

# KEEP PLAYING

A CONCEPT SUBSCRIPTION-BASED TOY BOX SERVICE

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## WHAT IS KEEP PLAYING? - REIMAGINING THE FUNCTION OF TOYS

2

It's a way for your child to explore the world of toys sustainably, without the clutter of accumulated toys at home.

3

The magic happens when the month is over. Instead of letting toys gather dust, we've made collecting them back as easy as receiving them!

1

Keep Playing is a monthly toy box service that's delivered right to your door with toys tailored to your child's age and interests.



4

Our community of parents and children adds an extra layer of fun, share your experiences, swap toys, and discover new favorites together!

## WHAT ARE WE CHANGING? OUR CIRCULAR DESIGN STRATEGIES:

### SERVICE-ORIENTATED



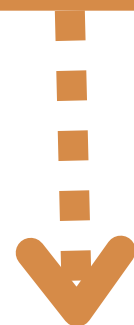
Recognizing the transient nature of a child's attention span, our service minimizes clutter at home by promoting a rotation system—once a child outgrows a toy, it can be returned, refurbished, and joyfully passed on to another recipient. This not only sparks continuous excitement in the child but also aligns with circular design ideals by extending the lifespan of each toy and reducing the demand for new plastic production.

### BEHAVIOUR-SCRIPTING



Our subscription box is designed to encourage regular engagement with educational play and the repurposing/reuse of toys. We aim to instill a lasting love for learning in a way that is environmentally conscious.

### REUSE



Our toy subscription box service encourages the reuse of toys by implementing a thoughtful and cyclical approach. As children grow and their interests evolve, subscribers return the toys they've outgrown.

# WHAT COULD BE IN THE BOX?

## WAYS TO REIMAGINE THE TOYS INSIDE THE BOX

01

### TOYS THAT GROW WITH YOUR CHILD

**Extending Product Lifecycle:** The concept involves crafting toys with adaptable components, allowing them to seamlessly transition through different stages of a child's growth. For example, a toy could commence as a sensory-focused play mat for infants, offering visual and tactile stimulation. As the child progresses, the same toy transforms into a modular building set, fostering creativity and motor skills. Continuing this evolution, the toy can then be reconfigured into a study desk or interactive learning station, catering to the child's educational needs.



Luoto Climbing Arch, 2023 - A transformative toy that progresses with the child and changes its uses.

#### ENVIRONMENTAL IMPACT:

- Reduces toy-related waste by minimizing the need for new production.

#### SOCIAL IMPACT:

- Encourages responsible consumption habits, fostering awareness among children about the importance of reusing.
- Children may perceive refurbished toys as less desirable.

#### ECONOMIC IMPACT:

- Promotes cost savings for families as they can benefit from extended use of toys.
- Businesses relying on frequent toy sales may experience reduced revenue due to a decrease in new purchases.



"To be loved is to be changed" - @tacticalcoquette on Twitter.

02

### EMOTIONAL VALUE

**Creating Emotional Value for Extending Product Lifecycle:** Children are the toy industry's biggest stakeholders- so out of the billions of toys out there what makes a toy special? Around the age of 2 - 5, kids start to notice the world more and need an extra sense of security when faced with their childhood fears, such as the fear of strangers and darkness. (KidPowered, 2021).

The ideal solution for creating a high-value toy is personalization and messaging, Is. A toy that reflects the child's preferences fosters a sense of ownership and emotional attachment. It is best to put an emotionally engaging story behind the product, below is an example of this idea:

When I was younger there were these cool plushies that came in an 'adopt me' box with a passport that you could also buy clothes for! My friends and I were all obsessed.

This is a great example of a small strategy of putting a story behind the product, something outside of the physical aspect of the toy to engage with. You get to create an identity for your toy, and able to give it personality just like you.



Etsy Listing - Plushie with Passport.

#### ENVIRONMENTAL IMPACT:

- Promotes sustainable consumption by fostering an emotional connection to toys.

#### SOCIAL IMPACT:

- Enhances the child's sense of attachment and connection to belongings.

#### ECONOMIC IMPACT:

- Creates potential for premium pricing on emotionally valuable toys.
- If emotional value does not resonate widely in the market, it may limit commercial success.

# WHAT COULD BE IN THE BOX?

## WAYS TO REIMAGINE THE TOYS INSIDE THE BOX

03

### LOW-IMPACT MATERIALS

**Sustainable Material Choices:** Sustainable material choices in toys play a crucial role in minimizing the environmental impact of the toy industry and fostering a responsible approach to production. Opting for eco-friendly materials, such as recycled plastics, bamboo, responsibly sourced wood, and organic fabrics, can significantly reduce the carbon footprint of toy manufacturing. Designers should prioritize materials that are biodegradable, recyclable, or made from renewable resources. Furthermore, utilizing water-based or non-toxic paints and coatings ensures the safety of both children and the environment.



Temu Listing - Sensory Puzzle Set



Playtime Listing - Mini Tuff Tray

A good idea would be potential sets that include a biodegradable sand pit made from recycled materials, accompanied by a variety of sustainable building blocks crafted from bamboo. Children can dig, build, and mold their creations using the sand and blocks, enhancing both their creativity and tactile skills. You could make this idea by adding another story element to it like having cards about specific rock types and letting the children find it.

#### ENVIRONMENTAL IMPACT:

- Reduces environmental impact through the use of eco-friendly materials.
- Sustainable materials may have higher production costs.

#### SOCIAL IMPACT:

- Raises awareness about sustainable practices.
- Initial higher costs may discourage people from buying.

#### ECONOMIC IMPACT:

- Stimulates the market for sustainable materials.
- Transitioning to sustainable materials may incur additional costs for manufacturers.



Etsy Listing - Pillow Memories

04

### A SECOND LIFE

**Refurbishment:** Refurbishing and reusing toys involves giving existing toys a new lease on life by repairing, upgrading, or repurposing them. This sustainable practice extends the lifespan of toys, reduces waste, and contributes to a circular economy.

As an idea; Parents and children can collect old or worn-out plushies, which are then refurbished, cleaned, and stitched together to form a cozy and unique blanket! (Because who doesn't get cold sometimes and needs an extra blanket) Each plushie square contributes its character to the quilt, creating a sentimental and personalized blanket that tells a story of various playtime adventures.

ESTIMATED STUFF AND PLUSH TOY MARKET SIZE:  
**9.94 MILLION FOR 2022**  
SNEHA VERGHESE, 2022

#### ENVIRONMENTAL IMPACT:

- Reduces toy-related waste by extending the lifespan of products.
- Refurbishment processes may require energy and resources.

#### SOCIAL IMPACT:

- Encourages a culture of reuse and waste reduction, instilling eco-conscious values in children.
- If not well communicated, refurbished toys might face stigmas that impact their social desirability.

#### ECONOMIC IMPACT:

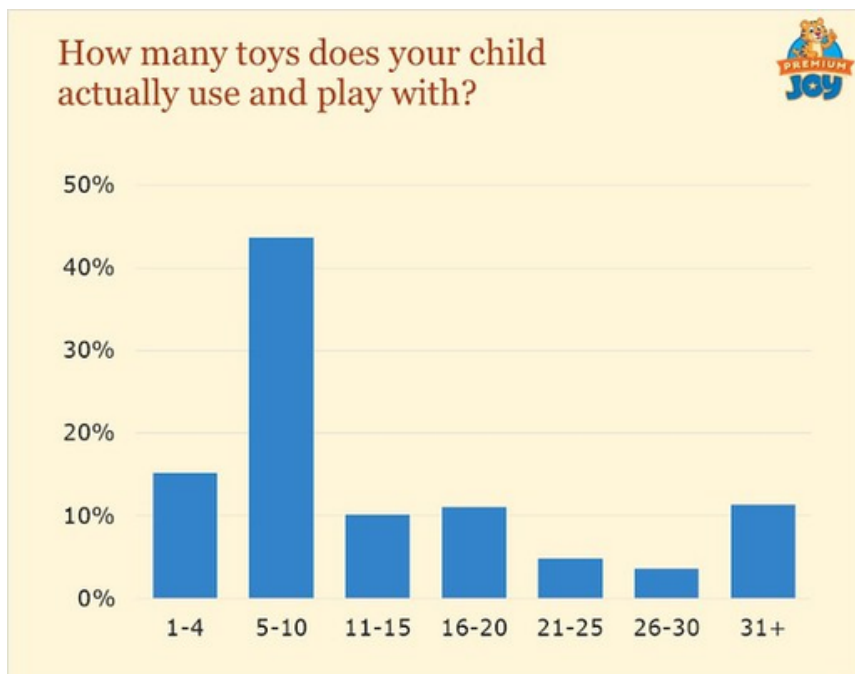
- Industries reliant on constant toy sales may experience decreased revenue

# THE JUSTIFICATION

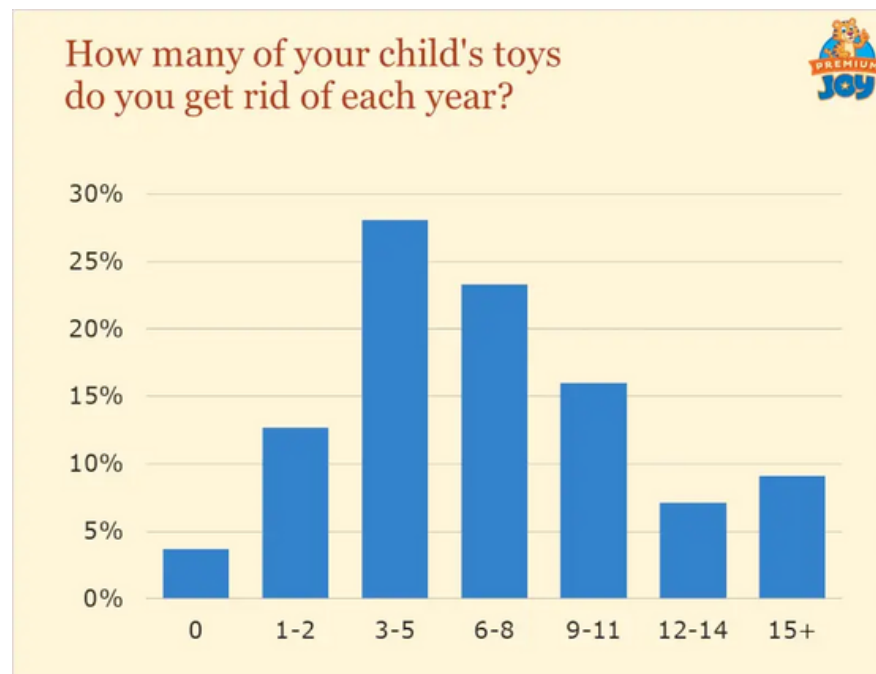
## WHY TOYS?

### WE DON'T WANT TOYS TO BE AN OBJECT - BUT AN EXPERIENCE

To start, these are just a few of the horrible statistics about children's toys worldwide...



Premium Joy, 2021



Premium Joy, 2021

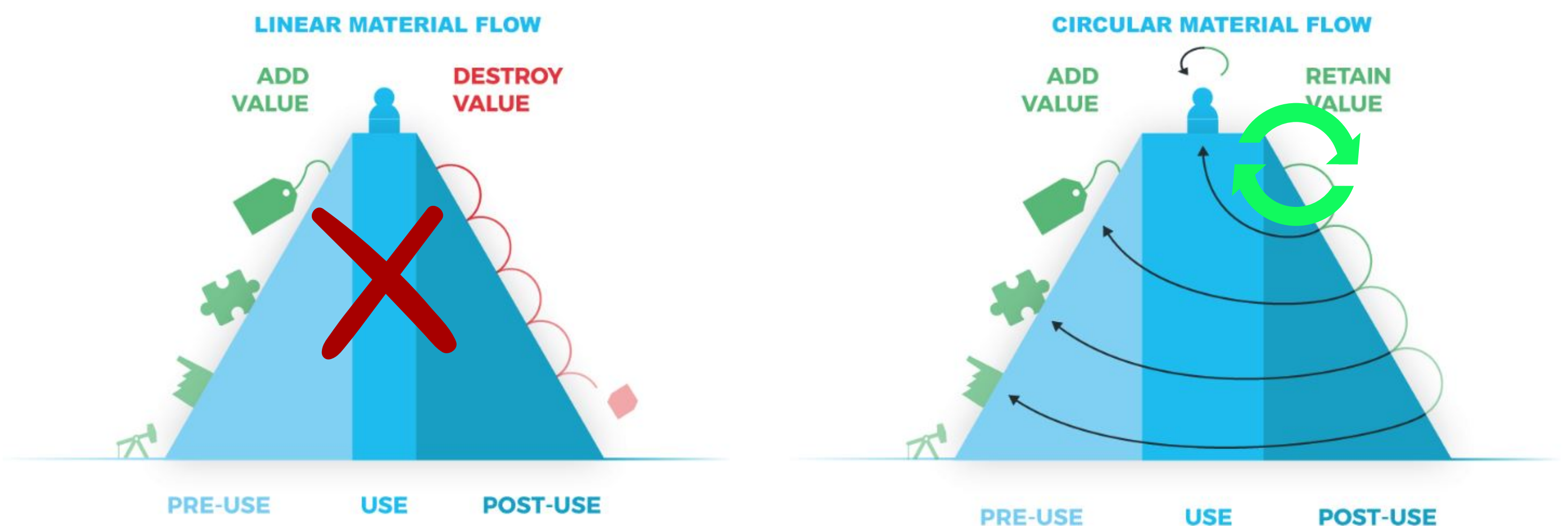


Lucia Fontana, 2022

**So in short;** The only reason for buying toys for younger children is the short-lived experience of excitement after purchase... Purchasing an excess of plastic toys for children has adverse environmental consequences. The production, disposal, and short lifespan of these toys contribute to pollution, waste accumulation, and the depletion of non-renewable resources. Beyond environmental concerns, the constant influx of new plastic toys can foster a culture of consumerism, materialism, and a disposable mindset, limiting children's creativity and play value.

This is why Keep Playing aims to use **3 CIRCULAR DESIGN STRATEGIES** to change the way parents and children perceive toys forever once they join the service.

### THE VALUE HILL MODEL



Keep Playing aims to have the Circular Value Hill Model at its core. While we can't stop toy companies from manufacturing and selling their products, we aim to retain the value and energy put into the product for as long as possible. We do that through these three principles;

#### SERVICE-ORIENTATION

Service Orientation refers to an approach that emphasizes the delivery of value through services rather than the traditional model of ownership and consumption.

#### BEHAVIOUR-SCRIPTING

Behavior scripting involves intentionally designing and guiding user behaviors toward more sustainable practices. It focuses on influencing individuals to engage in actions that align with the principles of a circular economy.

#### REUSE

Reuse involves extending the life of products, materials, or components by employing them in additional cycles of use. This strategy aims to maximize the value of resources.

# THE OBVIOUS PROBLEM

“How do we change someone's perception of toys with our product? And how do we change that person's behaviour?”



Children's toy rooms in average American household - 2021

“...help them see the truth.”

## BEHAVIOUR SCRIPTING AS OUR STRATEGY

**Behaviour:**  
NO RELATION TO ABSTRACT FACTS

**HARD FACT:**

“Without interventions, the annual flow of plastic into the ocean is on track to triple by 2040 to 32 million tons per year, or the same weight as 600 Titanics, according to a 2020 study funded by Pew Charitable Trusts.”

**THIS OFTEN MEANS NOTHING TO THE CONSUMER, HOW ABOUT WE CHANGE IT?**

“By 2040, your child might not have the simple joy of going to a beach.”

By exploring this deep and ‘ominous’ way of communicating the urgency of change to a customer, the impact is much larger and leaves the consumer to make the right decision knowing the gruesome facts behind their choice.



- These statements could be included in advertisements/media to catch attention.
- Public Awareness Events.
- In collaboration with social media influencers.

**Behaviour:**

**ADULTS FEEL THE NEED TO BUY TOYS FOR THEIR CHILD WHENEVER BRINGING THEM ANYWHERE**

**DID YOU KNOW?**

**SPACES WITH LOTS OF TOYS ARE OVERSTIMULATING AND IMPACT THE ABILITY FOR BABIES, TODDLERS AND YOUNGER CHILDREN TO LEARN AND PLAY CREATIVELY.**  
LOUISE GRIMMER, 2021.

**Behaviour:**

**KIDS WANT WHAT EVERYONE ELSE WANTS, HOW DO YOU OVERCOME THAT PROBLEM?**

Keep Playing aims to create a sense of anticipation and excitement as children eagerly await the surprise of discovering new toys each month. This anticipation can translate into positive behavioral changes, fostering patience and delayed gratification.

Kids have quite a short attention span, and the distraction of a new toy box each month is aimed to catch their attention enough to divert the thought of buying something else. This stems from Kenneth E., 1954 - which details the concept of attention span in children.

Adults often lack the education and make irrational and short-lived decisions in toy buying. Keep Playing wants to raise awareness of the benefits of using this programme:

- Cost Effective
- Planned Purchases
- Minimizing clutter and environmental strain
- Promotion of value over quantity
- Enhanced Parent-Child Interaction.

How do we do that?

# A SERVICE ORIENTATED PRODUCT



Landfill with children's toys - 2019

“The toy industry is the most plastic-intensive industry in the world”.

UNEP REPORT 2014



## SERVICE ORIENTATION AS OUR STRATEGY

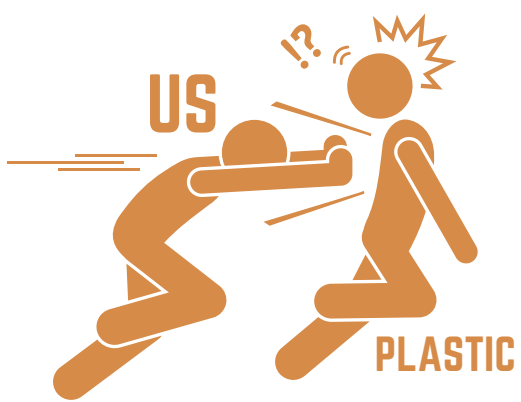


### MINIMIZING PLASTIC WASTE

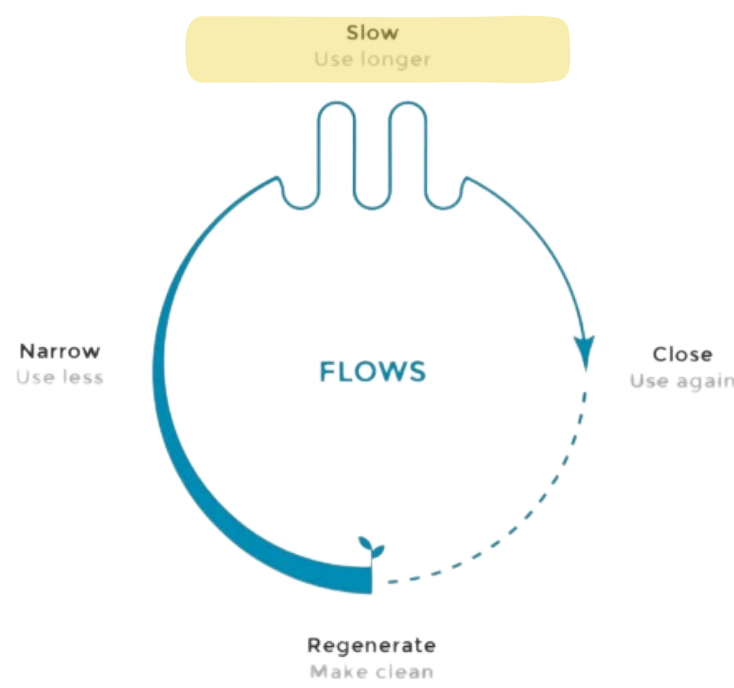
Service orientation as a strategy inherently minimizes waste through various mechanisms that prioritize access over ownership and encourage resource efficiency.

Instead of discarding items after a short lifespan, users return products, which can be reused. This reduces the volume of discarded products and their associated waste!

As mentioned, Plastic toys are harmful to the environment both in their production as well as at their disposal as they create large amounts of greenhouse gases and other toxic emissions and often end up in landfills or the ocean after being disposed of (McGrew, 2023). Through offering services we can keep the value of these products active for longer.



### SLOWING LOOPS



By shifting from traditional ownership models to service-oriented models, the emphasis is on durability and longevity. Why not all products are made to last 2/3 extra lifecycles, about 50% of toys are often built with the design intent of lasting longer than they normally do (about ~6 months - Tu,2022).

Keep Playing is slowing the life cycle of a toy by intervening with the mindless consumers who throw out perfectly good toys and letting them live out their desired life.

### OFFERING CONTINOUS ENGAGEMENT

Unlike a traditional system where the user simply buys the product and never (if rarely) sees the producer ever again, the service-orientated strategy helps to constantly engage customers through their monthly connection.

Being part of Keep Playing is being part of a community, where children and adults can share their experiences on online forums and participate in shared activities. The monthly connection through Keep Playing's service-oriented strategy goes beyond a one-time transaction, being part of it is not just about receiving toys; it's about being part of a dynamic and interactive community (De Florio, 2014) that celebrates the joy of play, encourages shared learning, and creates lasting connections among users who share a common interest in fostering imaginative and enriching experiences for children.



### DID YOU KNOW?



A company in the Netherlands called **Signify** offers 'lighting-as-a-service' outside of regular lighting equipment. They install, operate, and maintain the lighting systems while the customers only pay a monthly service fee for light - **because why buy light bulbs when you can buy light?** (Signify, 2016) Maybe Keep Playing could have a similar slogan, why buy toys if you could buy... fun? :)

# LET'S REUSE - AND WHY

**80%**  
**OF TOYS END UP IN LANDFILL**  
ELLEN MAC ARTHUR FOUNDATION 2020.

## THE STATISTICS

**80,951,894,703**  
**US dollars spent on toys**  
GLOBALLY THIS YEAR

**This number goes up by 1000 US dollars every 6 SECONDS! (TheWorldCounts, 2023)**

The toy industry uses 40 tons of plastic for every \$1 million in revenue and is the most plastic-intensive industry in the world. 90% of the toys on the market are made of plastic. Plastic toys can also contain heavy metals such as lead or cadmium or other harmful chemicals such as dioxins. (TheWorldCounts, 2023)

Keep Playing's emphasis on reusing toys aligns with a reduction in plastic consumption. By extending the life of existing toys, our service actively contributes to minimizing the demand for new plastic production. We aim to foster awareness and transparency to these facts.

## RE-USE AS OUR STRATEGY

### THE CONS?

There's a reason there isn't a lot of reuse in the toy industry, who would want to buy toys that have been USED by who knows who?

This project has a lot of unknown boundaries and will require a lot of research, however, this challenge also presents an exciting opportunity for innovation and positive change. By addressing concerns about the perceived stigma of used toys, we have the chance to create a trustworthy platform with stringent quality standards, thorough cleaning processes, and transparent information about the toy's history.

**1/3**

**OF PARENTS IN THE UK HAVE ADMITTED TO THROWING AWAY TOYS IN GOOD WORKING ORDER BECAUSE THEIR CHILDREN HAVE FINISHED PLAYING WITH THEM.**

ELLEN MAC ARTHUR FOUNDATION 2020.

## ADDING VALUE

Keep Playing offers a unique blend of **economic value** and **educational benefits** for families.

Through a cost-effective subscription model, parents can provide their children with a continuous supply of toys without the financial strain associated with frequent toy purchases. Subscribers enjoy access to a diverse range of toys each month, unlocking significant savings compared to traditional ownership. This economic value is complemented by the service's educational focus. Keep Playing curates its toy selections to align with various developmental stages, fostering cognitive, social, and emotional growth in children.



### Get Started with Loose Parts Learning!

TINY TOY CO.

~~59.99~~ \$40.00 Sale

Shipping calculated at checkout.

1

ADD TO CART

Buy with G Pay

[More payment options](#)

Let Us Show You How!

A similar toy reuse concept is Tiny Toy Co.'s upcycled loot bags are a fun, low-waste alternative to traditional loot bags. - Lots of fun and learning are put into each environmentally responsible, all-gender, kid-inspired loot bag. (TinyToyCo, 2023) So they use loose parts from other found toy boxes and create cards to have fun and engaging playtime instead of buying children meaningless toys!

# THE POSITIVE AND NEGATIVE

## THE IMPACT OF EACH STRATEGY....

The below table investigates the positive and negative impacts that Keep Playing has on the Environmental, Social, and Economic aspects. Information is based on own knowledge and any other articles are referenced.

	POSITIVES	NEGATIVES
<b>ENVIRONMENTAL IMPACT</b>  <b>BEHAVIOUR SCRIPTING</b>  <b>SERVICE-ORIENTATION</b>  <b>REUSE</b>	<p>Enhanced user engagement introduces people to new sustainable practices and encourages good habits.</p> <p>Less resource consumption of overall demand on finite energy resources</p> <p>Reducing plastic waste by promoting the reuse of plastic toys.</p>	<p>Sometimes behaviour-scripting can seem manipulative, which can deter them from the process altogether.</p> <p>Some other resources might be used that have an unknown impact.</p> <p>Transportation emissions while delivery subscription boxes.</p> <p>Energy consumption of reusing toys with hygiene/cleaning process is intensive.</p>
<b>SOCIAL IMPACT</b>  <b>BEHAVIOUR SCRIPTING</b>  <b>SERVICE-ORIENTATION</b>  <b>REUSE</b>	<p>Encourages sustainable practices and mindset.</p> <p>It can incentivize positive actions.</p> <p>Creates positive brand perception.</p> <p>A sense of community is given from being a subscriber.</p> <p>There is a lot more feedback integration in the process and more connection between the user and the manufacturer.</p> <p>Reduction of materialism and constant consumption of toys.</p> <p>Reduction of peer pressure in constantly seeking new toys for validation.</p>	<p>There might be unintended cultural insensitivity regarding types of information.</p> <p>Exclusivity concerns - some parents might not be able to afford the service which can lead to exclusivity.</p> <p>Reduced local commerce- the use of services might cause local toy stores to have less frequent business.</p> <p>There might be stigma or perception issues regarding second-hand items.</p>
<b>ECONOMIC IMPACT</b>  <b>BEHAVIOUR SCRIPTING</b>  <b>SERVICE-ORIENTATION</b>  <b>REUSE</b>	<p>Ability to gain insights into customers' preferences, allowing for targeted upselling or cross-selling opportunities.</p> <p>It can lead to a more personalized and engaging toy selection, enhancing customer satisfaction and loyalty.</p> <p>Steady revenue stream through subscription services provides financial stability.</p> <p>Cost-effective access to reused toys can save money for parents, contributing to customer retention.</p>	<p>Potential backlash or reduced subscriptions if behavior scripting is perceived as intrusive or privacy concerns arise.</p> <p>Dependency on the subscription model may result in revenue fluctuations and economic vulnerability.</p> <p>Less scalability opportunities with a service-orientated model. (Arxiv, 2022)</p> <p>Potential resistance to refurbished toys may impact subscription rates and revenue.</p>



# THE CHALLENGES AND OPPORTUNITIES

## THE OPPORTUNITY OF TOY FUNCTION IN THE BOX

01

TOYS THAT GROW WITH YOUR CHILD

02

EMOTIONAL VALUE

03

LOW-IMPACT MATERIALS

04

A SECOND LIFE

The choices made by adults when purchasing toys for children indirectly have a huge impact on support for initiatives towards conservation and sustainability. As with any type of industry, **supply only exists where there is demand** – unsustainable manufacturing of toys will continue to thrive as long as consumers buy such products (Le Toyvan, 2020)

In adopting strategies such as toys that grow with the child, fostering emotional connections, utilizing low-impact materials, and repurposing materials, the toy industry has a unique opportunity to extend product lifecycles and contribute to sustainability. These approaches align with the increasing demand for eco-friendly products and present avenues for market differentiation. However, challenges such as designing universally engaging toys, ensuring consistent emotional appeal, addressing the affordability of sustainable materials, and overcoming consumer preferences for plastic toys must be navigated.

## THE OPPORTUNITY OF KEEP PLAYING

**Keep Playing** has the opportunity to revolutionize the toy industry by offering a sustainable and personalized toy experience through behavior scripting, reuse, a service-oriented model, and the unique toy functions mentioned above. The emphasis on emotional value and extending the product lifecycle provides a unique selling proposition that resonates with environmentally conscious parents seeking meaningful and sustainable options for their children.

This concept **encourages everyone**, regardless of socio-economic status or geographic location, to **embrace a more eco-conscious and mindful approach to toy consumption**. The inclusive nature of Keep Playing invites all families to be part of a community that values sustainability, emotional connections, and a clutter-free living environment.

The primary challenge for Keep Playing lies in **changing consumer behavior and perceptions**. Overcoming ingrained preferences for new toys and addressing potential concerns around reused materials is critical. Additionally, navigating the economic landscape and ensuring the affordability of the service, especially when using sustainable materials, presents a challenge. To win the war against endless consumerism and plastic pollution, Keep Playing must implement effective educational initiatives, transparent communication about its sustainable practices, and possibly partner with influencers or organizations advocating for environmental responsibility.



TOYS ARE SIMPLY OBJECTS THAT CHILDREN USE TO ENTERTAIN THEMSELVES WHILE SIMULTANEOUSLY EXPLORING THE WORLD AROUND THEM, EDUCATING THEMSELVES, ROLE-PLAYING, AND LEARNING TO EXPRESS THEIR EMOTIONS. (HARKIN, 2020)

-LET'S GO BACK TO PROVIDING MEANINGFUL EXPERIENCES.

## WHO IS THE MOST IMPORTANT IN ALL OF THIS?

CHILDREN AND PARENTS

Parents are the primary source of revenue and the key decision-makers in choosing a toy, however, the end-users whose satisfaction and engagement are children ultimately define the success.

EMPLOYEES

A dedicated and skilled workforce ensures smooth operations, customer satisfaction, and the overall success.

TOY SUPPLIERS, MANUFACTURERS, INVESTORS, SHAREHOLDERS

The quality, sustainability, and appeal of the toys provided influence customer satisfaction from manufacturers, and financial support and confidence from investors are crucial for the company's growth, development, and long-term viability.

REGULATORY BODIES, NGO'S

Compliance with industry regulations is essential for legal operations, product safety, and ethical standards, and collaboration with environmental advocates enhances the company's credibility, aligning with its sustainability goals.

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Apart from environmental concerns, having lots of toys can negatively impact children as well as parents and carers. Here are some ideas for dealing with...

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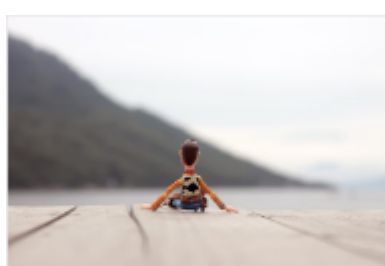
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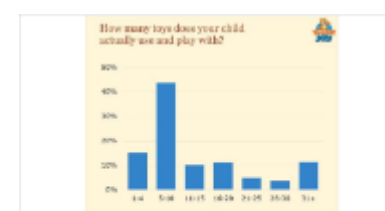
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[PRNewswire] - While children are always happy to receive as many toys as possible, they will only play with a limited number of them, according to a new...

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**Plastic Toys Have a Greater Impact on the Environment and Human Health Than We...**  
Plastic toys will keep children happy for hours, but the lingering effects of their production and disposal are particularly harmful to the environment.

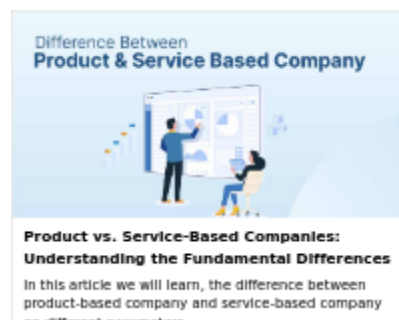
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