



The LEGO Group's #Pledge2Youth

During 2020, BIK Youth Ambassadors were involved in the #Pledge2Youth campaign working alongside industry members of the Alliance to better protect minors online to consider and run a design challenge, focusing on an aspect of age-appropriate design or data privacy, exploring innovative ways to give children and young people a space to express their views and ensure their voice is listened to and acted upon. The protocols for the challenge were derived from Lundy's Model of Participation and guidance from the TTC Labs Design Jam Toolkit. This enabled a decentralised but coordinated programme of work where industry members were free to shape the co-design consultations as they deemed appropriate while complying with the protocols.

Six Alliance industry members took part in the #Pledge2Youth challenge: Facebook/TTC Labs, the LEGO Group, Samsung, Sulake, SUPER RTL and Twitter. This information sheet describes the specific activities of the Lego Group.

Further information is available in the [best-practice guideline on age-appropriate design with youth](#).

See also the [Better Internet for Kids \(BIK\) portal for the latest information on the Youth Pledge initiative](#).

Focus of the challenge

In their challenge, The LEGO Group focused on the communication of data protection and privacy protection policies. Their aims were to identify the best ways to communicate privacy policies and procedures to young people and how to empower users to make positive decisions around privacy. These areas were explored through in-home qualitative research with parents/carers and children and comprehension and co-creation sessions. The LEGO Group adopted a child-centric approach throughout their work.