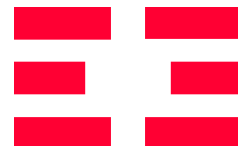




Lego

Locations: Connecticut (HQ)
Industries: Media and Entertainment

RISK LEVEL:



High Risk

View this company on 1792 Exchange: <https://1792exchange.com/company/lego/>

DESCRIPTION:

Lego is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. Lego embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

In 2022, Lego says that it "identified higher risk non-conformities in 25 percent of audits of suppliers" and that "remediation is either completed or in progress" (1). The company was a member of the Global Alliance for Responsible Media, which demonetized and suppressed content that it deemed to spread "hate speech" or "misinformation", discuss "debated social issues in a negative or partisan context", or "vilify" individuals based on sexual orientation and gender identity. These arbitrary guidelines were used to censor mainstream perspectives online (2)(3)(4). However, the company has not publicly canceled customers, suppliers, or vendors based on views or beliefs (5).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

Lego does not discriminate against charitable organizations based on views or beliefs (1)(2).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. Medium Risk

Lego does not provide viewpoint protections for its employees (1).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk

Lego uses its reputation to advance LGBTQ causes by building "The World's Longest Pride Parade" and created the "A-Z of Awesome" campaign based on a GLAAD effort to catalyze the discussion around gender identity (1)(2). The Everyone is Awesome campaign also includes Pride Lego products and partnerships with Stonewall and Workplace Pride (3). Lego's DEI pledge includes conscious inclusion programs and new inclusive products (4)(5). Lego implements ESG principles in its business practices (6). Through its partnership with WWF, it became a part of the Climate Savers Program and made commitments to advance ESG practices (7)(8). Lego took part in Black Out Tuesday in support of Black Lives Matter and pulled all advertising for White House and police-related LEGO sets to advance the Black Lives Matter movement (9). Lego published a memo after Governor Youngkin's election which stated its support for critical race theory for all children (10). Lego includes "Conscious Inclusion" training for employees, though it remains unclear if this program is based on DEI principles (11).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

Lego pledged to donate \$4 million to organizations advancing the Black Lives Matter movement (1). The company donated \$1 million to LGBTQ organizations (2)(3). Lego was a member of the Global Alliance for Responsible Media and is a partner of the HRC's Foundation (4)(5)(6)(7). The Lego Foundation is a corporate partner of Ashoka, a global network of entrepreneurs focused on widespread, systemic social and environmental change (8).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A

Lego does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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