

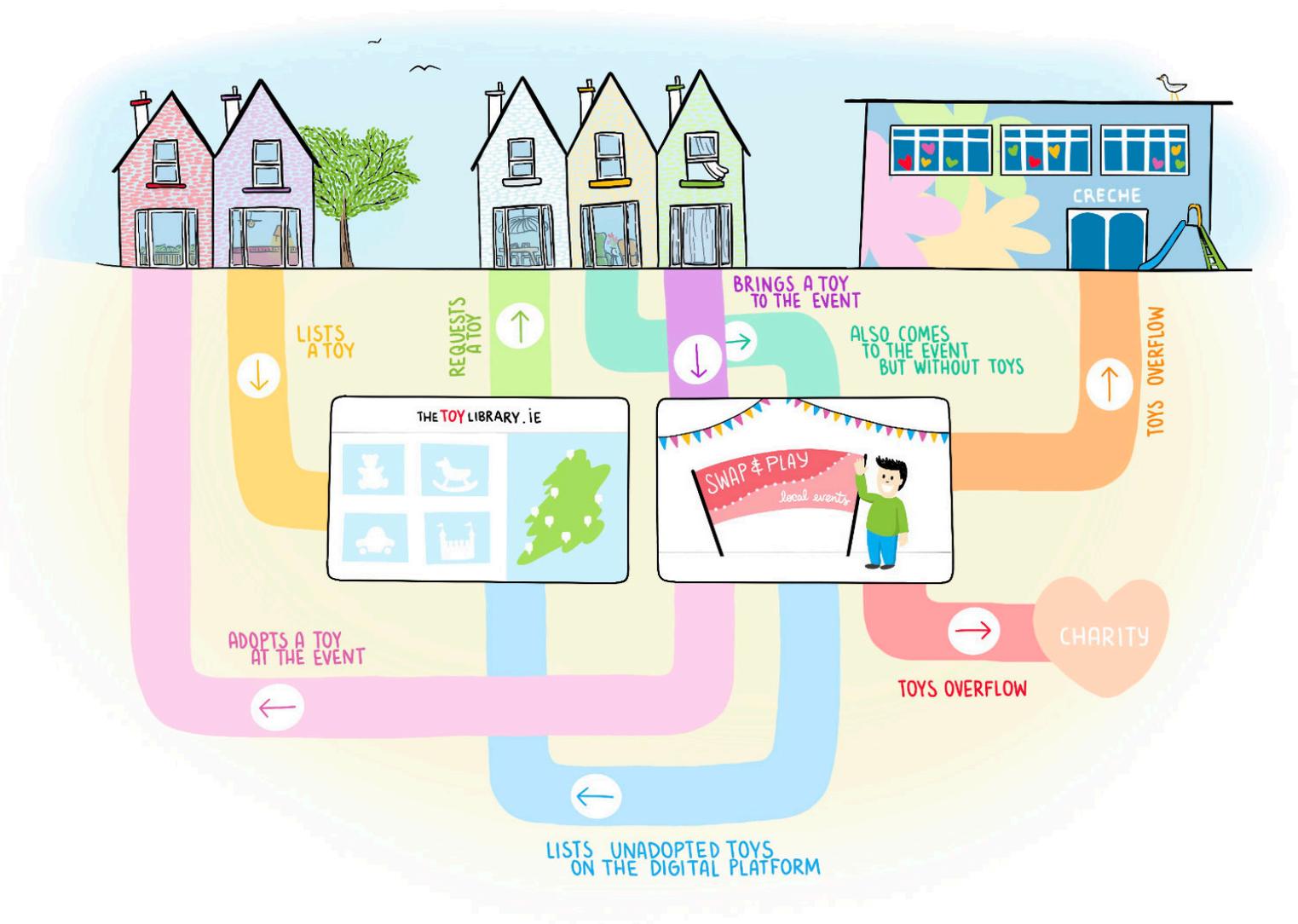
ACTIVITY AND EOY IMPACT REPORT

THE GROWTH OF DEGROWTH

2025



THE TOY LIBRARY IN ONE IMAGE



The Toy Library ecosystem includes Ireland's first digital sharing platform for toys (www.thetoylibrary.ie), and a vibrant calendar of in-person Swap&Play events happening across the country.

The award winning¹² social enterprise operates at the intersection of climate action and social justice, encouraging degrowth while promoting sustainable, affordable play.

One pre-loved toy at a time.

¹ Rethink Ireland – Impact For Munster Fund 2025 Winner

² Rethink Ireland – SEFIT Challenge Fund 2024 Winner

THE TOY LIBRARY

Ireland's digital sharing platform for toys

www.thetoylibrary.ie

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REPORT METHOD AND LIMITATIONS

In this report, we evaluate year-over-year (YoY) growth as calculated at the end of December 2025. However, it is important to note that data collection for 2024 began in June 2024, when The Toy Library launched to the public.

Analytics That Respect People's Privacy

Since launch, we have intentionally limited website tracking and chose to collect no personal data (not even cookies), respecting visitors' privacy. Our analytics are publicly available, have a look: plausible.io/thetoylibrary.ie.

Is it really possible to analyse web data without compromising people's right to privacy? Yes, indeed. To learn more, visit our analytics partner website: plausible.io/data-policy.

Conservative Estimates Of Plastic And CO₂e Impact

We track each toy exchanged through our digital platform and at in-person events, categorising them by size. These figures allow us to estimate the amount of plastic diverted from landfill and the CO₂e emissions avoided. However, these figures should be considered conservative estimates, as our calculations do not take into account:

- The additional pollution from packaging and transportation that would have been generated if these toys had been produced new;
- The environmental impact of toys overflow that we redistribute freely within the community after each event we run.

Therefore, the actual positive impact of The Toy Library activities is likely greater than the one illustrated here. Please keep these limitations in mind when reviewing this report.

Digital Meets Analog

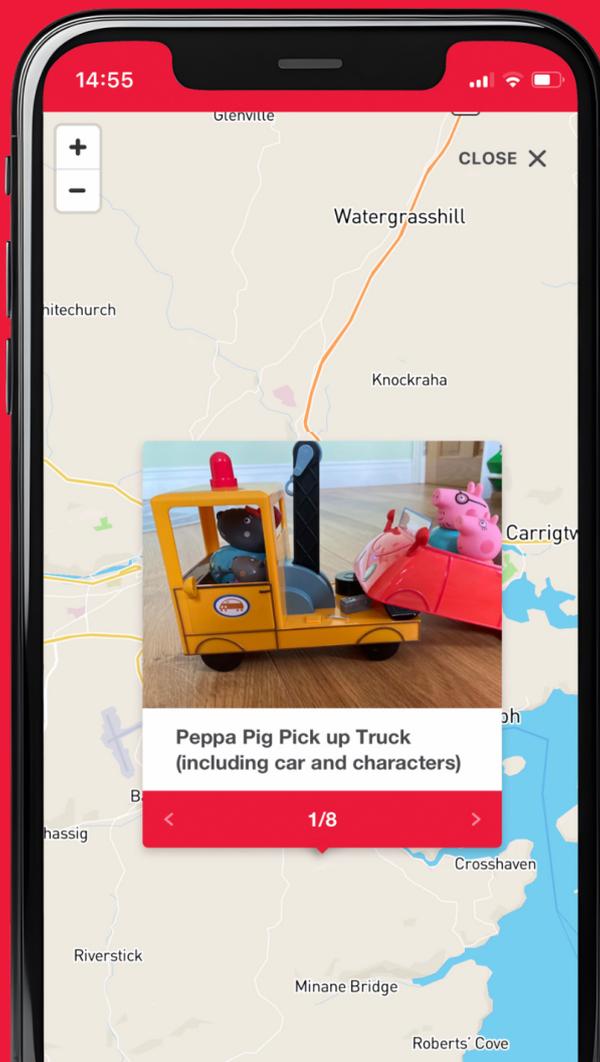
In the following pages, we will initially assess the impact of our digital platform and in-person events separately, before ultimately combining them to provide a comprehensive overview of The Toy Library's social and environmental impact on local communities.

The two channels coexist and sometimes overlap, always reinforcing one another.

THE TOY SHARING DIGITAL PLATFORM



*Good social design does community building.
Good social design brings people together in
ways that can create long-lasting social bonds¹.*



¹ "The Denizen Designer Project: Practices, Relationships, and Principles of Activist-Led Design" by Harrington, Christina N. and Favela, Paola and Sum, Cella M. and Fox, Sarah and Dombrowski, Lynn. 2024. <https://dl.acm.org/doi/10.1145/3686897>

A GROWING, RESPECTED COMMUNITY



As of December 23rd, 2025, **3,087 people** signed up to The Toy Library digital platform (**+117.6% YoY**). That's over three thousands parents and caregivers getting involved in the circular economy of toys. For them, pre-loved is the right choice: for the environment, for their wallet, and for their children's future.

Connecting People

Through a hyperlocal platform, The Toy Library creates healthier and more cohesive communities. Members can easily interact with each other as they discover pre-loved toys available around them. As of December 23rd, 2025, 643 of all The Toy Library platform users (**20.8%**) have engaged in an interaction.

Any time community members connect with each other on the platform, they do it through an interaction.

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Among the people interacting with each other:

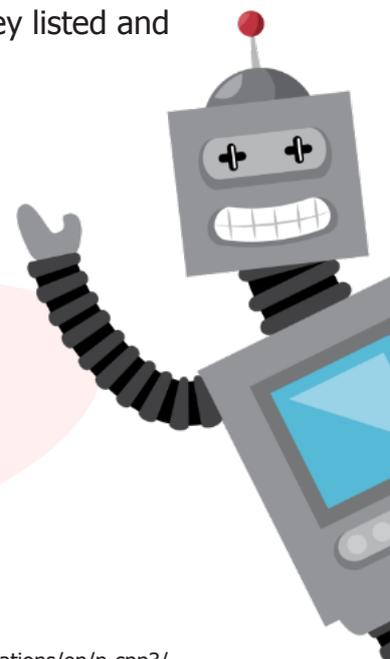
- 436 are **Receivers** (**14.1%** of all members): they initiated an interaction to request a toy they're interested in.
- 253 are **Givers-with-Inquiry** (**8.2%** of all members): they are users who listed a toy and got an inquiry about it.

For 46 of them **roles overlap**. In fact, they are both Givers-with-Inquiry AND Receivers (**1.5%** of all members): they are donors who got an inquiry about the toy they listed and who initiated an interaction to request a toy from somebody else.

With an average of 1.34 children per family¹, these data result in over 4,136 kids benefiting from The Toy Library's sharing and reuse of toys.

Toys recirculate in the community thanks to the platform:

- 56.3% of all toy listings have been closed
- 44.3% were object of an interaction (+120.4% YoY)



Measuring Without Tracking

Our analytics partner, Plausible Analytics, allows us to measure website traffic data without compromising on people's privacy. We measure overall trends in our website traffic, not individual behaviour.

- We don't track any personal data or personally identifiable information (PII)
- We don't track people across their devices and across websites/apps that they visit
- We do not use cookies

Since launch (June 24th, 2024), we've recorded the following data:

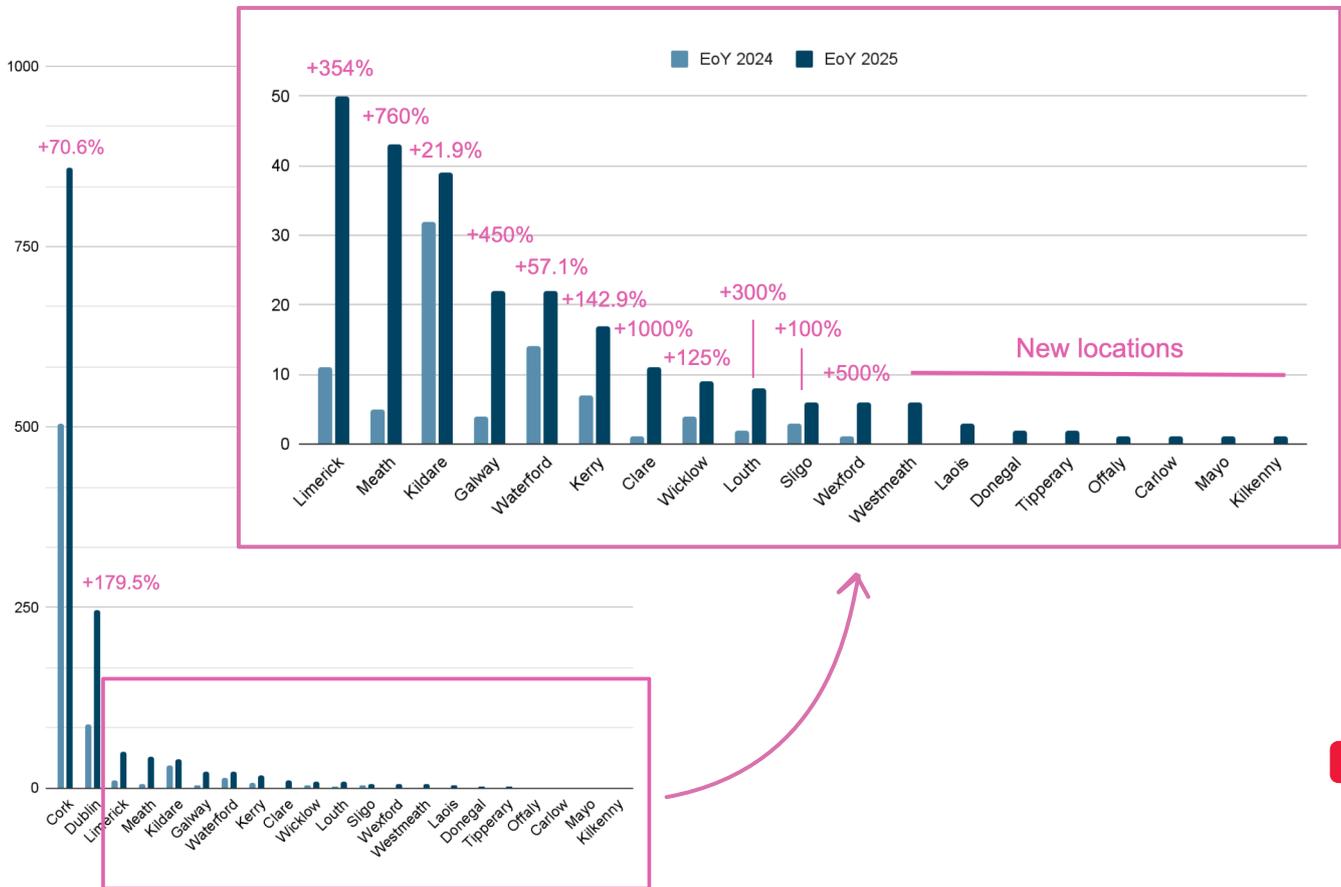
- 52.7k unique visitors (+127.2% YoY)
- 236k page views (+129.1% YoY)
- 85.1% of traffic coming from mobile

Traffic spikes visible in the graphic below match the communication and PR efforts we have run over the past year and a half.



Toys by Location

Families across the country join The Toy Library movement, sharing and recirculating toys. In doing so, they create a sense of community that goes beyond geography.

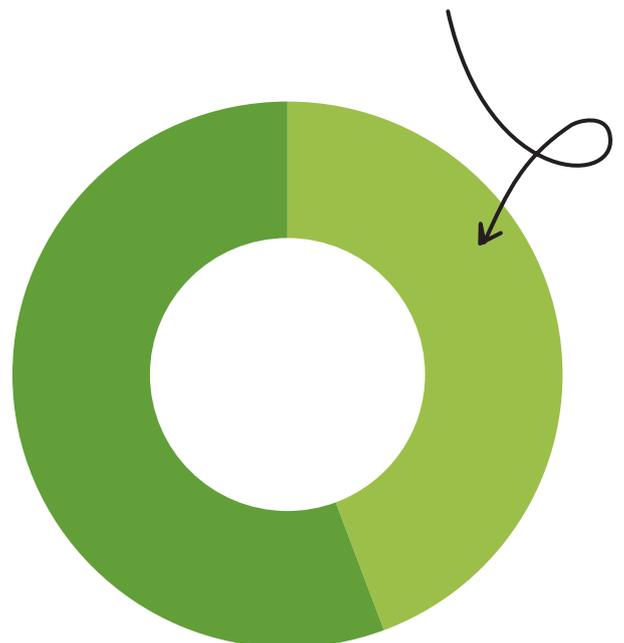


CONNECTIONS BETWEEN FAMILIES

We have already seen that an interaction happens each time a member gets in touch with another one on the platform to request a toy. Multiple interactions might occur over the same toy listing.

On the digital platform, we have registered 1,289 interactions in total (+140.5 YoY).

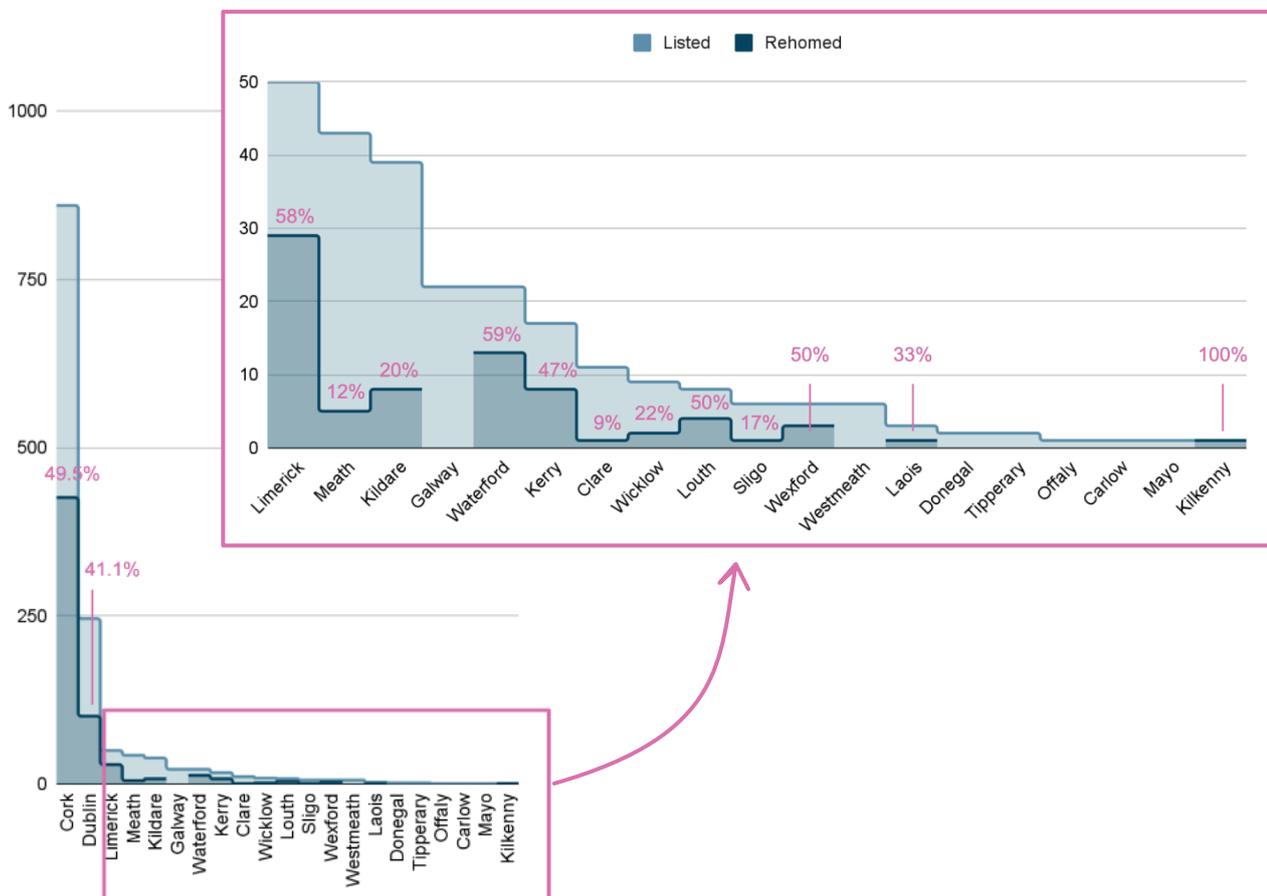
Toy listings with 1+ interactions



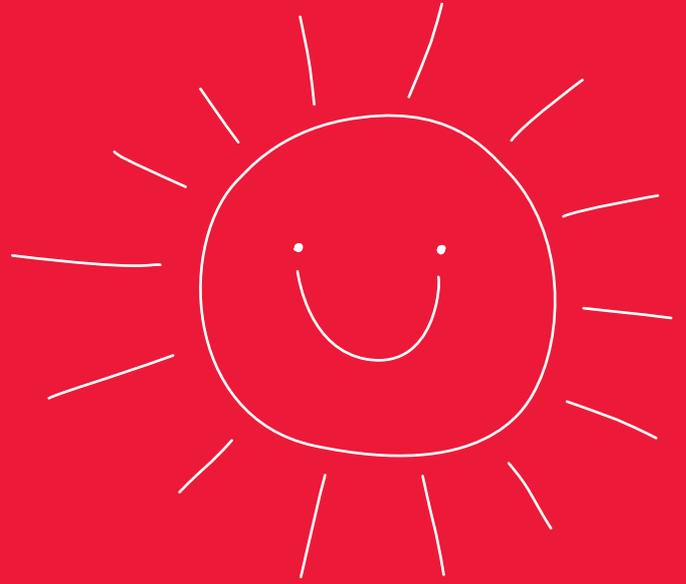
Rehomed Toys

We saw 628 unique interactions (+120.4% YoY), meaning nearly one in every two toys listed on our platform found a new home. Each one of these interactions represents a toy with an extended lifespan and two families who met to engage in responsible consumption.

By connecting families locally, we foster a sense of community and belonging.



THE IN-PERSON SWAP&PLAY EVENTS



THE SOCIAL IMPACT OF OUR EVENTS



Every month, we organise and run Swap&Play events across Ireland, bringing the joy of free pre-loved toys to children and parents alike. At each event, we track how many toys have been rehomed and we calculate¹²³ the social impact we create.

Here's the detailed social impact of The Toy Library's Swap&Play events since launch⁴:

Participants

2,680

CO2e Prevented

19.7 tons

Rehomed Toys

5,307

Car Drive

82,221 km (equivalent)

Toy Value

€71,126

Dublin-London

141 one way flights (equivalent)

Plastic Saved

3.3 tons

Dryer Loads

10,962 (equivalent)

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¹ Global toy & games industry is projected to generate a revenue of US\$136.02bn in 2026 (annual growth rate of 2.27% 2026-2030): <https://www.statista.com/outlook/cmo/toys-hobby/toys-games/worldwide>

² "The toy industry uses 40 tons of plastic for every \$1 million in revenues and is the most plastic-intensive industry in the world. 90% of the toys on the market are made of plastic.": <https://www.theworldcounts.com/challenges/consumption/other-products/environmental-impact-of-toys>

³ "6 kg of CO₂e is produced for every 1 kg of plastic used": <https://jiminy.ie/blogs/news/plastic-free-why>

⁴ As of December 23rd, 2025.

Curious to see what a Swap&Play looks like?

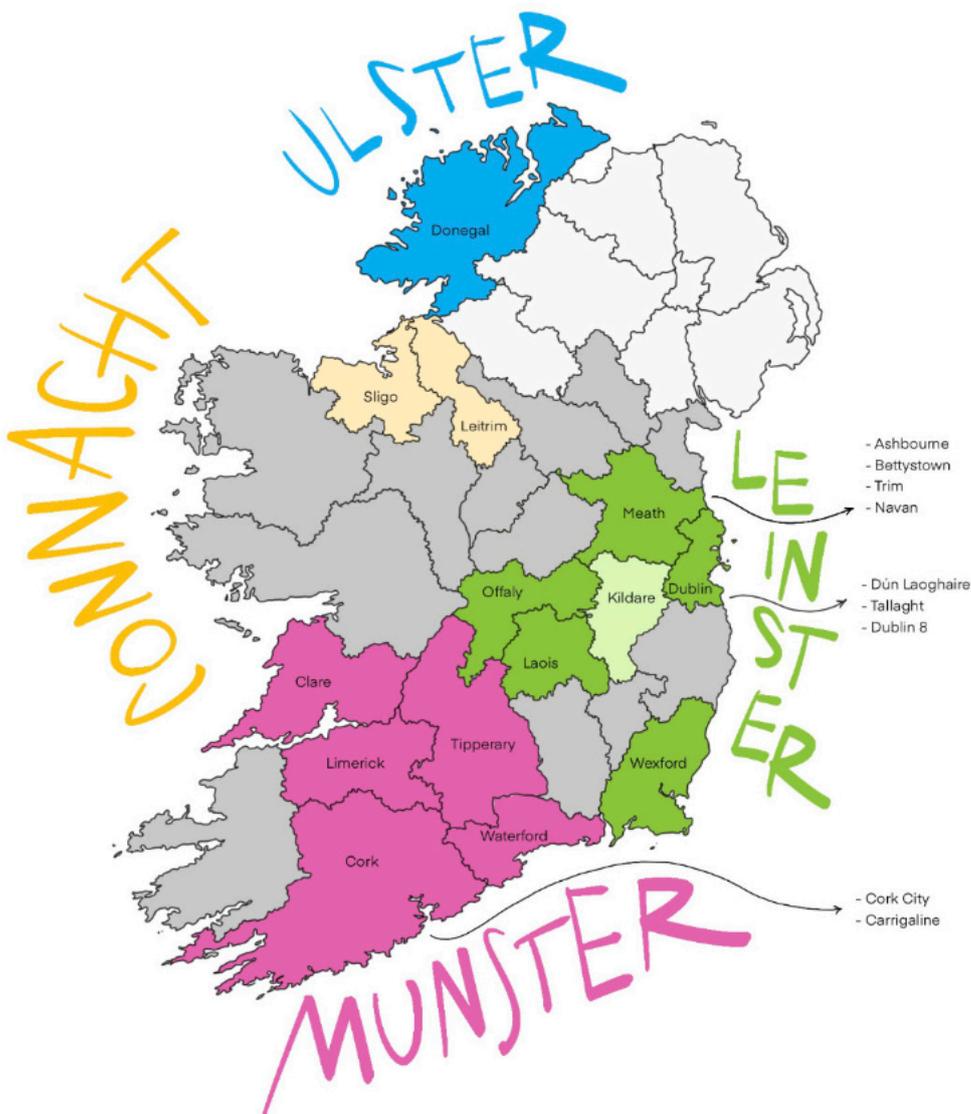


EVENT LOCATIONS AND SPONSORING PARTNERS



The Toy Library Swap&Play Events are the perfect, accessible investment for local authorities, philanthropists, and conscious corporations seeking to **enable change in Ireland**: supporting families while protecting the future and the planet.

Several City and County Councils, and sponsoring partners, have already taken action to promote the circular economy in local communities—and more keep joining to lead the change.

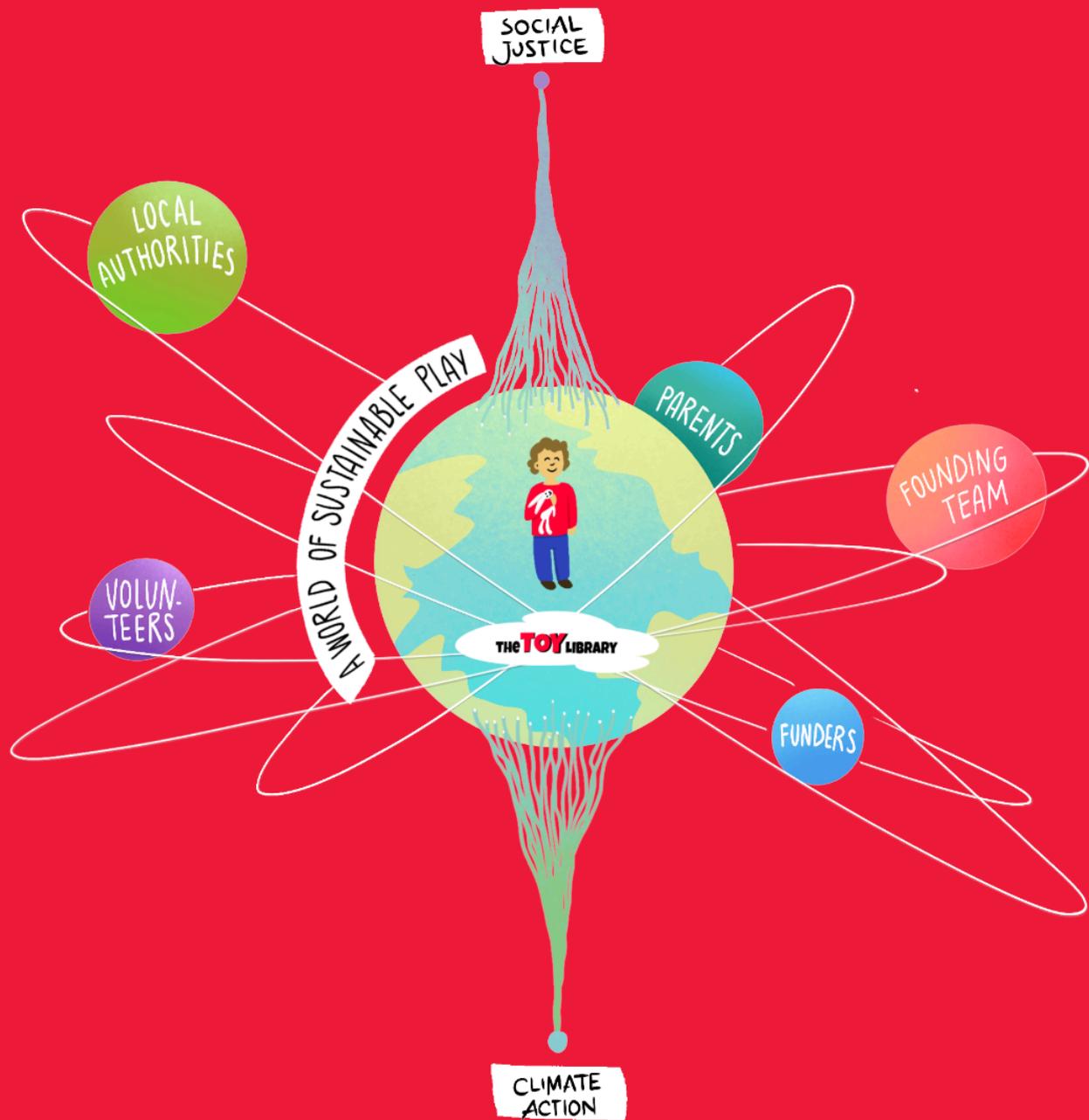


Ireland's digital sharing platform for toys

www.thetoylibrary.ie

-  Have already sponsored a Swap&Play event
-  Have booked a Swap&Play event

DESIGNING THE FUTURE

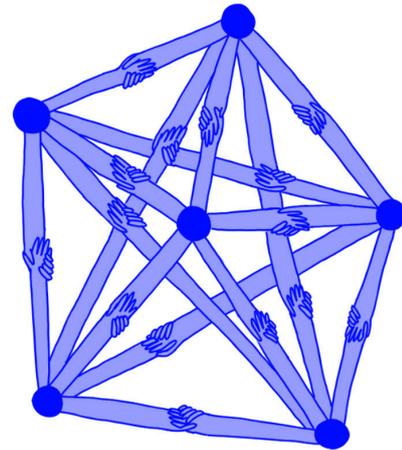


DECENTRALISATION IS KEY



Looking ahead, we envision a future rooted in decentralisation and redistribution – both as a guiding principle of our organisation and as a practical model for building resilient, community-led systems.

Giving power back to the communities, enabling small, interconnected clusters of people to act autonomously while remaining aligned by shared values, and encouraging diversity is the key to both **organic expansion** and a **fairer distribution of resources**.



Event Managers Network

Through the creation and nurturing of a **nationwide network** of event managers, we aim to ensure that access to our work is not limited by geography. With the decentralisation of event managers, The Toy Library movement will be able to spread to an increasing number of locations, reaching even rural areas, and allowing every child in Ireland to have access to a wide variety of toys affordably and sustainably.

A whole set of **pedagogic resources** to support independency and shared responsibilities is in the making, and **one-to-one training sessions** are already taking place between new trainees and our founding team members.

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THE EDUCATIONAL PLATFORM

The Toy Library is the case study of our founder's PhD in Human-Computer Interaction at UCC. Creating and sharing knowledge is at our core and one of our founding principles: it is our intention to give back what we have learnt. **The Toy Library Academy** will see the light in 2026.

THE TOY LIBRARY

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2026, HERE WE COME!

The Toy Library Global Impact (So Far)

As of December 2025, the digital platform and the 23 in-person events we have ran and measured have created the following social impact for communities in Ireland:

 Rehomed Toys

6,650

 Plastic Saved

4.78 tons

 CO2e Prevented

28.77 tons

 Toys Value

€103,888

In 2026, our priority is to strengthen the collaborations with public institutions and sponsoring partners in order to **make The Toy Library a public service** that each and every citizen of Ireland has the right to benefit from.

Together, as a team and as a community, we can achieve this—and more.



Giorgia

Founder,
Product Designer
and Researcher



Lorna Anne

Project Manager
and Team Leader



Carl

Business
Development and
Community
Engagement
Manager



Emerald

Community
Engagement
Manager



Anne Marie

Community
Engagement
Manager and Teddy
Bear Surgeon



Simona

Digital Engagement
Manager and
Illustrator

Our alignment with the UN SDGs reflects our actions and commitment.

For more information, visit www.thetoylibrary.ie/p/sustainable-development-goals-alignment



At The Toy Library, we imagine a world where play is both sustainable and accessible, where children can explore a wide variety of toys while caring for their planet.

ARE YOU READY TO PLAY YOUR PART?

[CONTACT US](#)

Credits

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P. 3, 6 – Teddy, Drums, and Robot vector illustrations by Studio_G on Shutterstock

P. 10 – Dancing People vector illustration by Franzi on Freepik

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