



City of  
Gothenburg

## Retoy - children putting sustainability into practice by swapping toys

Retoy is a concept where meeting points are created for children to swap toys with each other. The children bring their own toys and play together before deciding which toys they want to take home. During the meeting the participants will learn about children's rights based on the Convention on the Rights of the Child (CRC). So far this year (until July 2015) the City of Gothenburg has arranged seven toy exchanges, where 400 children have changed nearly 2400 toys with each other. This corresponds to a saving of about 7.8 tons of carbon dioxide compared with new toys bought instead. Toys that may contain toxic chemicals are always taken away before the toy swap. Parents and children are key target groups to give the opportunity to inspire sustainable consumption early in life. The activities are free for all children.

Retoy was founded in 2011 by a social entrepreneur and now has regular operations in seven Swedish cities, including Gothenburg. Retoy is based on a partnership between different actors from business stakeholders, the public sector, such as the City of Gothenburg, and the non-profit sector where Retoy work closely with UNICEF. In Gothenburg several municipal administrations and companies collaborate to tour around the different districts | Gothenburg with Retoy.

### *More information:*

Retoy web page (in English):

<http://retoy.se/en>

Article about Retoy in Gothenburg (in Swedish):

[http://www.vartgotborg.se/prod/sk/vargotnu.nsf/1/ovrigt,leksaksbytdagar\\_pa\\_stadsmuseet](http://www.vartgotborg.se/prod/sk/vargotnu.nsf/1/ovrigt,leksaksbytdagar_pa_stadsmuseet)