

# SI.

Swedish Institute.



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Manual for  
planning,  
promoting and  
arranging a Retoy  
event

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## Retoy Toy Swap

# Retoy toy swap manual

## 1. Project introduction

Retoy's activities have been created and developed together with children in Sweden. Since 2011 more than half a million children have played with Retoy through toy swap activities, exhibitions, and non-toxic play areas. The activities in the Retoy toolkit can be arranged by anyone, but is ideal for preschools to work with sustainability and children's rights.

With the Retoy-kit, you can create **toy swap activities** where children get to experience sustainable consumption in a fun way. In the creative **Retoy Lab**, children will practice re-use of old toys and other materials while they design their own imaginative creations.

By swapping, creating and giving toys, children and their grown-ups are introduced to their rights according to the UN Convention on the Rights of the Child. Using the power of play, children gain awareness about how everything and everyone in the world are interconnected.

Retoy is a social enterprise, founded in Sweden in 2011 by Soledad Piñero Misa. Since then, they have reached more than 500 000 children through their activities and 30 000 children have swapped 100 000 toys, created in Retoy Lab and learnt more about their rights.

## 2. Aims, objectives and target groups

The aim with the project is create awareness and interest in the areas of **sustainability** and **children's rights**. Parallel to children learning to act more sustainably, children and adults will also learn about children's rights under the UN Convention. The project can serve as a platform to create interest for sustainable consumption and children's right to participation at a higher level. The primary target group is children age 4-7 but also the children's adults, pre-schools, decision and opinion makers.

## 3. Levels

We suggest two different set-ups of this project – one larger and one smaller. For all events you will need a "Retoy kit", which is a kit used to build the toy swap scenography. The kit consists of printed textile that is used together with banana boxes to build the scenery. The kit will be purchased by SI upon request.

### Option 1 Large – initiating long term collaboration

Introduce the Retoy toy swap for kindergartens and children's organizations locally. Retoy is a social enterprise whose model is based on collaboration between the public, private and voluntary sectors. Through the collaboration with local companies and municipalities Retoy kits can distributed to more kindergartens and enable more children learn sustainable practices at an early age.

- Find a partner organization locally that can handle the contact between preschools and Retoy in Sweden. For example <http://www.ecoschools.global/national-offices> exists worldwide.
- Arrange first Retoy activities in collaboration with partner, for example at local pre-school(s).
- In order to create long-term approach: organizing a seminar / lecture where representatives from Retoy talk about how they work to strengthen children's knowledge of their rights and allow them to act sustainably.
- Invite prospective local partners and financiers and try to find a model that could work independently and long-term to carry on with activities.

### Option 2 – Smaller event

Foreign Mission carries out event at a suitable location, e.g. children's library or other child friendly space. Carry out a seminar in connection to the toy swap event.

#### **4. Division of roles and budget responsibility**

##### **Roles**

###### **SI**

- Initial contact with Retoy in Sweden
- Support to the Foreign Mission during the project process

###### The Foreign Mission

- Finding local partner
- Find a venue/space for the activities, together with local partner
- Carry out activity
- Contact Swedish participants such as guest speakers
- Marketing/invitations
- Report to SI after completion of the project
- Inquire possible continuation of Retoy project – is there a local part that is interested in working with Retoy long-term?

###### Local partner

- Finding venue together with Foreign Mission
- Supporting the Foreign Mission in finding local participants
- Consider if long-term continuation is an option. If so, the local partner will get the toolkit and continue arranging toy swap activities independently.

###### Retoy

- Provide Retoy kit to Foreign Missions(purchased by Swedish Institute)
- May participate as guest speakers at seminars
- Advise if necessary

##### **Financial distribution**

The Foreign Missions applies for funding from SI via the online form in the toolkit with a maximum financial support of 15 000 SEK.

###### SI:

- Fee and travel- and accomodation costs for incoming Swedish guest speakers, where appropriate.
- Costs for layout etc for material
- Costs for Retoy kit (purchasing and freight)

###### The Foreign Mission:

- Translations of material
- Locally incurred costs such as refreshments at the opening, any costs for technology etc.
- Any costs for the venue
- Any costs for local transport/communications

## 5. Step-by-step guide

Step	Activity	Timetable (prior to event)
1	<ul style="list-style-type: none"> <li>Identify local conditions/prospects</li> </ul>	3 months
2	<ul style="list-style-type: none"> <li>Find local partners/venue</li> </ul>	
3	<ul style="list-style-type: none"> <li>Fill out the application form to SI</li> </ul>	
4	<ul style="list-style-type: none"> <li>Plan seminars and any other activities</li> </ul>	
5	<ul style="list-style-type: none"> <li>Make sure you read and understand the Retoy manual.</li> <li>Translate material and send to SI for design.</li> </ul>	
6	<ul style="list-style-type: none"> <li>Order "Retoy kit"</li> </ul>	2 months
7	<ul style="list-style-type: none"> <li>Make travel arrangements for guest speakers</li> </ul>	
8	<ul style="list-style-type: none"> <li>Market the event / Send out invitations</li> </ul>	
9	<ul style="list-style-type: none"> <li>Communicate the event</li> </ul>	1 month
10	<ul style="list-style-type: none"> <li>Get necessary material</li> </ul>	
11	<ul style="list-style-type: none"> <li>Carry out event</li> </ul>	Implementation
12	<ul style="list-style-type: none"> <li>Follow-up and report to SI</li> </ul>	Afterwards

## 6. Planning and implementation

### Step 1

#### Identify interests, needs and target groups

Meet with people to gain an understanding of the interest of working with children and sustainability. It's a good idea to contact:

- Pre-schools
- Children's libraries
- Other organisations working with children's rights and/or environmental awareness and sustainability.
- You may also look for Green schools or Eco schools (have a look at <http://www.ecoschools.global/national-offices>) in your country for possible cooperation.

These may also serve as partners for the event(s).

#### Target groups for the event

- General public - children, primarily age 4-7 and their adults.
- Representatives of organisations working with or for children
- Opinion makers
- Decision makers
- Journalists with interest in sustainability and children's rights

If possible, it may be a good idea to link this project to activities already taking place, e.g. environmental days or children's festivals.

#### Venue

A child friendly venue, for example a pre-school, community centre, library or museum with child focus etc

If seminars or the like are planned in connection with the activity, it is a good idea if they can be organised in the same or in adjoining premises as the activity itself

## **Step 2**

### **Fill out the application form to SI**

Fill out the application form in the toolkit to receive a confirmation of financial support from SI.

## **Step 3**

### **Plan seminars and other possible activities**

Depending on which partners are brought in, different types of activities can be organised in connection with the activity. Examples of activities that SI can contribute to:

- Opening speech or talk at a later time by founder or co-worker at Retoy Sweden.
- Seminar/talk/panel discussion together with Swedish and local partners on sustainability, children's convention, power playing and children's participation in society.

## **Step 4**

### **Make sure you read and understand the Retoy manual.**

At Sharing Sweden, there is a specific "Retoy manual" describing the toy swap activity step-by-step. Read and make sure that you understand. The manuals and handouts in English are available at Sharing Sweden.

## **Step 5**

### **Translate material and send to SI for design.**

## **Step 6**

### **Order "Retoy kit"**

You will need a "Retoy kit" for the event. Contact the project manager at SI to order the kit.

## **Step 7**

### **Make travel arrangements for guest speakers.**

Book travel for any extra activities and check whether any technology that may be needed for implementation is available.

## **Step 8**

### **Market the event / Send out invitations**

Invite both the parents that will bring their children to the toy swap and those who will attend the seminar (this may of course be the same target group).

## **Step 9**

### **Communicate the event**

Communicate the event with press release to media that report children's topics and/or sustainability.

See 'Press kit' in toolkit by the Embassy of Sweden in Skopje.

## **Step 10**

### **Get necessary material**

See Retoy manual in toolkit. You need two banana boxes, scissors, etc.

## **Step 11**

### **Carry out event**

## **Step 12**

### **Follow-up and report to SI**

Fill in the evaluation form in the toolkit and send photos and/or press clips to the SI project manager.