

Renewable Building Blocks

LEGO & Vestas Collaborate on Sustainability Project

Matthew Jaster, Senior Editor

Ambition is thy name when it comes to LEGO sets. What other company offers incredibly authentic replicas of the Walt Disney Castle, the Eiffel Tower, the Sydney Opera House and the Death Star? LEGO goes above and beyond when it comes to imagination and attention-to-detail. I've been in awe of the company's vast creativity since receiving the 702-piece Black Monarch's Castle back in the late 1980s.

You can now add renewable energy and sustainability to LEGO's list of accomplishments.

LEGO released a public version of its Creator Expert Vestas Wind Turbine set in the fall of 2018 to celebrate play, creativity and imagination while raising awareness about sustainability and renewable energy in partnership with Vestas. This is the very first set available to purchase that features one of the all-new sustainably sourced plant-based plastic LEGO elements, Plants from Plants.

Jakob Christiansen, Vestas senior specialist, brand management and creative for the global marketing and public affairs department, recently spoke to *PTE* about the unique LEGO set.

"The original version of the LEGO Vestas Wind Turbine set was introduced in 2008, but only for Vestas

employees and as a gift for our customers," Christiansen said. "It was loosely based on our V90-3.0 MW wind turbine."

Due to popular demand, the wind turbine set was released to the general public for purchase in the fall of 2018. The 826-piece model stands nearly a meter-high towering over a wooded hill, featuring the new 'Plants from Plants' spruce tree. Made from plant-based plastic sourced from sugarcane, the inclusion of these elements is part of the first steps in the LEGO Group's ambition to use sustainable materials in products by 2030 and packaging by 2025.

"Today, wind energy is the cheapest source of energy in many markets, which have made wind turbines a sustainability icon across the globe and we are proud to partner with the LEGO Group on this relaunch. The original Vestas wind turbine LEGO model was specially created for Vestas to promote wind energy to a small audience within energy and the relaunch to the global LEGO community tells the story of how wind energy has gone from niche to mainstream, not just within energy but the entire world," said Morten Dyrholm, group senior vice president of marketing, communications and public affairs at Vestas.

The set measures 100 cm high, 72 cm wide and 31 cm deep and features adjustable wind blades (not as big as the real thing, of course), detailed tower, movable nacelle with aircraft warning lights, and power functions to automate the set. According to Christiansen, the set takes roughly four hours to build.

Last December, Vestas France launched the #VestasLegoChallenge campaign.

"The company sent a Vestas Lego WTG to 100 relevant French wind market stakeholders (developers, utilities, lawyers, technical advisors, etc.),



challenging them to video the making of the toy turbine with their teams and then share it on their social media channels," Christiansen said.

The impact and visibility of the campaign in Vestas France has been noteworthy. One month after the launch of the initiative, more than 40 videos were created, giving place to over 30 posts on LinkedIn and other social media channels.

"The hashtag #VestasLegoChallenge has been also shared by people who are not members of the wind industry which shows the important impact of the challenge," Christiansen added.

This latest instalment in the LEGO Creator Expert Series has been designed to provide a challenging and rewarding building experience with a touch of nostalgia, with builders discovering a house complete with a furnished patio and a working porch light and powered wind turbine, as well as three LEGO Vestas servicemen minifigures and a LEGO dog.

So, the challenge is on *PTE* readers. Visit the website below to put together this engineering marvel. Here's to 826 LEGO pieces, all in the name of renewable energy and sustainability. **PTE**

shop.lego.com/en-US/product/Vestas-Wind-Turbine-10268

