

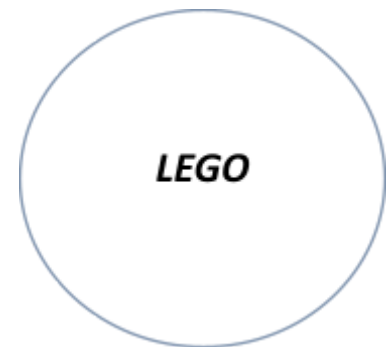


AGILite

Developing the digital and entrepreneurial competences
of VET trainers to support agile entrepreneurship training



- TOC \o "1-2" \h \z \u LEGO
- Denmark
- Since early 2000s
- Ethical & sustainable thinking



The initiative

LEGO, a Danish toy company established in 1949, has become a prominent global brand that offers a diverse range of products appealing to children and adults. However, in the early 2000s, the company struggled with declining sales and criticism of its environmentally harmful production practices. To address this, LEGO shifted its focus to sustainability and ethical business practices. The company committed to using renewable energy sources to power its factories, reducing its carbon footprint, and minimising waste by increasing the use of recycled materials.

LEGO also emphasised ethical considerations by implementing fair labour practices throughout its supply chain. To achieve this, the company developed a supplier code of conduct that required fair wages, safe working conditions, and other labour standards. Today, LEGO has become a leader in social responsibility in the toy industry, demonstrating how ethical and sustainable thinking can benefit a business.

Time frame

LEGO has existed since the 1940s, however they have adapted to a more sustainable business model since the early 2000s.

Areas of Focus

LEGO's core areas of focus are centred around creating quality products that inspire creativity and learning while upholding high ethical and environmental standards.

People Behind the Case Study

Ole Kirk Christiansen is the founder of the LEGO Group.

Finance

Private Company

THE JOURNEY

Outcomes to date

LEGO has been highly successful in using ethical and sustainable thinking to help their business. In the early 2000s, LEGO faced declining sales and criticism of its environmentally harmful production practices. In response, the company decided to adopt a more sustainable and ethical approach to its business operations.

LEGO's efforts to become a more sustainable and ethical business have paid off in several ways. The company has reduced its carbon emissions by 10% by 2016 and achieved its goal of using 100% renewable energy to power its factories by 2017. Additionally, LEGO's sales rebounded as consumers responded positively to the company's commitment to sustainability and ethical business practices.

LEGO's reputation as a socially responsible company has also improved, leading to increased brand loyalty and positive media coverage. In 2020 and 2021, LEGO was ranked as the world's most reputable company by the Reputation Institute for its social responsibility efforts, which included its work on sustainability and ethical business practices.

Overall, LEGO's success in using ethical and sustainable thinking to help their business demonstrates that businesses can thrive while upholding high ethical and environmental standards.

Origins

Billund, Denmark

Why it's relevant to AGILite

LEGO serves as a great case study for someone looking to increase ethical and sustainable thinking in entrepreneurs for several reasons:

- **Successful business transformation** – LEGO successfully transformed its business model to prioritise sustainability and ethical practices, leading to increased sales and brand reputation
- **Holistic approach** – their changes involved the entire supply chain
- **Innovation** – LEGO bricks are made from more sustainable materials now, including sugarcane

LEGO's transformation from a company facing declining sales and criticism for environmentally harmful production practices to a leader in sustainability and ethical business practices provides a valuable case study for entrepreneurs looking to increase ethical and sustainable thinking in their own businesses.

REFLECTION & DISCUSSION POINTS

Now, take a moment to reflect on what you have learned by answering these reflective questions:

- How can we use LEGO's successful transformation to emphasise the importance of sustainability and ethical practices in entrepreneurship to learners?
- How can we inspire and motivate learners to adopt similar practices in their future careers?
- What kind of support can we offer to entrepreneurs to help them overcome the challenges associated with adopting sustainable and ethical practices, and how can we provide them with the necessary resources and tools?

MORE INFORMATION

Website: <https://www.lego.com/en-ie/sustainability>

Contacts:

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