



Meet Niko

Nikolas "Niko" Ramos

Age: 16 Years Old

Grade: 10th Grade

School: Mission High School

Location: San Francisco, CA

Attends a Green Ribbon High School in San Francisco, CA

Ditched most physical activities for digital play on his iPad

Subscribes to YouTube channels that spark his creativity

Always doodling and making knick knacks with his hands

Thinks

I think I have outgrown LEGO bricks- they are for little kids, not teenagers.

I think LEGO products go against the values and causes I care about.

Feels

I feel scared life on Earth will end soon because people do not take care of our planet.

I feel responsible for fixing the environmental mistakes of the people who came before me.

Wants

I want to take care of my planet and see the world become a better place to live during my lifetime.

I want to know my LEGO bricks will not leave a huge carbon footprint after I get rid of them.

Needs

I need a brand to stand behind that supports the sustainability movement I am involved in.

I need a hands-on way to rebuild the sustainable world I imagine, while making me feel like I'm making a difference.