



LEGO® Education Ambassador Program Applicant Guide

Thank you for your interest in the LEGO® Education Ambassador Program. We are always excited to connect with passionate educators who share our mission in building their students' confidence and 21st century skills with hands-on learning.

The LEGO Education Ambassador Program is only available in the U.S. We welcome all global educators to join the [LEGO Education Community](#) to get connected and receive the latest LEGO Education news.

This resource is meant to help support you in the application process. Please read this carefully before applying.

This Applicant Guide includes:

- Program overview
- Application process
- Application questions
- A copy of the Ambassador Participation Agreement and Guidelines

Please note that these are for informational purposes only. If selected, you will be required to review and sign.

Program Overview

What is the LEGO® Education Ambassador Program?

The LEGO Education Ambassador Program, previously known as the Master Educator Program, is a volunteer ambassador program. It is a community of early learning through middle school educators who use the LEGO® Learning System in their classrooms to inspire future generations.

Ambassadors, currently referred to as Master Educators, embody the mission of LEGO Education to inspire and develop the builders of tomorrow by enabling every student to succeed. They share their hands-on LEGO® learning experiences with others and they want to be a part of a like-minded community to learn from one another.

Ambassadors are given opportunities to provide valuable feedback to LEGO Education with the intent to advance hands-on learning, to participate in LEGO Education or industry events with the team, to join discussions where they are invited to share best practices, and more!

Who should apply?

We are looking for early learning to middle school classroom educators* who currently use the LEGO Learning System in their everyday teaching. They are fully aligned to the mission of LEGO Education and want to share their experiences and expertise with others.

Please note that to avoid a potential conflict of interest, individuals with school or district-wide purchasing or procurement authority are not eligible to participate in the LEGO Education Ambassador Program. Refer to the Participation Agreement on page 11 for more details.

If accepted into the program, the applicant has an obligation to check with their school district purchasing policies and affirm in the Participation Agreement that they do not have the authority to make high level purchasing decisions on behalf of his or her school or district.

**This includes educators, administrators and learning specialists who are actively working in the classroom.*

What can I expect as a LEGO® Education Ambassador?

Some of the potential unique opportunities that Ambassadors have include:

- Best practice sharing with fellow participants around the world
- Feedback sessions with the LEGO® Education team
- Web and online recognition
- A digital Ambassador badge
- Insider news about hands-on LEGO learning programs and solutions
- Written verification for participating in Professional Development may be provided

What is expected of me as an Ambassador?

Ambassadors will be asked to contribute to online sessions with the LEGO Education team to share relevant experiences, provide feedback, and connect with other Ambassadors in the program. Ambassadors must be active participants in the [LEGO Education Community](#).

Full expectations include:

- Completing the free introductory Professional Development course provided by LEGO Education (proof of prior completion is also accepted)
- Participating in at least three of four (3 of 4) quarterly online sessions with the LEGO Education team to share relevant experiences, provide feedback, and connect with other leaders in education
- Contributing to the LEGO Education Community by starting and/or replying to discussion posts at least once per month
- Participating in at least two (2) activities per quarter, which may include one or more of the following:
 - Raising awareness of LEGO Education in his/her networks including but not limited to attending local events, participating in online chats, posting in online forums, or directing users from third-party communities to the official LEGO Education Community;
 - Sharing LEGO Education news and activities on his/her social channels;
 - Serving as volunteer representatives of LEGO Education at select LEGO Education events as may be requested;

- Providing feedback to LEGO Education's curriculum, product development and/or research teams, in a format determined by LEGO Education, as requested by LEGO Education;
- Sharing experiences and opinions relating to LEGO Education products and solutions, including but not limited to in webinars, media interviews and/or social media chats, hosted or arranged by LEGO Education; or
- Drafting or contributing to blog posts, thought leadership topics or other content as requested by LEGO Education.

Please note that Ambassadors must meet the above participation requirements to remain in the program and will be asked to provide an update on activities twice a year.

Ambassadors could also be invited to participate in any of the following activities as needed and as willing:

- Raise on-going awareness of LEGO Education in their networks
- Be part of the LEGO Education team at events*
- Provide feedback to curriculum, product development and research teams

If selected, applicants will be required to complete the LEGO Education Ambassador Participation Agreement with guidelines for program participation and may also be subject to a Criminal Background Check. Please review the Participation Agreement and Ambassador Guidelines beginning on page 11 of this guide before applying.

**subject to availability in the Ambassadors' geographic location.*

Selection Criteria

The Ambassadors will be selected by a panel appointed by LEGO Education.

Submissions will be judged against the following criteria:

- If you meet the foundational requirements of the program and accurately complete the application
- The creativity, professionalism and energy exhibited in the submission
- How you demonstrate your commitment to and enthusiasm for embodying the mission and philosophy of LEGO Education

- Innovative and creative teaching practices with LEGO Education solutions that show your dedication to hands-on and engaged learning
- Commitment to teaching and capacity for sustained contribution to the teaching community
- Ambassadors will be selected based on a mix of grades, geographic locations, experiences and participation interests

Application Process

In order to be considered for the LEGO® Education Ambassador program, please see below:

- ☐ You are member of the [LEGO® Education Community](#)
- ☐ You have submitted a completed [online application](#)
- ☐ You have shared a current photo and CV with community@lego.com
- ☐ You have created a max. 2-minute video.

Create a video that answers the questions below. Post it somewhere that allows you to create a URL to share it and include the link in your online application.

Your 2-Minute Video

In your 2-minute video, please address the following questions:

1. How do you embody LEGO Education's mission in building their students' confidence and 21st century skills with hands-on learning?
2. How do you use LEGO Education's hands-on solutions to facilitate engaged STEAM learning in your classroom?

Video Tips

- Be creative and compelling in your answers!
- Tell your story by providing us with a look into your classroom
- Share specific examples of how you have seen LEGO® Education solutions make an impact in your students' learning
- Only include images, video, etc. that you have permission to share

- Be sure to appear in the video or include images of yourself as you narrate the story – in a way that is engaging and not just a “talking head”
- Post your video somewhere that allows you to create a URL to share it with us (e.g. YouTube, Vimeo, Twitter, Instagram). You will be asked to include the link as part of your application

Final Application Reminders

- ✓ Please ensure that you have read all application materials carefully before applying
- ✓ Remember that you will need to include the link to your video
- ✓ This application should take approximately 1 hour to complete

If you require reasonable accommodations to complete the LEGO Education Ambassador application, please email community@LEGO.com and indicate how best we can support you.

LEGO® Education Ambassador Program Application

GENERAL INFO

First Name:

Last Name:

Email:

Mobile Phone Number:

Work Phone Number:

SCHOOL INFORMATION

(This information will be used for informational purposes and to aid in research and product development for LEGO Education.)

School Name:

School Address:

School Website:

Type of school:

- Public
- Private
- Charter
- Career and technical school
- Other (please specify):

Ages/grades of students served (select all that apply):

- Early Childhood
- Grades k-2
- Grades 3-5
- Grade 6-8

What is the average class size at your school?

Please include any other information that you think is important to know about the demographics of your school or district:

What standards are you teaching to (i.e. Common Core, NGSS, ISTE Nets, CTE, etc)?

EDUCATION BACKGROUND

(Please note that you will be required to send a current photo and your CV to community@lego.com to complete this application.)

Job Title:

Grade Level(s) you work with:

Job description:

How long have you been working as a teacher?

Please provide a brief bio (3-5 sentences maximum):

List your degrees / certifications / educational institutions attended and dates of graduation:

What committees / leadership roles have you served on within your school?

NETWORKING EXPERIENCE

Are you a member of other professional teacher networks? (If so, please list them.)

Are you a member of other ambassador programs or educator groups? (If so, please list them.)

Please list any speaking engagements or panels that you have been a part of.

Are you active on social media related to your school or classroom? (If so, please share an example.)

Do you regularly participate in Twitter or other social media chats or groups? (If so, please list them.)

EDUCATIONAL PHILOSOPHY

What is your teaching philosophy?

What does playful learning mean to you and how do you integrate play into the classroom?

What is your favorite teaching moment?

How did it impact you and your students?

What do you think is the biggest challenge facing students today, and how are you responding?

LEGO EDUCATION EXPERIENCE

Why do you want to be a LEGO Education Master Educator?

What LEGO Education solutions have you used? (select all that apply)

- SPIKETM Essential
- SPIKETM Prime
- BricQ Motion Essential
- BricQ Motion Prime
- STEAM Park
- Coding Express
- Tech Machines
- StoryTales
- Tubes Experiment
- Build Me "Emotions"
- Other (please specify): _____

Which of the above are you currently using in your classroom? Please include the number of years you have used each.

What other teaching solutions are you currently using in the classroom? Please include the number of years you have used each.

What technologies do you use in the classroom? (select all that apply)

- Windows
- Windows (touch devices)
- MacOS
- Chromebook
- iPad
- Android
- Surface Pro
- Fire tablets
- No device
- Other (please specify): _____

Have you completed any Professional Development courses from LEGO Education? Please list which ones.

What do you like most about using LEGO Education in the classroom?

What impact have you seen on your students using LEGO Education?

What is your favorite LEGO Education solution and why?

What is your favorite lesson, tip or trick using LEGO Education solutions?

Have you coached a *FIRST*® LEGO® League, *FIRST*® LEGO® League Jr or *FIRST*® Robotics Competition team? Please list the number of years that you have been involved in coaching and any other information you would like to share.

PARTICIPATION INTERESTS

What are you most interested in participating in as part of the LEGO Education Ambassador Program? (please drop and drop to rank order your choices)

1. Leading discussions in the online LEGO Education Community
2. Participating in Q&As with LEGO Education team members
3. Writing or contributing to a LEGO Education blog or other external publications
4. Speaking with media or at events / supporting public relations
5. Posting in online forums or hosting online chats (i.e. Twitter chats)
6. Participating in webinars for teachers interested in LEGO Education, STEAM and hands-on learning
7. Attending events in local communities to share your experience using LEGO Education in the classroom
8. Serving as a volunteer representative at select LEGO Education events
9. Supporting product testing (in your classroom)
10. Sharing LEGO Education news and updates across your social media channels

OTHER

Please list your social media handles (if public) and/or any blogs that you own or regularly contribute to:

How did you hear about the LEGO Education Ambassador Program?

Please email the following to community@lego.com:

- Current photo
- Curriculum Vitae

Please include a link to your submission video (e.g. YouTube, Vimeo, Twitter, Instagram):.

Selection Criteria

The LEGO Education Ambassadors will be selected by a panel appointed by LEGO Education.

Submissions will be judged against the following criteria:

- If you meet the foundational requirements of the program and accurately complete the application
- The creativity, professionalism and energy exhibited in the submission
- How you demonstrate your commitment to and enthusiasm for embodying the mission and philosophy of LEGO Education
- Innovative and creative teaching practices with LEGO Education solutions that show your dedication to hands-on and engaged learning
- Commitment to teaching and capacity for sustained contribution to the teaching community
- Ambassadors will be selected based on a mix of grades, geographic locations, experiences and participation interests

Final Application Reminders

Applications are due by July 29, 2022.

Please ensure that you have read all application materials carefully before applying.

Remember that you will need to fill in the form and send your Curriculum Vitae and a photo to community@lego.com as part of the application process.

This application will take approximately 1 hour to complete.

To apply, visit the LEGO Education Community at <https://community.legoeducation.com/ambassador-program>.

Please email community@LEGO.com with any questions or concerns.

LEGO Education Ambassador Program Participation Agreement

This Participation Agreement made and entered into by and between the Parties effective as of this _____ day of _____, 2022.

Parties. The Parties are LEGO® Brand Retail, Inc. dba LEGO Education US ("LEGO Education") and _____ (the "Educator").

Educator Acknowledgements. In connection with the Educator's participation in LEGO Education Ambassador Program, the Educator acknowledges and agrees that:

1. his or her participation in the LEGO Education Ambassador Program is subject to successful completion of criminal and child abuse/neglect background checks.
2. his or her participation in the LEGO Education Ambassador Program will be as an independent contractor as stated for tax purposes.
3. he or she maintains current educator certification in good standing in his or her local jurisdiction.
4. he or she is not an employee of LEGO or LEGO Education, and he or she will not present, introduce or otherwise hold himself or herself out as an employee of LEGO or LEGO Education.
5. he or she is not entitled to future employment with LEGO or LEGO Education.
6. he or she must maintain a clear delineation between his or her teaching role and participation in the LEGO Education Ambassador Program.
7. he or she will obtain any and all authorizations as may be required by his or her school district when participation in the LEGO Education Ambassador Program intersects in any way with his or her teaching role.
8. it is his or her sole responsibility to ensure that his or her participation in the LEGO Education Ambassador Program does not conflict with the policies and procedures of his or her school district, including but not limited to policies and procedures relating to student confidentiality, participation in research, purchasing, gifts, and conflicts of interest.
9. he or she is not designated as an individual with purchasing or procurement authority for his or her school or school district, as defined by his or her applicable school district policies.
10. he or she will act in accordance with the mission of the LEGO Education Ambassador Program, which is to ensure that every student succeeds through playful learning experiences by: a)

embodying LEGO Education's mission, values¹, and teaching philosophy; b) acting as volunteer ambassadors for LEGO Education; and c) voluntarily supporting the LEGO Education team by providing feedback and insight. Accordingly, the Educator will:

- a) within three (3) months of the Term (defined within the Term section) complete the free introductory Professional Development course provided by LEGO Education and defined within the LEGO Education Ambassador Guidelines or provide proof of prior completion;
- b) participate in at least three of four (3 of 4) quarterly online sessions with the LEGO Education team to share relevant experiences, provide feedback, and connect with other leaders in education;
- c) be an active participant/contributor to the LEGO Education Community by starting and/or replying to discussion posts at least once per month; and
- d) participate in at least two (2) activities per quarter, which may include one or more of the following:
 - i. Raise awareness of LEGO Education in his/her networks including but not limited to attending local events, participating in online chats, posting in online forums, or directing users from third-party communities to the official LEGO Education Community;
 - ii. Share LEGO Education news and activities on his/her social channels;
 - iii. Serve as volunteer representatives of LEGO Education at select LEGO Education events as may be requested;
 - iv. Provide feedback to LEGO Education's curriculum, product development and/or research teams, in a format determined by LEGO Education, as requested by LEGO Education;
 - v. Share experiences and opinions relating to LEGO Education products and solutions, including but not limited to in webinars, media interviews and/or social media chats, hosted or arranged by LEGO Education; or
 - vi. Draft or contribute to blog posts, thought leadership topics or other content as requested by LEGO

¹ LEGO's values are: imagination, creativity, fun, learning, caring and quality. A review of the guidelines will be provided to selected applicants upon entering the LEGO Education Ambassador Program.

Education.

11. he or she shall provide electronic and physical evidence of Educator's compliance with section 10 above twice per calendar year. The first obligation to provide evidence shall be completed by the month of December and the second obligation to provide evidence shall be completed by the month of May.
12. through participation in the LEGO Education Ambassador Program, the Educator may have access to confidential or sensitive information, materials or documents of LEGO Education (including but not limited to product and curriculum design) ("**Proprietary Information**"), which shall be confidential. LEGO Education shall have sole authority and control over all aspects of its Proprietary Information, and the Educator agrees to and does hereby assign to LEGO Education any rights he or she may have or acquire in such Proprietary Information. At all times, both during the term of this Participation Agreement and after its termination or expiration, the Educator agrees to not acquire any Proprietary Information by improper means, to keep in confidence and trust all Proprietary Information which it may acquire, and to not disclose such Proprietary Information at any time, either orally or in writing or otherwise, in any manner, directly or indirectly, to any person or firm, without LEGO Education's prior written consent. The Educator shall use Proprietary Information only to serve the best interests of LEGO Education as contemplated in this Agreement and for no other purpose.
13. in the event the Educator's participation in the LEGO Education Ambassador Program results in certain work product and deliverables (together, the "Work Product"), such Work Product shall be original work of the Educator capable of being owned by LEGO Education as contemplated herein. The Educator acknowledges and agrees that title to the Work Product shall vest at all times in LEGO Education, and Educator shall have no ownership rights therein. The Work Product shall be deemed a "work for hire" pursuant to the copyright laws of the United States; provided that in the event (and to the extent) the Work Product (or any portion thereof), is deemed not to be a work for hire for any reason, the Educator agrees to and does hereby assign to LEGO Education all right, title and interest in the Work Product. The Educator hereby agrees to execute any and all documents necessary to effectuate such assignment herein.
14. he or she will conduct himself or herself in a professional manner, and in accordance with LEGO Education Ambassador Guidelines,

which are incorporated herein, throughout his or her participation in the LEGO Education Ambassador Program.

15. LEGO Education may use photographs and/or other media to feature his or her activity or achievement as an Ambassador.
16. he or she will communicate with designated LEGO personnel to provide updated information or changes that would impact ongoing participation in the LEGO Education Ambassador Program, including but not limited to, withdrawal from LEGO Education Ambassador status, changes in name, address, email address, social media handles, and educator status.
17. he or she will be required to participate in any orientation or training regarding LEGO Education guidelines, policies and procedures that LEGO Education determines appropriate to the Educator's participation in the LEGO Education Ambassador Program.

The Educator agrees to comply with this Agreement, and applicable policies, procedures, rules, and regulations of LEGO Education, including but not limited to those outlined herein, and agrees to abide by all applicable laws and regulations in connection with the Educator's voluntary participation in the LEGO Education Ambassador Program, including but not limited to, the applicable policies and procedures of his or her school district. The Educator will provide to LEGO Education any documents or information requested in connection with the Educator's compliance with his or her obligations under this Agreement. Subject to applicable laws, LEGO will keep confidential any documents or information so provided that is of a confidential nature.

LEGO Education Ambassador Program Benefits: LEGO Education will support Ambassadors through program participation benefits, which may include:

- LEGO Education Ambassador Welcome Package
- Onboarding session hosted by LEGO Education
- Insider news of special offers and events
- Access to other educators in the program nationwide
- Invitations to LEGO Education Events & Gatherings
- Online recognition as a LEGO Education Ambassador

LEGO Education follows strict guidelines on what it can or will provide to public employees. Specifically, an Educator may not receive from LEGO Education any LEGO products, or other items costing more than \$20.00. In addition, during any calendar year, the total amount of all such items provided to an Educator may not exceed \$50.00.

Ambassador Status. By entering into this Agreement, LEGO Education and the Educator do not intend that the Educator is an employee of LEGO or LEGO Education for any purpose, and the Educator shall not be entitled to any employee benefits, workers' compensation, unemployment compensation, disability benefits, or other rights normally afforded to an employee of LEGO or LEGO Education.

Compensation. The Educator acknowledges and agrees that the Educator's participation in the LEGO Education Ambassador Program is voluntary, as an independent contractor for tax purposes, and that no wages will be paid by LEGO Education to the Educator for his/her participation in the LEGO Education Ambassador Program. Notwithstanding the foregoing, when the Educator attends LEGO Education-approved and LEGO Education-managed events, LEGO Education shall reimburse the Educator for the reasonable costs of travel, accommodations and meals during such attendance. The Educator may also receive select LEGO products in exchange for his or her participation in the LEGO Education Ambassador Program. The Educator acknowledges and agrees that he or she will not receive from LEGO Education any LEGO products, or other items costing more than \$20.00, and that during any calendar year, the total amount of all such items provided to the Educator may not exceed \$50.00. The Educator acknowledges and agrees that prior to accepting any incentives, gifts or other products/items from LEGO Education, he or she will confirm that acceptance of such gifts are permitted by such policies from their school and school district. The taxable consequences of such reimbursements and such products shall be the sole responsibility of the Educator, who is advised to consult his or her tax advisors.

Non-Discrimination. LEGO Education and the Educator agree that in the performance of this Participation Agreement, there will be no discrimination against or harassment of Educators, LEGO personnel, or other persons on the basis of race, color, sex, religion, creed, age, national origin, gender identity or expression, sexual orientation, disability, or other status protected by applicable state or federal law.

Termination. The Educator may withdraw from the LEGO Education Ambassador Program at any time. The Educator acknowledges that LEGO may remove the Educator from participation in the LEGO Education Ambassador Program at any time and for any reason, including but not limited to failure to (a) comply with applicable LEGO Education policies, procedures, guidelines and applicable laws, or to act consistent with LEGO's values or guidelines, (b) lapse, termination or revocation of current educator certification, or (c) conduct determined to be

detrimental to LEGO Education's operations or otherwise unsatisfactory as deemed by LEGO Education.

Jurisdiction and Venue. This Agreement shall be governed by the laws of the State of New York, and any legal action concerning the provisions hereof shall be brought in the state or federal courts of New York.

Term. This agreement will be in effect from the date that it is signed through June 31, 2023.

LIABILITY. EDUCATOR ACKNOWLEDGES THAT HE OR SHE PARTICIPATES IN THE AMBASSADOR PROGRAM ENTIRELY AT HIS OR HER OWN RISK AND THAT, TO THE EXTENT PERMITTED BY LAW, LEGO EDUCATION, AND ITS OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, AFFILIATES, SUCCESSORS, AND ASSIGNS WILL NOT BE RESPONSIBLE OR LIABLE FOR ANY HARM OR LOSS OF ANY NATURE SUFFERED IN PERFORMING ACTIVITIES UNDER OR IN CONNECTION WITH THE AMBASSADOR PROGRAM THAT (1) THE EDUCATOR MAY SUFFER OR (2) THAT EDUCATOR CAUSES TO ANY THIRD PARTY.

Indemnification. The Educator shall defend, indemnify, and hold harmless LEGO Education against any and all losses, damages, liabilities, deficiencies, claims, actions, judgments, settlements, interest, awards, penalties, fines, costs, or expenses of whatever kind, including reasonable attorney fees, fees and the costs of enforcing any right to indemnification under this Agreement, and the cost of pursuing any insurance providers, arising out or resulting from any claim of a third party related directly or indirectly to any acts or omissions of Educator.

Entire Agreement. This Agreement constitutes the entire agreement between the Educator and LEGO Education and supersedes any previous contracts, understandings, or agreements of the parties, whether oral or written, concerning the subject matter of this Agreement.

Severability. In the event that any provision of this Participation Agreement is held unenforceable for any reason, the remaining provisions of this Participation Agreement shall remain in full force and effect.

LEGO® Education Ambassador Guidelines

1. LEGO® Education Ambassadors ("Ambassadors") are not employees of LEGO and/or LEGO Education. An Ambassador will not present, introduce or otherwise hold himself or herself out as an employee of LEGO or LEGO Education.
2. The purpose and role of Ambassadors is to share their own personal experiences of using LEGO Education solutions in their classrooms. It is not to act on behalf of or represent LEGO Education, or to provide training or other services, or to market LEGO Education solutions.
3. Ambassadors must maintain active teaching certification to be eligible for participation in the LEGO Education Ambassador Program.
4. Ambassadors might be subject to a criminal and child abuse/neglect background check in order to participate in the LEGO Education Ambassador Program and must have been subject to a criminal and child abuse/neglect background check as a condition of employment with the Ambassador's school district.
5. Ambassadors designated as individuals with purchasing authority in their school or school district are not eligible to participate in the LEGO Education Ambassador Program.
6. Ambassadors may not serve in a dual role of LEGO Education trainer and/or contractor and as a LEGO Education Ambassador.
7. LEGO Education reserves the right to attribute a name/title for its Ambassadors (e.g. Master Educator) and may change it at any time.
8. Ambassadors may leave the LEGO Education Ambassador Program at any time. LEGO Education may terminate an Ambassador's participation in the program at any time. At the end of each year, participants will be asked to reflect on their involvement and if they would like to remain active in the program. Ambassadors will be asked to sign a new agreement each calendar year.

Relationship with School District

9. Ambassadors must review their pertinent employment contracts, collective bargaining agreements and school policies to ensure their participation in the program does not conflict with their obligations as a teacher.
10. Ambassadors should consult with their Superintendent of Schools and Building Principal to determine whether LEGO Education Ambassador Program activities constitute professional development in accordance with procedures established by their specific states and/or school districts. If such activities are approved by the School District for professional development credit, LEGO Education may provide a letter to the District acknowledging the teacher's participation in such activities.

11. Ambassadors are responsible for obtaining any and all necessary authorizations as may be required by his or her school district when participation in the LEGO Education Ambassador Program intersects in any way with his or her teaching role.
12. Ambassadors may not use their school district's network or social media accounts to promote the LEGO Education Ambassador Program, or LEGO Education in general, without specific written permission to do so from the school district's Superintendent of Schools and building principal.
13. Ambassadors may not promote the LEGO Education Ambassador Program while simultaneously promoting his or her school/school district without specific written consent to do so from his or her Superintendent of Schools and building principal.
14. Ambassadors may not disclose personally identifiable student information during their participation in the LEGO Education Ambassador Program, except as may be permitted and authorized by applicable school district policies and state and federal laws. Ambassadors will obtain necessary authorizations from parents/guardians when students are involved in LEGO Education Ambassador Program activities.

Conflicts of interest

15. Ambassadors may not use his or her role as an Ambassador for personal financial gain.
16. With limited exceptions, such as LEGO Education Ambassador Program incentives and reimbursements for LEGO Education-sponsored and approved expenditures, Ambassadors may not accept or receive, directly or indirectly, any money or gift of value, or any promise or contract for future reward or compensation as a result of his or her participation in the LEGO Education Ambassador program. The Educator acknowledges and agrees that he or she will not receive from LEGO Education any LEGO products, or other items costing more than \$15.00, and that during any calendar year, the total amount of all such items provided to the Educator may not exceed \$50.00. Prior to accepting any incentives, gifts or other products/items from LEGO Education, Ambassadors will review their school district policies to confirm that acceptance of such gifts are permitted by such policies.
17. Ambassadors may not transfer LEGO Education Ambassador Program incentives to another individual or sell LEGO Education products for profit.
18. If there is any doubt as to whether a conflict of interest may exist, Ambassadors must contact LEGO Education to ask for advice or clarification.
19. Ambassadors cannot enter any contests, raffles, or sweepstakes run by LEGO Education.

Communications

20. Ambassadors may share LEGO Education news and activities on their personal online and social media channels. (e.g. newsletters, blogs, websites, Twitter, Facebook, Instagram, LinkedIn, Pinterest, etc.)
21. Ambassadors must identify themselves as a LEGO Education Ambassador when entering a discussion on or writing about LEGO or LEGO Education-related topics. Ambassadors are given talking points for identifying themselves as a LEGO Education Ambassador.
22. Ambassadors need to identify thoughts shared as their own. For example, they need to include a disclaimer on personal online and social media channels such as "The thoughts shared here are my own and don't necessarily reflect the views of LEGO Education."
23. Ambassadors should not disclose confidential, proprietary information about LEGO or LEGO Education on social media.
24. If Ambassadors intend to use their school name or logo in these communications, Ambassadors must express permission from their Superintendent and building principal to do so. If using the school website or network, Ambassadors must get express permission from their Superintendent of Schools and building principal to do so.
25. Ambassadors must refrain from using their school district's social media accounts without specific permission from their Superintendent of Schools and building principal.
26. Ambassadors may not engage in social media use that is harassing or discriminatory in nature.