669 children used LEGO® bricks to build their version of a more sustainable future

***Copenhagen, Denmark: For three days, hundreds of children have taken part in building their version of a more sustainable future using one million LEGO® bricks. In collaboration with Sustainia and the World Wildlife Fund, the LEGO Group organised a challenging building event for children to help increase their awareness of sustainability issues.***

30 October: Leading up to the gathering of the UN panel for climate change in Copenhagen (IPCC), the LEGO Group collaborated with Scandinavian think tank Sustainia and the World Wildlife Fund (WWF) to create awareness of the sustainability challenges and opportunities that future generations face. The LEGO Group’s mission is to inspire and develop the builders of tomorrow, our children. The event was designed to provide children with an opportunity to use LEGO bricks as their tool to spur new thoughts and alternative means for them to discuss sustainability issues such as climate change.

*“I am deeply impressed by the many creative and inspiring solutions the children have built here and to see them have so much fun. They really took it as a learning experience, and they were very eager to express their creativity. I hope this event will inspire new thoughts and ways of communicating how we can build a more sustainable future,”* says Jørgen Vig Knudstorp, President and Chief Executive Officer of the LEGO Group.

**Getting inspired by children**

During the building event, daily themes focused on issues such as climate change, resources and education. Children aged 6 years and above were introduced to the themes by LEGO Group experts, Sustainia Award finalists, and WWF representatives. The children were then encouraged to build their take on a more sustainable society using the 1 million LEGO bricks.

*“In the LEGO Group, we want to make a positive impact on society. Our unique contribution is to inspire and develop children through creative play. We also work to make a positive impact in our daily operations where we search for better materials, optimise packaging and seek to utilise more renewable sources of energy to mention a few initiatives,”* says Jørgen Vig Knudstorp, President and Chief Executive Officer of the LEGO Group.

On the evening of the 30th October some of the children’s creative LEGO models are on display at the Royal Danish Theatre in Copenhagen at the annual Sustainia Award Ceremony, which honours sustainability solutions from around the world.

*“If kids can understand the problems and get engaged in their solution, then the greater public is suddenly within reach. That could be the real game changer*,” says Erik Rasmussen, CEO of Monday Morning Global Institute and founder of Sustainia.

Further information and contacts

Sustainia

Based in Copenhagen, Sustainia is an international think tank working to scale the deployment of innovative solutions and provide industries and organizations with a shortcut to sustainable transformation. Based on tangible know-how, innovation and technologies, Sustainia showcases the sustainable future we could achieve if existing solutions were implemented on a large scale.

**Sustaina Award Ceremony**

Ten initiatives are nominated for the Sustainia Award 2014 for their inspiring innovations making our cities, communities and energy consumption more sustainable. A jury chaired by Arnold Schwarzenegger will select the final winner, which is presented on stage at Sustainia Award Ceremony, October 30th, at the Royal Danish Theatre.

See all finalists [here](http://issuu.com/sustainia/docs/sustainia_top10_2014?e=4517615/9429162)

Presenting readily available solutions for our cities, homes and industries, Sustainia helps demonstrate tangible solutions ahead of the IPCC gathering in Copenhagen that will present the current climate status. More than 500 of the world’s leading climate scientists will gather in the capital, for the conclusion on seven years of research on the impact of climate change, November 2nd.

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WWF

WWF is one of the world's largest conservation organizations. It was conceived in 1961.

The central secretariat for the network - called [WWF International](http://wwf.panda.org/who_we_are/wwf_offices/wwf_international/) - is located in Gland, Switzerland. The organization has offices [in more than 100 countries](http://wwf.panda.org/who_we_are/wwf_offices/) around the world, employs around 6,000 staff and values the support of more than 5 million people.

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The LEGO Group

The LEGO Group is a privately held company based in Billund, Denmark. The company is owned by the Kirk Kristiansen family who founded it in 1932.

The LEGO Group is engaged in the development of children's creativity through playing and learning. Based on the world-famous LEGO® brick, the company today provides play materials, experiences and learning materials for children in more than 130 countries.

Our head office is in Billund, Denmark, but we have [subsidiaries and branches throughout the world](http://aboutus.lego.com/en-us/lego-group/locations), and LEGO products are sold in more than 130 countries.

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