



Build & Talk

On-ground activation

Parents and caregivers
Deep engagement activities

The 2026 Playbook



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That's a wrap!

Why this playbook?



Hello LEGO friend,

First of all, we're so happy to have you with us!

This playbook is designed to help you facilitate LEGO® Build & Talk Deep engagement activities and Plug & Play engagement activities. Inside, you'll find an overview of what it is, who our audience is, and tips for how to facilitate sessions. Of course, it also includes a step-by-step guide to running the actual activities.

Our hope is you'll find this as easy and intuitive as building with LEGO bricks. And if you have any questions, we're ready to help.

We hope you have fun!

Kind regards,

Andreea Barin

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What is LEGO® Build & Talk?

LEGO Build & Talk is one of The LEGO Group's social responsibility flagship programs within Digital Empowerment, which aims to empower children and their families promote their wellbeing through digital play.

The program is developed to help children and parents and caregivers start conversations about digital play, build balanced digital routines, and engage playfully around the potential challenges and benefits of playing games online.

All activities are designed around the framework Build-Talk-Connect. Because when we build and talk together, meaningful connections grow.

Why do we offer this?

The LEGO Group's mission is to inspire and develop the builders of tomorrow.

Our approach to achieving this is by helping ensure that children have meaningful play experiences that unlock essential skills – physical, social, emotional, cognitive and creative.

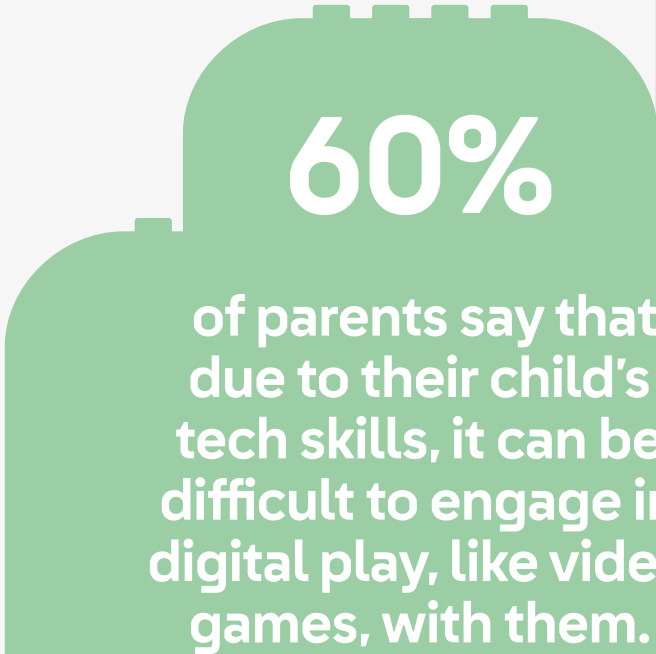
But the way children play is changing, and many children spend more time than ever engaged in digital play. Moreover, because digital play spaces are not always built with children's interests and wellbeing in mind, families need digital skills to stay safe and be able to thrive.

This initiative fits into our broader work on strengthening children's digital skills, so they can thrive in the digital world and learn through digital play.

What will families gain?

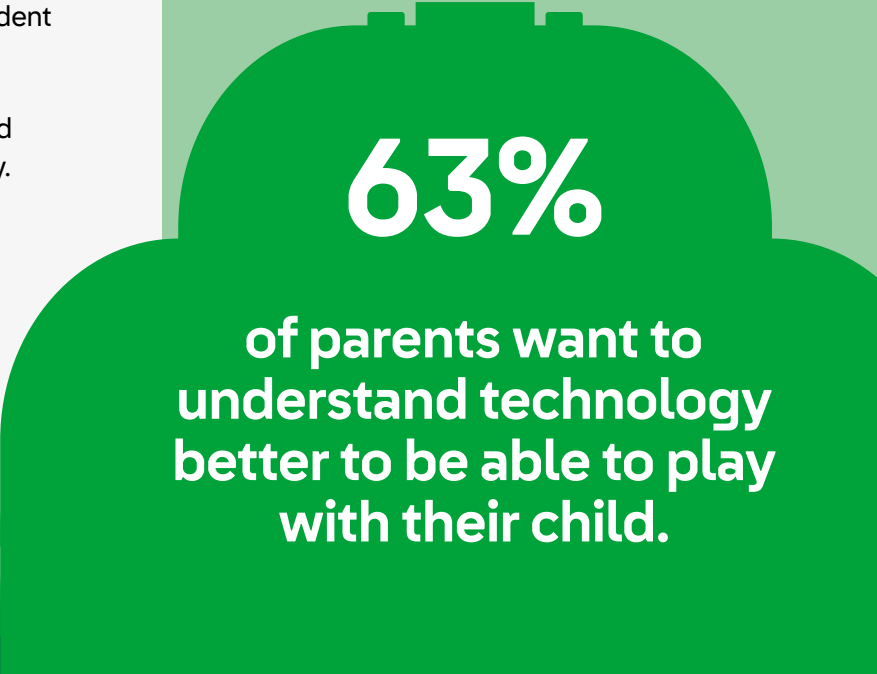
Many parents and caregivers don't feel confident about digital play, and lack tools to engage in conversations with their children on the topic. That's why providing practical tools and encouraging families to game together is key.

All the playful tools and resources we offer share one goal: to spark curiosity and start conversations – and strengthen the connection between children and parents and caregivers around and through online gaming.



60%

of parents say that due to their child's tech skills, it can be difficult to engage in digital play, like video games, with them.



63%

of parents want to understand technology better to be able to play with their child.

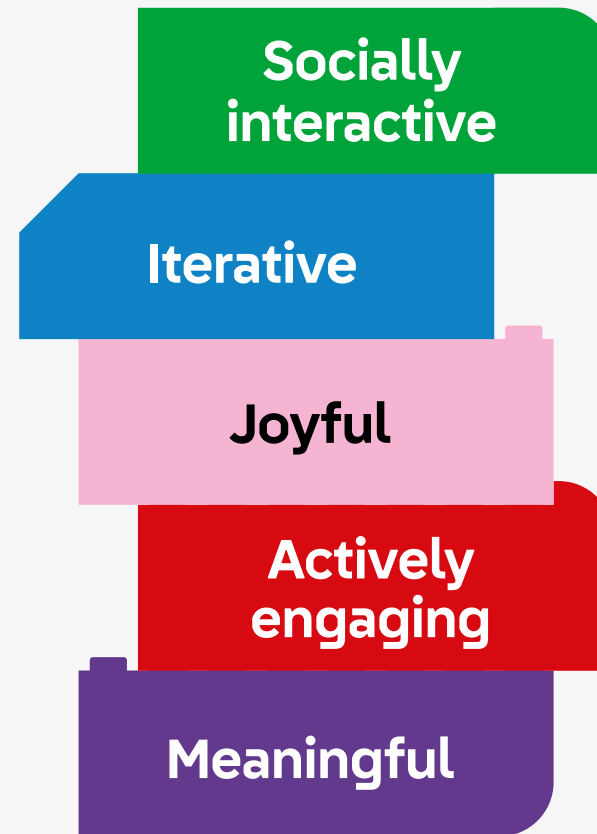
Source: The LEGO Play Well Report, 2024

Why Play?

The LEGO Build & Talk program engages children as well as their caregivers and parents in playful experiences. The reason is simple. We firmly believe in the power of learning through play, and view playful experiences as a way for children to develop the key skills they need to thrive – both offline and in digital play spaces.

Most parents and caregivers agree that play is important for children. At the LEGO Group, we also believe that adults can greatly benefit from playing. When grown-ups join the playful moments, a safe space is created where we can be curious, build connection and create meaning together.

The five characteristics of Learning through Play



What is our offering?

All LEGO Build & Talk tools and resources are designed as playful conversation starters, offering a shared safe space for families to talk about topics such as online kindness, critical thinking and digital security skills.

The goal of these conversations is to help empower children to stay safe and thriving in digital play spaces.

How we engage families

Our tools and resources are adapted to fit different settings and audiences.

In home settings

We offer free use of the [LEGO Build & Talk resources](#) available at LEGO.com

In local communities

We engage parents and caregivers in playful activities to help them gain a better understanding and confidence of their children's digital play and wellbeing.

For an introduction and a step-by-step guide to LEGO Build & Talk Deep engagement activities, go to page 13 (in this Deep engagement playbook).

We engage families (parents and caregivers and children) in playful activities to start conversations around digital play.

For an introduction and a step-by-step guide to LEGO Build & Talk Plug & Play activities, go to page 35 (in the full version playbook).

Who's our audience?

Knowing who LEGO Build & Talk is for makes engagement easier. Here are a few insights that have informed how we've designed the on-ground, face-to-face activities. We hope they can support you in adapting and leading the activities with impact.

3 insights

→ Seeking guidance

on children's digital play.

→ Varied backgrounds

geographic, educational, and socio-cultural.

→ Varying awareness

of the topic of children and digital play.



LEGO Build & Talk Deep engagement activities

Audience: Parents and caregivers of children age 6-9.

⌚ 60 MIN

or

⌚ 90 MIN



LEGO Build & Talk Plug & Play activities

Audience: Parents and caregivers and their children age 6-9.

The journey for parents and caregivers



"I need guidance and tips!"

Many parents and caregivers don't feel confident talking about digital play, and seek guidance and tips on the topic.



"These tools look useful – and fun!"

All the LEGO Build & Talk tools and resources are designed to spark playful conversations around important topics like online kindness, critical thinking, and digital security skills.



"Let's try this together."

The goal is for families to use the tools and resources to engage in conversations around online gaming and connect on the topic.



"I feel more confident!"

After using the tools and resources, gaming becomes easier for families to talk about, and parents feel more confident in guiding their children to stay safe and thrive in digital play spaces.

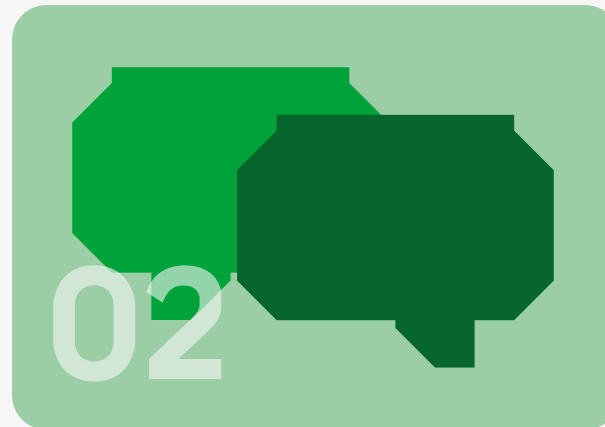
Facilitation tips

At the LEGO Group, we have a three guiding principles for facilitating playful sessions with parents and caregivers. We hope this might assist you in creating a playful experience for the parents, caregivers and families attending.



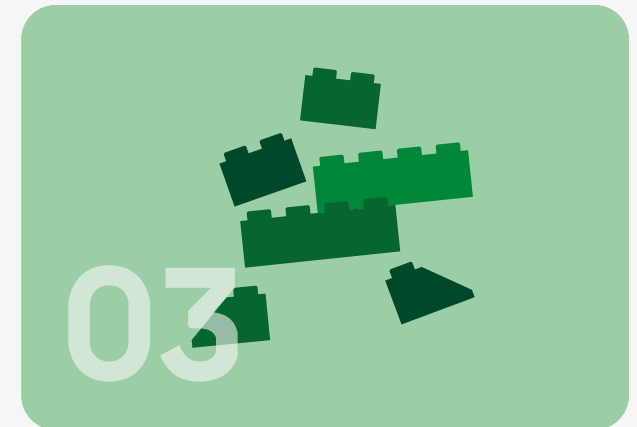
Consider trust and accessibility

We highlight trusted partners to build confidence. We also consider timing, convenience, and setting to make participation as accessible as possible.



Keep it engaging and joyful

We aim to keep the mood in sessions light and playful, using engaging activities to spark curiosity and deepen families' understanding of digital play.



Coaching is key

We want to go beyond simply sharing information. By diving into real situations and challenges in playful ways, we help parents and caregivers to reflect, imagine, and act.

Building challenges and question tips

Building challenges are something participants will encounter several times – both in the LEGO Build & Talk Deep engagement activities and the Plug & Play activities. While suggested wording for the challenges and follow-up questions are built into the step-by-step guidance for each activity, we've also included 6 tips to support you in leading the sessions.

Tip 1:

Ask simple, open-ended questions

– and stress that there are no right or wrong answers or ways to build.

Tip 2:

Encourage participants to focus on building metaphors

– instead of literal things.

Tip 3:

Make it feel like a safe space

– by ensuring everyone gets an opportunity to share and be heard without interruption.

Tip 4:

Keep instructions simple

– and make sure participants focus on one thing at a time.

Tip 5:

Let time limits help bring focus

– to keep energy high and reduce overthinking.

Tips 6:

Ask curious follow-up questions

– to encourage storytelling and reveal insights.



What is most important in your model?

What would change if this brick disappeared?

Safeguarding

Safeguarding is a top priority at the LEGO Group, and we want to ensure that all participants – children as well as adults – feel safe and heard during events where our brand is present.

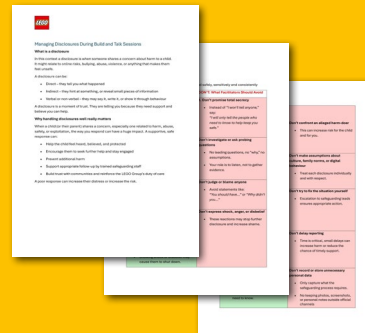
Through the LEGO Build & Talk on-ground, face-to-face activities, we address a complex topic with the potential for safeguarding disclosures. To ensure our partners are well equipped to handle this, we've included guidelines in the toolbox on safeguarding best practices.

Before running the LEGO Build & Talk activities, please read the guidelines carefully to help create a safe, playful and trust-based experience for participants.

Please review these documents:

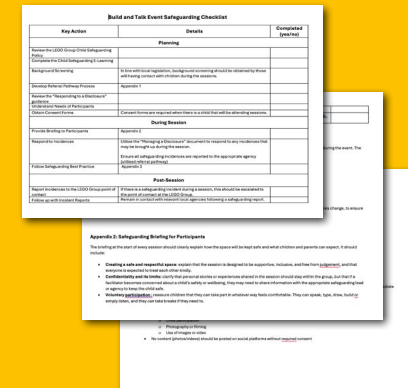
The LEGO Group Managing Disclosures

The LEGO Group_Safeguarding_ Managing Disclosures



The LEGO Group Event Checklist

The LEGO Group_Safeguarding_ Event Checklist



A quick overview

Whether you're hosting LEGO Build & Talk Deep engagement or Plug & Play activities, it's helpful to think of them as divided into sessions and stations – building blocks, if you will.

For each one, you'll find detailed guidance and materials in this playbook and its accompanying toolbox.

Get started



Agree on the activity you want to set up

- Option 1: LEGO Build & Talk Deep engagement activities.
- Option 2: LEGO Build & Talk Plug & Play activities.



Decide which sessions or stations you want to include

- For LEGO Build & Talk Deep engagement, you can choose between a 60-minute and a 90-minute version. The duration should be decided in agreement with the LEGO Group point of contact. If you choose 90 minutes, you have time for an extra warm-up session (Line Up or This or That) or to complete two LEGO Build & Talk Gaming Scenario activities.
- For LEGO Build & Talk Plug & Play activities, there is a total of 7 self-facilitated stations to set up.



Get an overview of what you need to prepare

- For each session and station, we've described what the activity is all about, its duration and the materials needed.



Build & Talk

**This workshop is for parents
and caregivers only.**

The workshop comes in two versions:
60 minutes and 90 minutes.

On the following pages, you can see
how they differ.

The duration you choose should be
decided in agreement with the LEGO
Group point of contact.

Deep engagement

LEGO® Build & Talk

Deep engagement activities

Why this workshop?

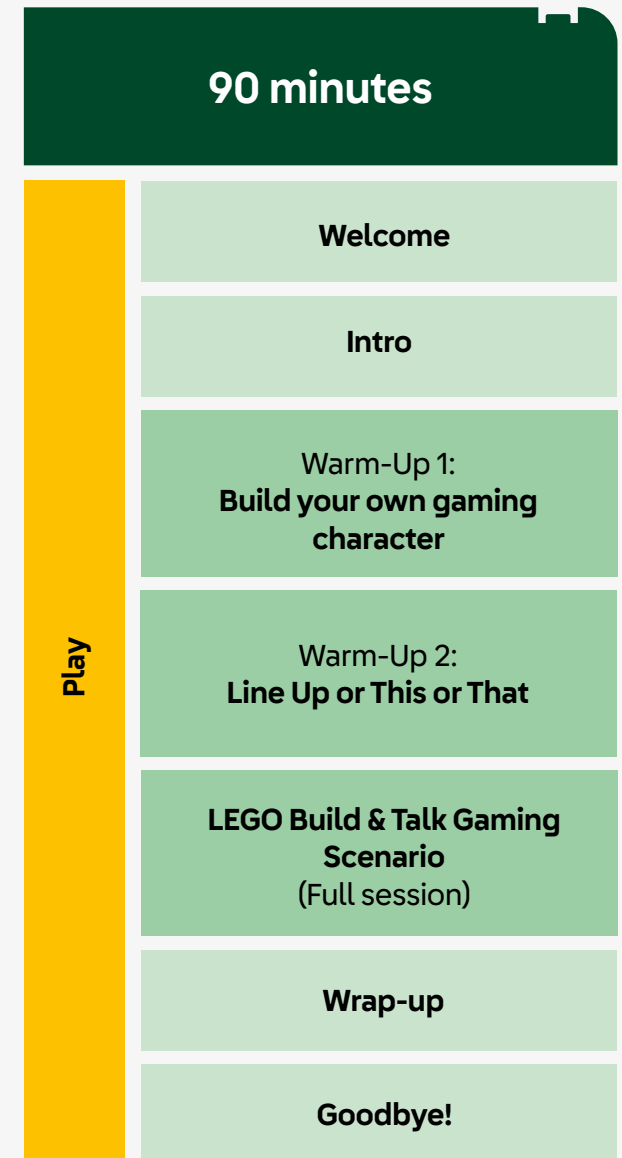
Talking about digital play isn't always easy. This workshop invites parents and caregivers to explore the topic together and start meaningful conversations with their children. No prerequisites required – only curiosity and an open mind.

Good to know

This workshop is connected to the [LEGO Build & Talk resources](#) at [LEGO.com](#). After the workshop, participants can go there to find even more playful tools and activities to try at home.

Choose duration - 60 minutes or 90 minutes

The duration of the workshop should be determined based on prior agreements and the discussed availability of space and participants. For the 90-minute workshop, we recommend doing only one of the two extra warm-up activities to ensure there's enough time allocated for the following LEGO Build & Talk Gaming Scenario.



LEGO® Build & Talk Deep engagement materials

List of additional materials:

- Lametta portal
- Whiteboard and pens
- Pens
- LEGO bricks
- Masking tape or a rope
- Chairs
- Tables
- Screen

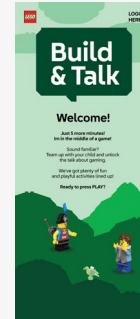
Note to facilitator:

The facilitator should ensure that these materials are available ahead of the start of the session.



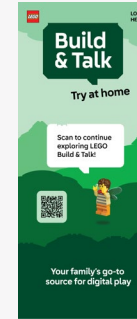
Invitation

Print and material:
A4 print 80-100gsm
or PDF by mail



Welcome

Print and material:
Roll-up 85 x 200cm



CTA

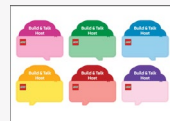
Inviting parents and caregivers to the Build & Talk platform

Print and material:
Roll-up 85 x 200cm



Name tag stickers

Create your own gamer name
+ Build & Talk host name tags



Print and material:
A4 - Label sheets
(with cutcontour - order from a print workshop to get them cut out).



Take home material

Postcards with the three Build & Talk experiences

Print and material:
Cardstock A4 150-250 gsm



Master deck
incl. facilitation support and This or That

Digital PPT file



Build your own character instruction

Print and material:
A4 print 120-180gsm



Evaluation form
Paperbased version

Print and material:
A4 90-100gsm

**Is digital play an
important topic?**

YES!

8 in 10

parents think safe digital
play is as important as
ensuring safe physical
play.

**But do they talk
to their children
about it?**

Rarely!

2 in 3

parents don't speak about
the topic frequently.

Welcome

Note to facilitator:

This first part of the workshop is intended to make people feel welcome and briefly introduce them to what you'll be doing today.

Purpose:

The goal is to create a safe space and get people in a playful mood by engaging them in a simple creative activity.

Activity:

In this first activity, you will ask participants to come up with their own gamer name.

When:

On arrival - before the workshop starts.

What you'll need:

- Name tags/stickers and pens.
- Gamer name cheat sheet print-out.

Before you start:

Make sure you've read and understood the LEGO Safeguarding guidance before you run the workshop. The materials are included in the toolbox.

Step-by-step guide

Below is a **script example** that can be used as baseline for the introduction.

1. WELCOME EVERYONE

Thank you for joining us!

Today we're running a LEGO Build & Talk workshop on children and digital play – hosted by the LEGO Group and **<name of organisation>**.

Our goal is to empower you to start – and continue having – playful and meaningful conversations with your child around digital play, so you can help them stay safe and thriving.

No prerequisites needed – all we ask is you bring curiosity and an open mind.

For these conversations to happen, it is important to note that this is a safe, non-judgemental space and we would like to explore this topic with curiosity and openness.

2. INTRODUCE THE FIRST ACTIVITY

First, let's get ready to step into the world of children by entering into Wow-Wow-World - a fictive gaming world you will also encounter when you explore the [LEGO Build & Talk resources](#) at LEGO.com. But before you enter, you need to create your gamer name and name tag.

THE KEY TO A GOOD GAMER NAME IS SIMPLE:

Your name + thing that starts with the same letter = **Mona Moonrider**

Adjective + Hobby + Random numbers = **SmartRunner08**

Adjective + Guilty pleasure + Random numbers = **SpicyDonut40**

Adjective + Animal + Random numbers = **MagneticLadybug33**

3. GET READY FOR NEXT STEP

Apply your name tags and enter through the portal.



Intro

Note to facilitator:

At this point, participants will have entered through the Wow-Wow-World portal and you'll use the next couple of minutes to introduce the agenda for today.

Purpose:

Briefly introduce the agenda and the desired outcome of the workshop.

Activity:

Introduce agenda.

Duration:

5 minutes

1. INTRODUCE THE WORKSHOP AND ITS PURPOSE



Welcome to Wow-Wow-World!

The purpose of today's LEGO Build & Talk workshop is to empower you to become confident in starting and continuing a conversation with your child around digital play through the use of playful tools.

Digital play is a topic a lot of parents and caregivers find challenging, so we've prepared some great activities to make it playful and help us all learn.

As we go, we'll also bring in expert insights to help deepen your understanding of the topic.



2. BRIEFLY DESCRIBE THE AGENDA



Warm-up: We'll be building our own gaming characters.

Optional warm-up (for 90-minute workshop): After that, we'll do a fun, physical activity to explore our experiences related to children and digital play.

Build & Talk Gaming Scenario: We'll dive into the core activity, which I'll tell you much more about later.

Wrap-up: We'll wrap up the workshop together and reflect on new learnings.

Warm-up 1: Build your own gaming character

Note to facilitator:

The first thing children do when they start a game is create their own gaming avatar or character. In this activity, their parents and caregivers start out by doing exactly that, and, in doing so, they switch to a digital play mindset.

Purpose:

This simple, speed-building exercise will help parents and caregivers switch to a digital play mindset. It will also help warm up participants and increase their building-confidence – whether they're experienced or new to building with LEGO bricks.

Activity:

Participants will build their own gaming characters using the available LEGO bricks.

Duration:

5 minutes

What you'll need:

LEGO bricks.

Step-by-step guide

1. QUICK WARM-UP - 1 MIN

Use the available LEGO bricks to build the tallest tower possible in just 30 seconds. Who won?!

2. INTRODUCE THE ACTIVITY – 1 MIN

We're going to build our own gaming characters! It's a very open assignment, and there are no right or wrongs.

3. LET'S BUILD – 1 MIN

Grab a handfull of LEGO bricks and build a gaming character that matches your gamer name. Not sure how to build yourself? Try to turn your traits into images you can build, or build something that shows what makes you happy.

4. LET'S SHARE - 2 MIN

Share your gamer name and your gaming character with the person sitting next to you.

Pro-tips

- Sharing can be done in smaller groups too, depending on the time available and the number of participants.
- Remember to tune in while others share. You might catch useful comments and insights to use later.

Warm-up 2a: Line-Up

Note to facilitator:

This activity is optional and only included in the 90-minute version of the workshop. You can choose between two activities: **Line-Up** or **This or That**. Both serve the same purpose. Select the activity that makes the most sense given the space, number of participants, and other logistical factors. Make sure the space is secure and safe for the activity.

Purpose:

The goal is to create a relaxed, welcoming start where you all explore experiences related to digital play.

Activity:

In Line-Up, participants stand along a line to show how they feel about a statement on digital play. You'll be reading the statements aloud.

Duration: 10 minutes

What you'll need:

- A roll of masking tape or a rope to create a line.

If you don't have it, you can work around it by asking participants to imagine a line.

Before you start

- Use the statements included in the step-by-step guide below or prepare your own. If you prepare your own statements, please ensure they're approved by the LEGO Group point of contact prior to the activity.
- Clear some space and use the tape or rope to mark a line on the floor that people can place themselves along.
- Start with 2-3 statements to get people moving and talking. Keep the pace up. Read the statement, let people move, allow a quick look around or comment – then move on.

Important

Please consider safety first

Ensure the space is clear of any potential objects or items that might cause physical injuries.

Step-by-step guide

1. INTRODUCE THE ACTIVITY

Let's do another warm-up activity!

This one is called Line Up, and the premise is very simple. I'll read a statement, and you place yourselves along the line between two opposite positions, depending on where you stand.

There are no right or wrong answers – and you can always move, if you change your mind.

Warm-up 2: Line-Up

2. LET'S START WITH ROUND 1

Line up based on...

1. **How old you were when you got your first phone.**
("Very young" → "Already an adult")
2. **How comfortable you feel when your WiFi stops working.**
("Totally calm" → "Slight panic")
3. **How often do you ask your child for tech help.**
"Never" → "All the time")

3. LET'S MOVE TO ROUND 2!

Line up based on...

1. **How familiar you are with the games your child plays.**
("New to me" → "Very familiar")
2. **How complex you find your child's gaming world.**
("Not confusing at all" → "Very confusing")
3. **How different gaming today is from your own childhood.**
("Very similar" → "Completely different universe")

4. OBSERVATIONS AND KEY TAKE-AWAY

Share a few observations and one of the overarching take-aways from this workshop - we all see digital play from different perspectives.



Warm-up 2b: This or That

Note to facilitator:

This activity is optional and only included in the 90-minute version of the workshop. You can choose between two activities:

Line-Up or **This or That**.

Both serve the same purpose.

Select the activity that makes the most sense given the space, number of participants, and other logistical factors. Make sure the space is secure and safe for the activity.

Purpose:

The goal is to create a relaxed, welcoming start where you all explore experiences related to digital play.

Activity:

In This or That, participants move left or right along a line to show how they feel about a statement on digital play. The statements will be shown on a screen.

Duration: 10 minutes

What you'll need:

- A roll of masking tape or a rope to create a line.

If you don't have it, you can work around it by asking participants to imagine a line.

Before you start:

- Use the slide deck provided in the toolbox or prepare your own PowerPoint deck with one "This or That" prompt per slide. If you prepare your own prompts, please ensure they're approved by the LEGO Group point of contact prior to the activity. For approved prompt ideas and follow-up questions, see the suggestions listed below.
- Set up a screen so everyone can clearly see the slides in the deck.
- Clear some space in front of the screen, and use the tape or rope to mark a line on the floor that people can move across.

Important

Please consider safety first

Ensure the space is clear of any potential objects or items that might cause physical injuries.

Step-by-step guide

1. INTRODUCE THE ACTIVITY

Let's do another warm-up activity!

This one is called This or That and the premise is simple. On the screen you'll see different statements relating to digital play and online gaming. Quickly read the statement, decide where you stand, and move left or right

Warm-up 2b: This or That

2. EVERYONE GET READY

Stand on the line facing the screen and get ready to move.

3. BASIC RULES

There are no right or wrong answers – just different experiences and perspectives.

4. THE PLAN

We'll do 3 rounds with 3-4 statements in each – and after each round, we'll talk briefly about where we stand and why.

5. WRAP-UP AND TAKE-AWAY

We'll wrap up by reflecting together.



Warm-up 2b: This or That

Prompt ideas and follow-up questions

In rounds 1 and 3, remind participants to answer from their own perspective, while in round 2 they respond on behalf of their children.

Round 1

1. Coffee before screens or Screens before coffee?
2. Reading the instructions or Skipping straight to it?
3. Newbie or Gaming expert?

FOLLOW-UP QUESTIONS (OPTIONAL)

These are optional, but are recommended to help keep the activity light and fun.

- Why this side?
- What works well about it?
- Who's different in the room?

Round 2

For this round, ask participants to step into their children's shoes and choose as they think their child would.

1. Playing solo or Playing with friends
2. Quick match or Long adventure?
3. Building stuff or Battling stuff?
4. Watching gaming or Actively gaming?

FOLLOW-UP QUESTIONS (OPTIONAL)

These are optional, but are recommended to help keep the activity light and fun.

- What experiences shaped your choice?
- When could the other side work?
- How do these choices relate to trust and independence?

Round 3

In this round, invite participants to choose the routines they have at home.

1. Watching your child play or Trying the game yourself?
2. Gaming in shared spaces or Gaming in own room?
3. Weekend gaming or Everyday gaming?
4. Asking 'What are you playing?' or 'Who are you playing with?'

WRAP-UP QUESTIONS AND TAKE-AWAY

- What do you notice about the variety in the room?
- Did anyone change sides during the activity?
- What does this tell us about being a parent in the digital era?
- **Take-away:** There isn't one right way to approach gaming. What matters is feeling confident and equipped to support your child's digital play in ways that keep them safe and thriving while also ensuring that it's a balanced approach for your family.



The bigger picture

Note to facilitator:

Before starting the core workshop activity - the LEGO Build & Talk Gaming Scenario - take some time to introduce parents and caregivers to the bigger picture around digital play, highlighting both the challenges and the benefits. Overall, focus on the key messages that your organisation and the LEGO Group have aligned on before the workshop.

Purpose:

The purpose of this activity is to build awareness and shared understanding of digital play and set the stage for the upcoming activity - the LEGO Build & Talk Gaming Scenario.

Activity:

The format of this session should be in line with the agreement between your organisation and the LEGO Group.

Duration: 10 minutes

What you'll need:

Depends on the pre-agreed format of the activity.

Step-by-step guide

1. INTRODUCE THE BIGGER PICTURE

What does digital play mean? Why is it important? How can parents make sense of it and support their children to stay safe and thriving while engaged in digital play? How do you navigate gaming as a family?

2. PICK A THEME

Highlight the theme you'll be exploring together in the following LEGO Build & Talk Gaming Scenario. Based on insights from the gaming character-building exercise and previous discussions, choose the theme and corresponding gaming scenario that best fits the group's needs.

Good to know

There are four different gaming scenarios to choose from, each exploring diverse topics relating to smart gaming and online kindness.

The goal of the scenarios is to empower parents and caregivers to help their child develop key digital skills to stay safe and thriving.

The gaming scenarios are fictive but inspired by real-life experiences that children have reported.

The outcome of the activity is to provide parents with playful tools and confidence to support their child's digital play.

LEGO® Build & Talk Gaming Scenario

Note to facilitator:

The LEGO Build & Talk Gaming Scenario is a playful way to imagine and start talking about everyday digital play situations. The activity can be adapted to both the 60-minute and the 90-minute workshop.

Purpose:

The purpose of the activity is to empower parents and caregivers to start and continue engaging in a conversation around digital play with their child. This will help their child develop key digital skills to stay safe and thriving.

Activity:

For this activity, you'll read an everyday gaming scenario aloud. After this, you will guide participants through building, reflection and discussion to help them explore how they could potentially handle a scenario like the one described – and how they could start engaging in conversation with their child to better support them.

Practically, the activity has two rounds of Build & Talk prompts:

- First a build prompt.
- Secondly, a discussion prompt to encourage group sharing.

Duration:

For the 60-minute workshop, please allocate 35 minutes for this session.

For the 90-minute workshop, please allocate 55 minutes for this session.

What you'll need:

- A whiteboard and pens
- LEGO bricks
- A print-out of the gaming scenarios.

Before you start:

- On page 29-32, you have four gaming scenarios to choose from. Pick the option that best fits your audience, based on your understanding of their needs and interests.
- For these sessions, safeguarding participants' disclosures is essential. Please ensure you've reviewed the safeguarding guidelines in the toolbox.



LEGO® Build & Talk Gaming Scenario

Step-by-step guide

🕒 60 MIN

1. INTRODUCTION

In this activity, I'll be reading a short gaming scenario aloud*. Following that, I'll give you some simple building and discussion tasks. There will be **two rounds**. Each round will consist of a building activity followed by a discussion in groups.

* **Alternatively**, you can incorporate it in the slide deck used for the session.

2. READ THE STORY - 5 MIN

Read your chosen gaming scenario aloud to participants.

3. TIME TO BUILD - 4 MIN

Round 1

Imagine this happens at your house. Now, build a model that shows how a conversation would look between you and your child.

4. LET'S SHARE - 5 MIN

Share with the person next to you what you've built and what it represents.

5. TIME TO BUILD - 4 MIN

Round 2

Add to or modify your model to show how you would want to support your child (better) in this situation.

6. LET'S SHARE - 5 MIN

Let's share our builds. Explain to the person next to you how you changed your model – and why.

7. SUM UP - 5 MIN

Let's summarise: What did you talk about? Any aha-moments or approaches you want to try at home? Let's get all our ideas up on the board.

Note on sum up: When it's time to sum up, highlight parents' and caregivers' own reflections, and, if possible, validate them with existing, expert knowledge and practices. This will help ensure participants feel confident to engage in conversation with their child at home.

8. TAKE-AWAYS - 5 MIN

Highlight 3 ways parents and caregivers can feel empowered and take action.

9. LEGO.COM RESOURCES - 2 MIN

Encourage parents and caregivers to continue the session at home with the [LEGO Build & Talk resources](#) available on LEGO.com

LEGO® Build & Talk Gaming Scenario

Step-by-step guide

🕒 90 MIN

1. INTRODUCTION

In this game I'll be reading short gaming scenario aloud*. Following that, I'll give you some simple building and discussion tasks. There will be **three rounds**. Each round will consist of a building activity followed by a discussion in groups.

* **Alternatively**, you can incorporate it in the slide deck used for the session.

2. READ THE STORY - 5 MIN

Read your chosen gaming scenario aloud to participants.

3. TIME TO BUILD - 4 MIN

Imagine this happens at your house. Now, build a model that shows how conversations about online gaming currently happen between you and your child. Please include your gaming character.

4. LET'S SHARE - 5 MIN

Team up in groups of 3-4 and share what you've built and what it represents.

5. TIME TO BUILD - 3 MIN

Add to or modify your model to show how you would want to support your child (better) in this situation.

6. LET'S SHARE - 5 MIN

Let's share our builds. Return to your group and explain how you changed your model – and why.

7. SUM UP - 10 MIN

Let's summarise: What did you talk about? Any aha-moments or approaches you want to try at home? Let's get all our ideas and solutions up on this whiteboard!

Note on sum up:

When it's time to sum up, highlight parents' and caregivers' own reflections, and, if possible, validate them with existing, expert knowledge and practices. This will help ensure participants feel confident to engage in conversation with their child at home.

8. TIME TO BUILD - 3 MIN

If you could add an ability or skill that would make it easier for you to have this conversation with your child, what would it be?

Add an ability or skill to your character that could help you in having conversations about gaming with your child.

9. LET'S SHARE - 5 MIN

Let's share our builds. Return to your group and explain what you added to your character – and why.

10. TAKE-AWAYS - 10 MIN

Highlight 3 ways parents and caregivers can feel empowered and take action.

11. LEGO.COM RESOURCES - 5 MIN

Encourage parents and caregivers to continue the session at home with the [LEGO Build & Talk resources](#) available on [LEGO.com](#)

Gaming Scenario 1

Build & Talk

Smart Gaming

Theme: Smart Gaming

This gaming scenario is fictive but inspired by real-life experiences that children have reported. It's told from a child's perspective, while exploring themes like critical thinking, media literacy and balanced use of technology. The goal is to empower parents and caregivers to support their children in navigating situations like the ones presented, and to help them develop the digital skills needed to stay safe and thrive.



Read the scenario aloud:

Imagine a 7-year-old girl. After dinner, she turns on her tablet and opens her favourite game – a colourful universe where she can build houses and cities, and let little characters explore worlds she has designed herself.

She loves this game! She's good at it and can build whatever she wants. She shows her parents: ***"Look, I figured out how to build a bridge all by myself!"***

One day at school, she hears some older children talking about a hidden zone in the game. ***"It's way cooler,"*** they say.

She doesn't fully understand what they mean, but she's curious. Later that week, while playing the game alone in her room, she clicks through the menu and gets access to the hidden zone. It seems exciting. But quickly, the atmosphere changes. The colours are darker. The characters

behave in ways she doesn't fully understand. It doesn't feel like her safe, creative world anymore. She keeps clicking, but feeling a strange knot in her stomach, she quickly closes the game.

Now she feels...something she can't quite put into words. Strange, perhaps, or slightly funny. Did she do something wrong? Was she even allowed to be in that hidden zone? Was it something she ***"wasn't supposed to see"***? And if she tells her parents, will they get upset and take the game away from her?

NEXT STEP:

Proceed to the Build & Talk prompts.

Gaming Scenario 2



Build & Talk

Smart Gaming

Theme: Smart Gaming

This gaming scenario is fictive but inspired by real-life experiences that children have reported. It's told from a child's perspective, while exploring themes like critical thinking, media literacy, privacy management and digital security skills. The goal is to empower parents and caregivers to support their children in navigating situations like the ones presented, and to help them develop the digital skills needed to stay safe and thrive.

Read the scenario aloud:

Imagine an 8-year-old who is really into online games. They often log in to a game where players can talk through a built-in chat.

Usually their friends from school are online at the same time, and they use the chat function to talk about the game, but also about their day at school.

"Did you see what happened in math today?"

"I finally beat that level!"

"Wait for me, I'm coming!"

The chat makes the game feel like a shared playground. It feels like being part of a group.

One afternoon they join a game session and start chatting with a few players. Some names look familiar, others they don't recognise.

During the game, a message appears in the chat from someone they don't recognise.

"Hey. Which school do you go to?"

The child pauses for a moment. Then another message appears.

"Do you play every day?"

The child isn't sure how to react. Instead of answering, they keep playing, and after the round ends, they switch to a private mode where only people they recognise can join their game.

The game feels normal again, but the child feels...maybe a bit upset? Who was that and what did the person want? Should they tell someone about it? And if they tell their parents, will they take the game away?

NEXT STEP:

Proceed to the Build & Talk prompts.

Gaming Scenario 3



Build & Talk

Online Kindness

Theme: Online Kindness

This gaming scenario is fictive but inspired by real-life experiences that children have reported. It's told from a child's perspective, while exploring themes like online kindness, critical thinking, media literacy and digital identity management. The goal is to empower parents and caregivers to support their children in navigating situations like the ones presented, and to help them develop the digital skills needed to stay safe and thrive.

Read the scenario aloud:

Imagine a 9-year-old boy who has just finished his homework and is excited to log on to his favourite online game. It's a game where players work together, explore worlds, and compete.

His friends from school play too. It feels like a space where they all belong.

One afternoon he joins a game with two friends from his class. At first, everything feels normal. But after a few minutes, the tone in the chat is getting a little unkind.

Another player sends messages directed at one of the boy's friends.

"You're terrible at this."

"Why are you even playing?"

"You're ruining the game."

Maybe this is just in-game banter – the kind that sometimes happens in games. But it continues, and the boy's friend suddenly goes quiet in the chat.

It would be easy to ignore it. But the boy really likes his gaming community and his friend.

What should he do? Should he stand up for his friend? Try to report it and risk his parents finding out and getting upset? Or maybe just leave it be?

NEXT STEP:

Proceed to the Build & Talk prompts.

Gaming Scenario 4



Build & Talk

Smart Gaming

Theme: Smart Gaming

This gaming scenario is fictive but inspired by real-life experiences that children have reported. It's from a child's perspective, while exploring themes like digital security skills, critical thinking and media literacy. The goal is to empower parents and caregivers to support their children in navigating situations like the ones presented, and to help them develop the digital skills needed to stay safe and thrive.

Read the scenario aloud:

Imagine a 9-year-old sitting on the sofa after school, tablet in hand, logging into their favourite online game. It's a world full of bright colours, characters, and endless creativity.

One of their favourite things to do is customise their avatar.

They spend time choosing hairstyles, colours, outfits, and little details that make their character feel like their own. It feels a bit like dressing up!

One afternoon, they join the game with a friend from school. Their friend's avatar appears on the screen, and it looks amazing! Glowing wings, a cool jacket, and a hat that sparkles when the character moves.

"Wow! How did you make your avatar?" the child asks through the chat.

"You can pick special wardrobes in the shop," they say. Sounds easy.

The child quickly opens the menu and finds it. Wow, there are so many cool things: hats, outfits, jewellery, shoes.

The child starts clicking and trying things out. Within minutes their avatar looks completely different. The child feels proud and excited.

But two days later, something unexpected happens.

At home, the child's parent calls them into the kitchen.

"Have you been buying things in your game?" the parent asks.

The parent shows them a bank statement with several small purchases from the child's game.

"I didn't know it cost money," they explain. **"I just clicked the button in the game."**

NEXT STEP:

Proceed to the Build & Talk prompts.

Evaluation

Note to facilitator:

Evaluations are key to understanding and measuring the social impact of the LEGO Build & Talk program. That's why we ask for your help in collecting feedback at the end of the workshop.

For who:

All parents and caregivers attending the LEGO Build & Talk Deep engagement activities.

When:

At the end of the workshop, just before leaving.

Duration:

5 minutes

How:

There are two ways to gather evaluations – on paper and digitally.

Paper evaluation:

- Print the paper-based evaluation form included in the toolbox.
- Hand out a form to each participant.
- Collect the completed forms.
- Log responses in the Excel sheet included in the toolbox.

Send the Excel sheet to Andreea Barin:
barin.andreea@LEGO.com

The image shows a printed survey form titled "LEGO Build & Talk Workshop Parent / Caregiver Survey". It includes a thank you message and a request for feedback. The form contains several sections with Likert scales (Strongly Dislike, Dislike, Neutral, Agree, Strongly Agree) for rating experiences. The sections are: "Your Experience" (1. How playful did you find this experience?), "Online Safety & Digital Play" (2. After this workshop, I feel more confident talking with my child about online safety and digital play; 3. After this workshop, I'm more likely to start or continue conversations with my child about online safety and digital play; 4. This workshop challenged some of my existing beliefs about online safety and digital play), "The LEGO Group & Digital Play" (5. After this workshop, I feel more confident that the LEGO Group's digital play experiences are appropriate for my child; 6. This workshop increased my trust in the LEGO Group as a source of information about children's online safety and digital play; 7. This workshop had a positive impact on my perception of the LEGO Group), and "Final Thoughts" (8. Could you describe this workshop in three words?). The form ends with a "Thank you for your time and feedback!" message.

Digital evaluation

- Open the survey link included in the toolbox.
- Complete the survey on behalf of each parent or caregiver.
- Responses are submitted automatically, no further action needed.

[Survey link](#)

Goodbye & Thank you!

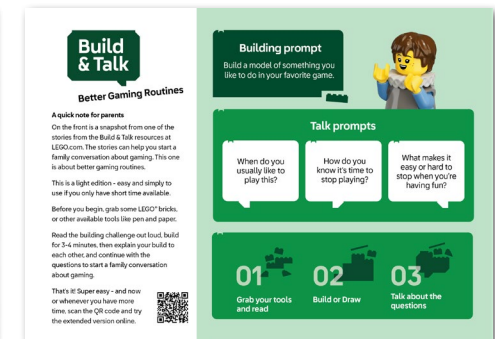
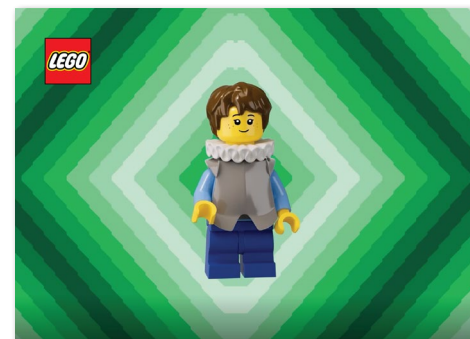
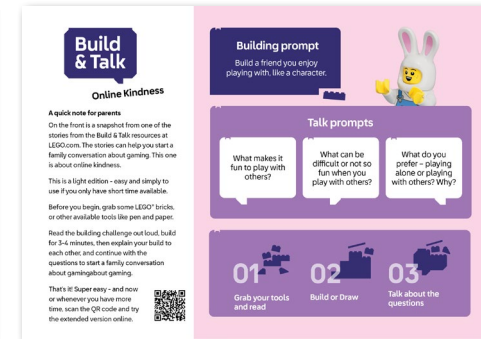
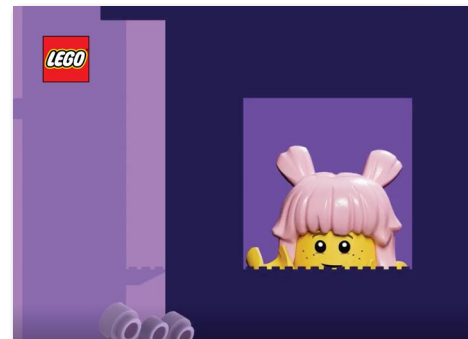
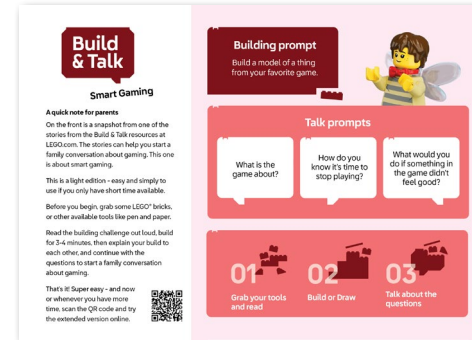
Note to facilitator:

Wrap up:

End the workshop by thanking everyone for coming and engaging in the activities.

Introduce the take-home materials:

Offer the take-home materials to participants – three Build & Talk postcards with a short story, simple building challenges, and questions to help parents, caregivers, and children talk about online gaming.



That's a wrap!

Hello LEGO friend,

Well done, you've now gone through each step of the LEGO® Build & Talk Deep engagement and Plug & Play.

We wish you the best of luck in running the activities. If you need help or have questions, feel free to reach out.

Kind regards,

Andreea Barin

Program Manager
Child Rights & Safety
The LEGO Group

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