

Press kit for Retoy

Social media:

When communicating the project in social media use the #Retoy hashtag.

Communication plan for social media channels

1. Start with introduction of Sustainable living in Sweden (Day 1)
<https://sweden.se/nature/sustainable-living/>
2. Children's rights in Sweden (Day 2)
<http://sweden.se/society/sweden-where-children-count/>
3. Corporate and social responsibility in Sweden (Day 3)
<http://sharingsweden.se/materials/corporate-social-responsibility-in-sweden/>
4. Why child rights matter to your company (Day 4)
<http://crb.savethechildren.se/business-practice/why-child-rights-matter-your-company>
5. Information about Retoy (Day 5)
Share for example films from the [Retoy YouTube channel](#)
6. Live posting from the seminars/workshops/toy-swap activities (Day 6/implementation day)

Make sure you have the parent's approval if you wish to publish pictures of the participating children!

Press images

Press images can be downloaded from the [Retoy website](#) or from SI's press image kit.

<https://share.mediaflowpro.com/?C7AF45AIXD>

Photo: Ana Jakinska

Press text

The text on the following page can be used in whole or partly when promoting the project. The Swedish Institute must be mentioned as a partner in all communication.

Retoy – toy swap for sustainable play

Through focusing on our children and future generations, we can help build a more sustainable and loving world for everybody. This is the idea behind the Swedish award winning social enterprise Retoy.

In [date] the Retoy toy swap will take place in [city], with children exchanging and giving toys with the goal of letting children experience sustainable consumption in a fun way.

With Retoy's toy swap activities, children pick out toys they don't play with anymore and exchange them for stamps in their Retoy-passport. These stamps can then be used to find other toys to take home. During the toy swap events, the children can also repair or create new innovations with broken toys in the Retoy Lab, or donate a toy to a child who have had to flee their country through the HeartGive-initiative.

With Retoy's pedagogical exercises, children will also learn about their rights according to the UN Convention on the Rights of the Child.

- All children share the same rights – one of them is the right to play. It is our responsibility to create the conditions for children to play and satisfy their daily needs without jeopardizing the possibilities for future generations to satisfy theirs, says Soledad Piñero Misa, founder of Retoy.

In connection to the toy swap activities, a joint seminar and workshop will be hosted on the [date]. The topic will be [topic].

The project is collaboration between the Swedish Institute, the Embassy of Sweden as well as [other partners]. Retoy has earned success in Sweden through their focus on cooperation: both in the creation of the activities where children are always part of the development process and in the business model where the public sector, business sector and non-governmental organisations contribute to spread the activities to more children. In Sweden, Retoy has played with more than half a million children through toy swap activities, exhibitions, and non-toxic play areas.