

A Recognized
LEGO® Fan Community
- The New Engagement Model

Welcome



Dear Ambassadors,

Since 2008, the LEGO Community Team has systematically engaged with the amazing TFOLs and AFOLs globally. Over these years the Fan Community has grown, not only in size, but in its ability to inspire and develop builders of all ages. This has in part been accomplished by implementing and sharing new ideas and view points, as well as presenting incredible MOCs. The LEGO Group truly values this shared passion for our brand and work done in order to support our mission globally. The endless creativity in the Fan Community has taken the LEGO Brick and the LEGO System of Play to the max, thus challenging the LEGO Group to be at its best at all times!

A new Recognition program! In order to continually provide the most valuable support to you, the Fan Community, we have designed a new Recognition program. This program has been adjusted to fit both the growth of the Fan Community as well as the different levels of ambition and desire in the Fan Community by applying a tiered approach. This tiered approach will allow LCE to better engage and support the individual needs of each community, in other words put the most effort where it has the biggest impact on the community.





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The different types of Recognized Communities we support



RLUGs – Recognized LEGO® User Groups

The LEGO User Groups typically has physical presence in a limited geographical area (for example a country or state). The members organize events, get together for build meetings and do local community work. The LUG may or may not collaborate with the local LEGO Business Unit.

RLOCs – Recognized LEGO® Online Communities

The Online Communities are present online mainly and do most of their community activities via their online forums in which they drive discussions, product reviews, competitions and everything else celebrating the LEGO Brand.

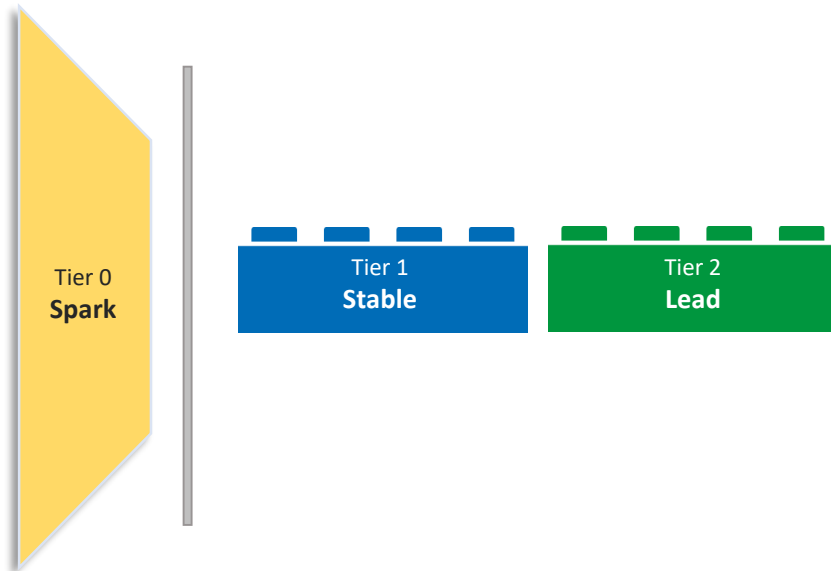
RLFMs – Recognized LEGO® Fan Media

The Fan Media are outlets such as physical Magazines, online Magazines, Blogs, YouTube channels, etc. They focus on LEGO History, LEGO Product Reviews, LEGO News and produce articles focusing on everything relating to the LEGO Brand.

In the following pages, we introduce the engagement model as well as provide you with an understanding of the benefits and requirements for being a Recognized LEGO Community.

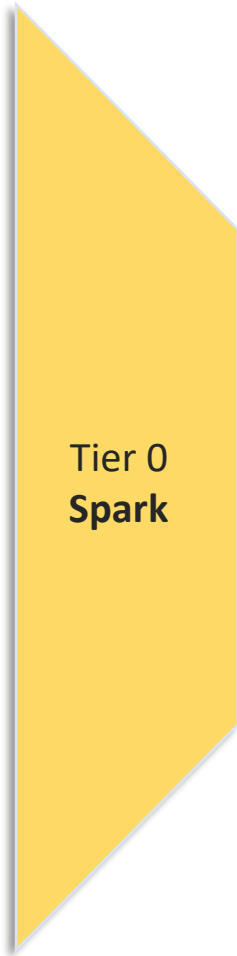


Engagement model introduction



- Tier 1-2 applies to all existing and future recognized communities (RLUG, RLFM, RLOC)
- To enable successful onboarding, any **newly** recognized community will spend the first year in tier 1, regardless of any previous accomplishments.
- The model is an organic model. Over time we'd like communities to grow and improve, but it needs to be at their own pace and at a level they are comfortable with.
- Each Tier is a destination in itself and shifting between tiers is a natural part of the model.
- Tier 0 applies to all existing communities with the potential to become recognized

Tier 0 - Spark



*Generating awareness
Sparking interest*

- This tier sits **outside** the recognized communities.
- They come in all shapes and forms. They can be new as well as “old” groups.
- The main focus for the AFOL Engagement team is to **spark** interest by generating awareness, enthusiasm, and motivation to seek recognition.

Tier 1 - Stable



Joining a culture
Learning norms
Stabilizing

- Tier 1 is a strong, long-term tier in its own right.
- The LEGO Group's involvement with this tier focuses on establishing and **stabilizing** recognized group's connection to the values, mission, and culture of the Recognized LEGO® Fan Community Program.
- Tier 1 groups are represented by an Ambassador who acts as contact point between the LEGO Group and the group.
- Tier 1 groups are committed to the LEGO hobby and community. Physical activities and events are mainly locally oriented, or of a specific nature.
- Like all recognized groups they are curious about the larger and global community of LEGO fans.



Tier 1 Stable

To provide a better understanding of what a typical Tier 1 Community looks like, please see below.

Recognized LEGO User Group (RLUG)

- Has 20-50 active members who meet on a regular basis
- Organizes locally oriented public events
- Has a basic organizational structure
- Utilize support offerings for RLUG initiatives
- Do not share leaks and confidential information
- Ambassador actively participates in discussions and topics and shares experience and learnings on LAN

Recognized LEGO Fan Media (RLFM)

- Locally oriented
- Publish weekly posts and has a steady flow of traffic
- Share announcements and press releases coming from the LEGO Group and its partners
- Do not share leaks and confidential information
- Ambassador actively participates on LAN in discussions and topics and shares experience and learnings

Recognized LEGO Online Community (RLOC)

- Locally oriented by language and/or interest
- Activities and reach with local impact and participation
- Forum traffic mirrors activities and is perceived as valuable by the Community
- Do not share leaks and confidential information
- Ambassador actively participates on LAN in discussions and topics and shares experience and learnings

Tier 2 - Lead



Driving a culture
Exemplifying norms
Scaling and teaching
Pulling up the ecosystem

- The LEGO Group's involvement with this tier focuses on maintaining and growing recognized group's connection to the values, mission, and culture of the LEGO Community Program.
- Tier 2 groups are represented by an Ambassador who acts as contact point between the LEGO Group and the group.
- Tier 2 groups **lead** by example and generate new ideas that renew and grow the community. They share those ideas on LAN and execute them via events, conventions and other activities.
- Activities extend far beyond their circle of members/subscribers potentially with a global impact.
- Tier 2 groups' have a structured approach to actively recruiting new members and growing their reach.

Tier 2
Lead

To provide you with a better understanding of what a typical Tier 2 Community looks like, please see below.



**Recognized LEGO User Group
(RLUG)**

- Has 50+ active members who meet monthly
- Organizes public events with a big community reach
- Has a well established organizational structure to support different RLUG activities
- Utilize support offerings for RLUG initiatives
- Do not share leaks and confidential information
- Ambassador actively participates on LAN in discussions and topics and shares experience and learnings

**Recognized LEGO Fan Media
(RLFM)**

- Regional to global orientation
- Several posts and articles per week
- Has a solid flow of traffic
- Share announcements and press releases coming from the LEGO Group and its partners
- Do not share leaks and confidential information
- Ambassador actively participates on LAN in discussions and topics and shares experience and learnings
- Make reviews of upcoming LEGO products adhering to briefing

**Recognized LEGO Online Community
(RLOC)**

- Regional to global orientation
- Regular activities and good regional to global reach and participation
- Solid forum traffic
- Ambassador actively participates on LAN in discussions and topics and shares experience and learnings
- Make reviews of upcoming LEGO products adhering to briefing



Evaluation Criteria

Throughout the year we evaluate the success of Recognized communities based on the criteria below. we will move recognized communities up or down in tier based on the evaluation.

- **Presence** [Reach, local, regional, global]
- **Activities** [LAN, Meetings, Events, Competitions, etc.]
- **Value Creation** [Subscribers, Visitors, Participants, Members, etc.]
- **Compliance** [Recognized community IP guidelines, Fair play policy, novelty confidentiality guideline and Brand guidelines]
- **Structure** [Ambassador, second point of contact, data reporting, recruitment, etc.]
- **Engagement** [Local markets, other ambassadors/communities, event participation, LAN, etc.]



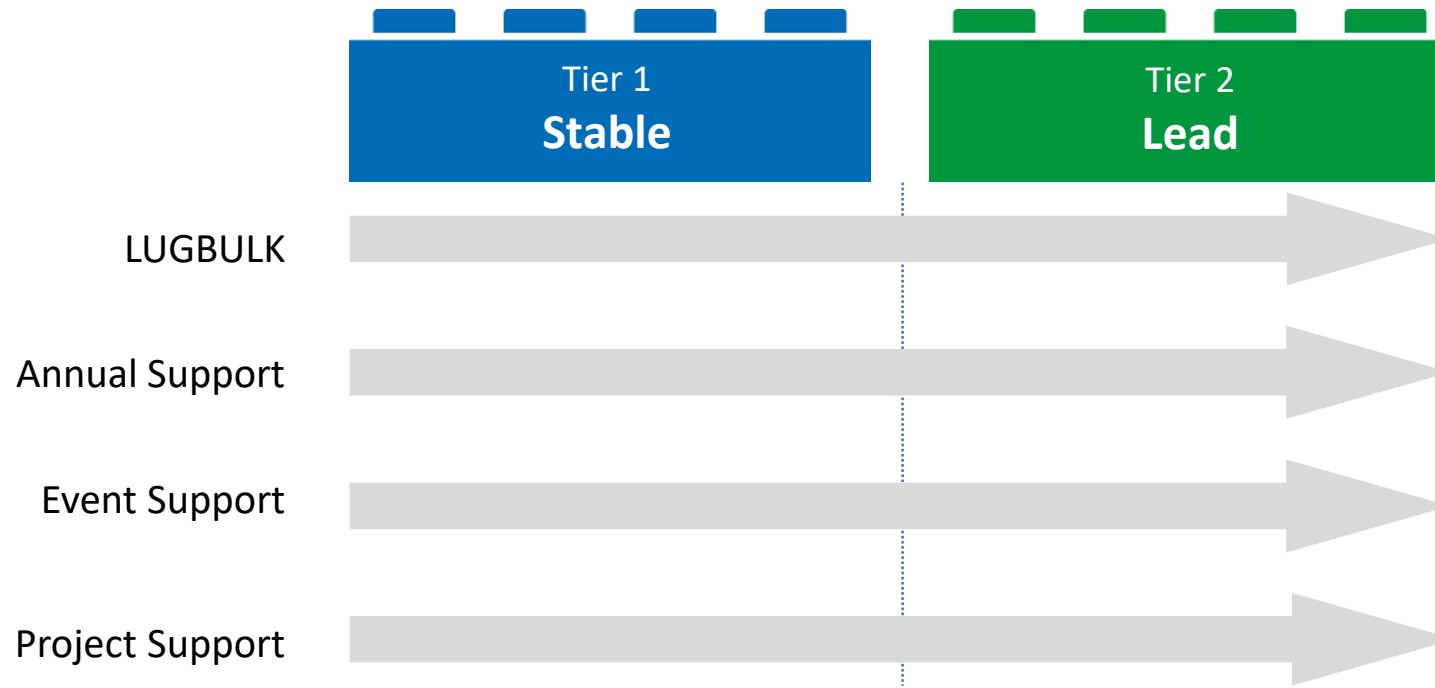


Support Offerings

The support offered to the recognized community intends to support activities that inspire others, such as building meetings, reviews, events, online reviews, competitions, articles, projects, etc. But just as important, to build relationships in the community as well as with the LEGO Group. Below is an overview of the benefits that come with being recognized.

- All Recognized communities have access to The [LEGO® Ambassador Network](#), a major advantage that comes with the opportunity to interact with the LEGO Group and with more than 250 ambassadors, representing more than 600.000 AFOL and TFOL members in the Community. Because of the huge benefit of sharing your knowledge and ideas, being recognized also comes with a requirement to participate and contribute to the LAN.
- Access to early press releases.
- Involvement in LEGO® internal projects related to product development, program development, etc.
- Participation in Fan Media day Billund and Fan Media meet n’greet day in Enfield.
- LEGO sets and elements for event support, project support, LUGBULK, online activities, annual support package, (overview on the following page).

Brick support offerings overview



! All support is subject to availability



RLUG

In order to provide you with a clear understanding of the brick support offerings through out the year for a Recognized LEGO User Group please see below tiered descriptions



Tier 1

- Annual Support Package containing 1 LEGO Set Box (assortment of LEGO sets), 1 Activity Box and 2 Play Brick Boxes
- The opportunity to apply for up to 2 events via the Event Support Program
- Press Releases
- LUGBULK participation
- Project Support

Tier 2

- Annual Support Package containing 2 LEGO Set Boxes (assortment of LEGO sets), 2 Activity Box and 4 Play Brick Boxes
- The opportunity to apply for up to 5 events via the Event Support Program
- Press Releases
- LUGBULK participation
- Project Support
- Invitations to participate in TLG internal workshops
- Invitations to participate in TLG marketing activities

Support program details are available on the LAN

RLFM

In order to provide you with a clear understanding of the support offerings through out the year for a Recognized LEGO Fan Media please see below tiered descriptions



Tier 1

- The opportunity to apply for up to 2 events via the Event Support Program
- The opportunity to request up to 3 online activities and/or reviews to be supported
- Press Releases
- LUGBULK participation
- Project Support

Tier 2

- The opportunity to apply for up to 5 events via the Event Support Program
- The opportunity to request up to 4 online activities.
- The opportunity to request up to 6 reviews to be supported.
- Press Releases
- LUGBULK participation
- Project Support
- Fan Media Day/ Meet n'greet invitation
- Invitations to participate in TLG internal workshops
- Invitations to participate in TLG marketing activities

Support program details are available on the LAN

RLOC

In order to provide you with a clear understanding of the support offerings through out the year for a Recognized LEGO Online Community please see below tiered descriptions



Tier 1

- Annual Support Package containing 1 LEGO Set Box
- The opportunity to apply for up to 2 events via the Event Support Program
- The opportunity to request up to 3 online activities and/or reviews to be supported
- Press Releases
- LUGBULK participation

Tier 2

- Annual Support Package containing 2 LEGO Set Box
- The opportunity to apply for up to 5 events via the Event Support Program
- The opportunity to request up to 6 online activities and/or reviews to be supported
- Press Releases
- LUGBULK participation
- Project Support
- Invitations to participate in TLG internal workshops
- Invitations to participate in TLG marketing activities

Support program details are available on the LAN

Ambassador and community requirements and responsibilities



An Ambassador of a Recognized community must be 18+ and appointed by the community to represent the community and its members actively on the LAN. The Ambassador does not represent The LEGO Group.

The Ambassadors primary responsibilities are:

- To be the single point of contact between the LEGO Group and the community he/she represents.
- To bring forward relevant topics raised in the community to the LAN in order for everyone to benefit from the experience of the other Ambassadors.
- Take information from the LAN to the community members.
- To ensure that all formal requirements related to reporting, sign up for support, etc. are met.
- To actively engage and participate on the LAN.
- To distribute and/or participate in surveys that are generated by the LEGO Group.
- To keep the LAN team updated on any changes to the community, be it address changes, change in Ambassador, structure, inability to meet requirements or other relevant information.

Roles and Responsibilities

- To maintain recognized state, the RLUG/RLFM/RLOC must meet the following requirements:
 - The Ambassador must fulfil her/his role and responsibilities as outlined in this document
 - Activity reports must be submitted in time
 - Comply with [TLG Fair Play policy](#) and [TLG Brand Values](#)
 - Comply with the [Novelty confidentiality policy](#)
 - Comply with the [IP Guidelines](#)
 - Engage the AFOL Community and The LEGO Group in a positive and respectful manner
 - Plan and drive activities of value to and impact on the AFOL Community
- To ensure an optimal relationship and interaction between the Ambassadors and the LEGO Group, each Ambassador is expected to act in a constructive and respectful manner and be in all actions and activities a role model for other Ambassadors as well as members.
- It is considered a breach of agreement if responsibilities cannot be met or an unacceptable behavior is demonstrated by the Ambassador or the RLUG/RLFM/RLOC and the LEGO Group will review the status of the Ambassador, or the RLUG/RLFM/RLOC
- Failure to meet the above requirements to maintain recognized state or behavior may result in loss of recognition, support and participation in the LAN.
- The exclusion may lead to the RLUG/RLFM/RLOC being asked to elect a new Ambassador to represent them but it may also lead to the RLUG/RLFM/RLOC being excluded as well.
- Exclusion can happen with no prior warning.