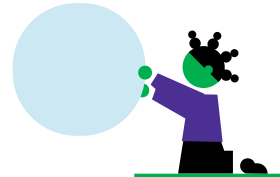


Prepared by LEGO Fonden
Approved by LF Board of Directors
Approval date 10 March 2021

Communication Policy



Communication Policy

Objectives

The Communication Policy defines the ambition of, and sets the direction for, the LEGO Foundation's approach to communication.

The policy aims to ensure consistency and credibility in our communication internally and externally by providing a set of common guidelines and principles for all communication.

Principles

The below principles represent the overall values and guidelines for how the LEGO Foundation works with communication:

Open and transparent

We are open and transparent about our mission and overall goal, the projects we support, the partnerships in which we engage, as well as the results and progress we achieve in our work, to ensure children have opportunities to develop and learn critical skills through play. We are proactive and engage in dialogues with our audiences, stakeholders, as well as both existing and potential partners.

Relevant and timely

We make our communication relevant by placing the intended audience(s) at the centre of our efforts and by making sure communication is integrated as a central component of all projects and partnerships from the outset. Ensuring timely communication is central to our approach as is ensuring that we communicate internally before externally.

Impactful

As a leading authority on children's learning through play and skills development, we will actively engage and influence stakeholders working with children's play, development and learning through impactful communication. We will prioritise communicating results and positive impact on children over branding the LEGO Foundation as an organisation alone. Knowledge of the LEGO Foundation will be generated through our work and achievements with our partners.

Knowledge sharing

The LEGO Foundation will actively share knowledge, insights and tools generated through our projects and partnerships, which may benefit or be relevant for other organisations or actors working with children's play, learning and development.

Target audiences

We shape and plan our communication based on the audiences we are looking to reach and communicate with. The LEGO Foundation's main audience groups are:

- Employees (also includes employees across the LEGO entities),
- Partners and grantees as well as applicants responding to requests for proposals, requests for tender or similar,
- The four audiences from our Theory of Change: parents and caregivers, teachers and practitioners, systems (e.g. schools) and governments.

We also consider the media an important audience, but we especially communicate with the media to reach our other audiences.

Channels

We use a variety of channels when we communicate and engage with our audiences, including but not limited to:

- Internal channels, incl. our intranet, Teams, townhall meetings and more,
- Digital channels such as our website and social media,
- Traditional press and TV media outlets,
- Events and conferences.

Roles and responsibilities

- The Chairmanship is responsible for communication on board related matters including appointment of new CEOs or board members, matters related to the bylaws and overall ambition levels of the LEGO Foundation. The Chairmanship is obliged to inform the board and the CEO about such communication in a timely manner.
- The Chief Executive Officer is overall responsible for all communication beyond board related matters and is obliged to inform the board on any significant matters. The CEO can delegate responsibility for communication to the Extended Leadership Team when relevant.
- The Chief Impact Officer is responsible for communication about all LEGO Foundation initiatives, partnerships and activities under the Systemic Impact Portfolio. The CIO can delegate responsibility for communication to the Systemic Impact Leadership Team when relevant.
- Leadership Team members can communicate about matters that fall under their area of expertise or responsibility or when mandated to do so by the CEO or CIO.

Engaging with the media

The communication team must always be consulted prior to accepting or engaging in any media interviews in order for the opportunity to be vetted to ensure alignment with other activities and priorities, and for the team to provide support on messaging, etc.

Media training

It is a requirement for LEGO Foundation spokespersons to attend media training prior to engaging with the media.

Mandated spokespersons

The following persons are mandated to perform media interviews on behalf of the LEGO Foundation: Chairman of the Board, CEO, CIO as well as Extended Leadership Team members who can cover topics relevant to their area of expertise and responsibility.

Selected LEGO Foundation team members may act as spokespersons if mandated by a member of the Extended Leadership Team in alignment with the communications team. Agreed spokespersons can only cover topics relevant to their own area of expertise and, as stated above, media training must have been completed.

Contact person(s)

Members of the public can contact the LEGO Foundation through our general email address: LEGOfoundation@LEGO.com

Members of the press can contact the general press officer listed on the website or specific media focal points listed e.g. on press releases issued by the LEGO Foundation.

