

Lego gets serious about helping the environment

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Lego has announced that beginning this month, its leaves, bushes and trees will be made from plant-based plastic sourced from sugarcane. Photo from: LEGO Group

One of our favorite toys just got way cooler. Lego announced on March 1, that its plastic plants and trees will now actually be made of plants. That's right. The pieces will be made from sugarcane-based plastic. These botanical Legos are just the first step for the company. Lego has decided to make all of its bricks and packaging from sustainable materials by 2030. Sustainable materials are environmentally friendly products. Products like solar polar phone chargers and reusable shopping bags are made without hurting the environment by using less energy and creating less pollution.

Pile-Up Of Plastics

Plastic toys are made from oil. Oil is a fossil fuel naturally found on Earth. But, there is only a certain amount of oil in the world. Also, plastics cannot be recycled. The pile-up of plastic is hurting the environment.

Lego is going to use an environmentally friendly plastic. It is called polyethylene. It is softer and more flexible than regular plastic. It's also the most widely used plastic in the world today. Switching to an oil-free plastic could help the environment. However, you won't see any big change in the Lego toys themselves. The trees, plants and flowers will still be perfect for landscaping around your Lego castle.

No Differences In Quality Or Appearance

Tim Brooks works at the Lego Group. His job is to help the company be environmentally responsible. He says plant-based plastics and regular ones look alike. "Children and parents will not notice any difference in the quality or appearance of the new elements," he said.

A hallmark of Lego's product is its consistency. A brick made 50 years ago still fits together with a brick made yesterday. Switching to this greener plastic won't change that fact.

But the Lego company certainly is changing with the times. First, there is the plan to use environmentally friendly materials by 2030. Then, Lego is working with the World Wildlife Fund to make sure these materials for the new plastic are obtained without hurting the environment.

Zero Waste By 2030

Lego is looking at all aspects of its production. The company has pledged to have zero waste in its operations by 2030. The goal of zero waste means no trash at all would go to landfills. Plus, the company is using more and more wind power to create all those little bricks and trees. Lego is getting serious about going green.