

Aspiration Lines

From concrete...

- To commit and recommit LEGO Group to always doing our part to make the world a better place.
- To be good for our business is to be good to the world.
- To act as LEGO Group's internal consultants for all opportunities to integrate social responsibility.
- When we are productive change agent within LEGO Group, LEGO Group can be productive change agent within the world.
- We work together to nurture LEGO Group's professional and personal morale so that LEGO Group can serve greater communities with healthy hearts, productive minds, and plentiful resources.

To more abstract...

- Play makes us.
- Play is free.
- Build up to grow up.
- Be a universal fit.
- Design new dreams.
- Model the future, brick by brick.
- Revolutionize the politics of play.
- We can be new.
- Fly like a butterfly. Play to be free.
- Everybody do your share.
- Touch the sky.
- Make play possible.

Play makes us.

Play makes us resilient ... Play makes us innovative ... Play makes us grow ...