years, improving transport efficiency and saving 7,000 tonnes of cardboard.

In a further initiative, the Lego Group partners with the World Wildlife Fund for Nature (WWF), as part of efforts to reduce CO2 emissions in manufacturing and supply chain operations and promote global action on climate change.

Through investments in wind power, the energy used to make Lego bricks is balanced by the production of renewable energy.