

# INSTITUTE FOR TOY DEVELOPMENT



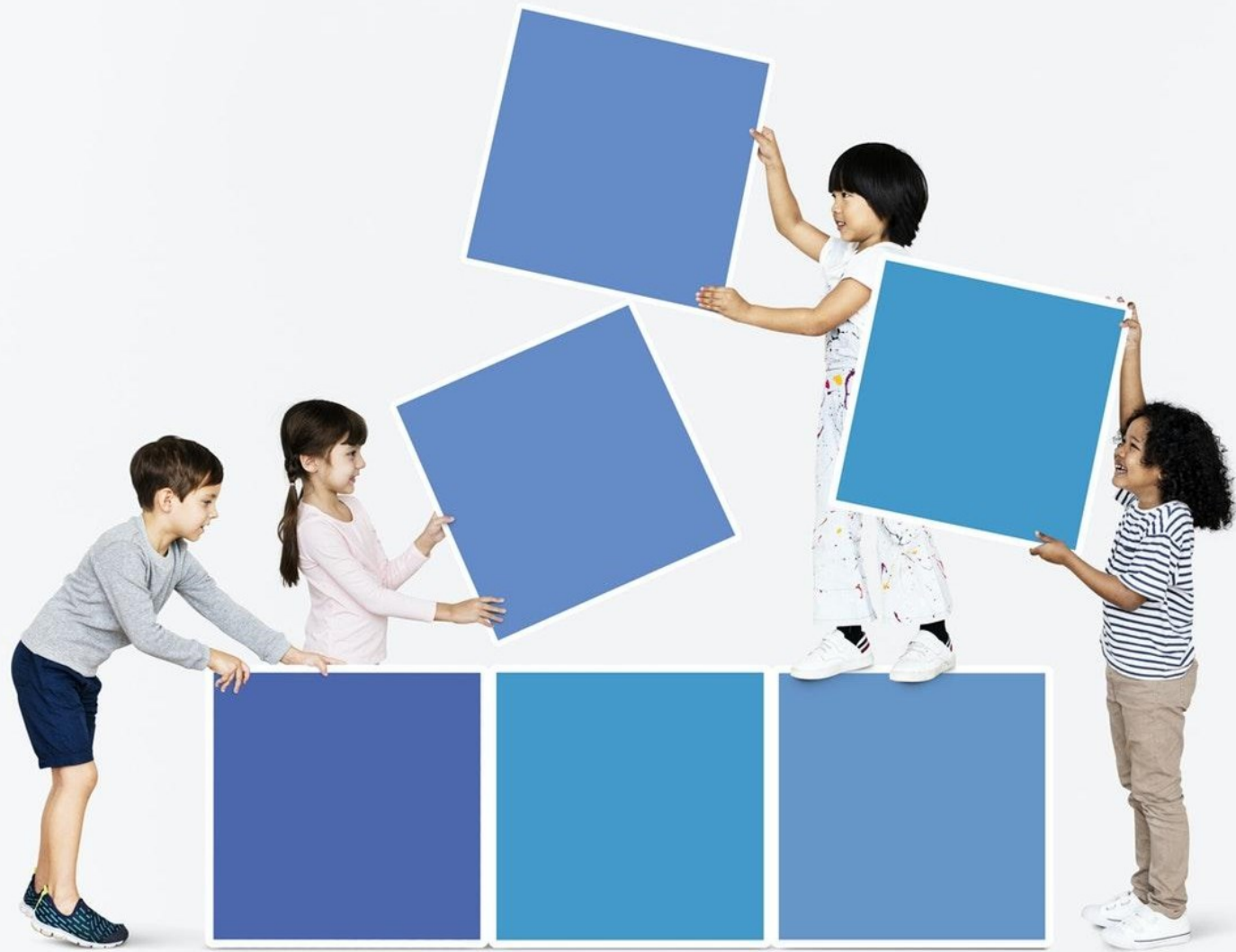
**INŠTITUT ZA  
RAZVOJ IGRAČ**

# WHO ARE WE

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- ❑ **Private, non-governmental and non-profit institution**
- ❑ **Established:** December 29, 2014
- ❑ **Location:** Ljubljana, Business unit: Kočevje
- ❑ **Membership:** Slovenian Chamber of Commerce (TZS), Center for Information, Cooperation and Development of Non-Governmental Organizations (CNVOS) and Network of Voluntary Organizations of Slovenia.

**AWARD:** "The best entrepreneurial idea in the municipality of Kočevje for 2016 (Services according to the voucher system for the realization of an entrepreneurial idea) in the amount of 2,500 EUR" by the Municipality of Kočevje. As part of a one-year cooperation with the Kočevje Business Incubator, we carried out certain activities in 2017 (set up a website, published a catalog of toys, ..).



# TOY MARKET AND OTHER PRODUCTS FOR CHILDREN AND FAMILIES

- Toys
- Didactic Materials
- Educational Materials
- Family Materials
- Souvenirs
- Art and Hobby Program
- Children's Furniture
- Playground Equipment
- Board games
- Leisure activities
- Sports equipment

# CHALLENGE

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- ❑ There is no institution for providing **comprehensive assistance to toy manufacturers in Slovenia**
- ❑ There is **no common networking and promotional channel** for designers, developers and manufacturers
- ❑ There is **no base of gathered information** on the services offered by the Slovenian toy market
- ❑ There is **a lot of potential** for further development that is currently unused
- ❑ There is **too little awareness** about the safe use of toys and the use of harmful materials in toy products
- ❑ The model of **proper toy development** in Slovenia is missing

# SOLUTION

- ❑ We did a small **research** of the Slovenian toy market
- ❑ We identified **goals, benefits, opportunities, threats and problems**
- ❑ We researched what is happening on **foregine markets**
- ❑ As a result we founded **The Institute of Toy Development** in order **to address the aforementioned challenges**

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# MISSION

Provide assistance to toy developing organizations, so their products will be healthy and safe for our children.



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# MAIN GOAL

**The main objective** of the Institute is the professional and scientific research and development of innovative solutions in the field of toys.



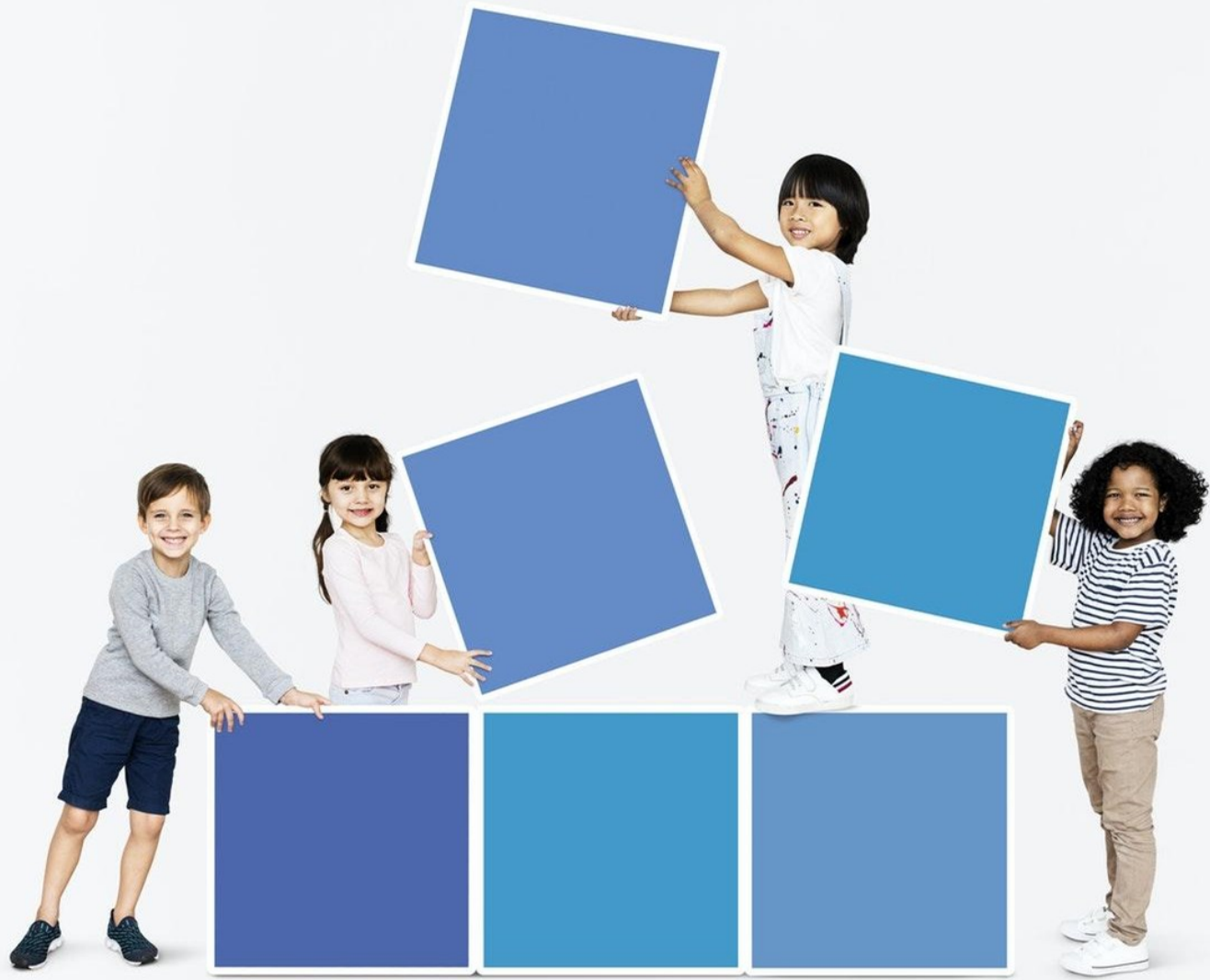
# OTHER GOALS

- To **connect the key players** in the field of toys in Slovenia (Slovenian developers and manufacturers, traders and other companies, for eg. social and disability companies, schools, kindergartens, colleges, libraries, museums and other organizations dealing with toys and children's products)
- Offer **missing information and services** in Slovenia and abroad
- International **cooperation**
- Promotion** of Slovenian toys
- Education**
- Encouraging **creativity and innovation**
- Reducing pollution** in the field of toys
- Networking**
- Awareness**

# VISION

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- ❑ We want to become the **leading knowledge center in the field of development of toys and other products** for children and families in Slovenia and abroad.
- ❑ We want to work in **close cooperation** with our partners in the field of sale and purchase of toys, with manufacturers, designers and complementary institutions in Slovenia and abroad.
- ❑ Our vision of development is **to connect** Slovenian manufacturers in a network of excellence, which will be **the leader** in Slovenia in the field of production of toys and other products for children and families.

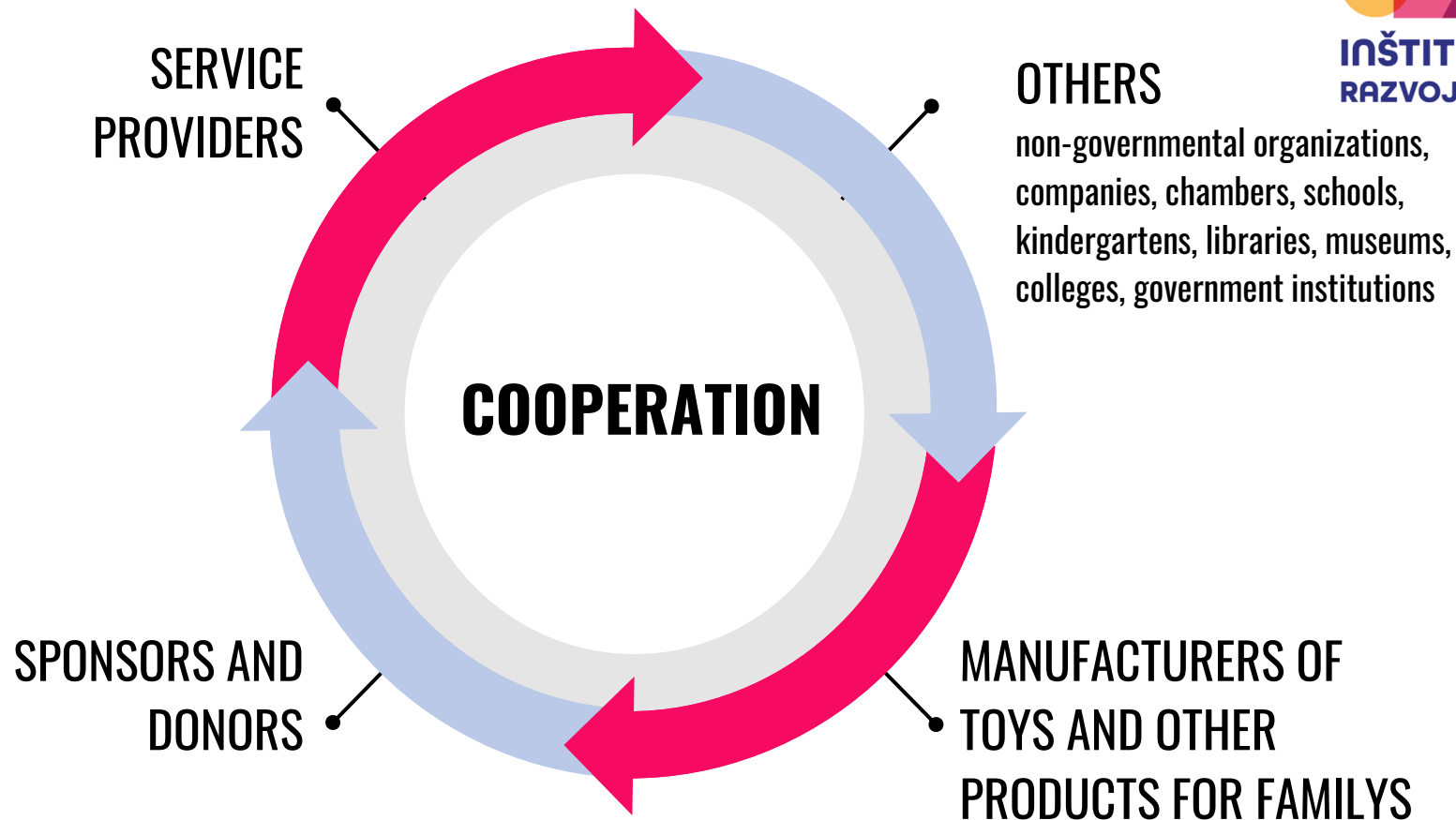


# OUR TARGETS

- ❑ **Target groups:** designers, toy developers, toy manufacturers, toy sellers, parents of children up to 14 years of age, professionals in education.
- ❑ **Target market:** Slovenia and abroad

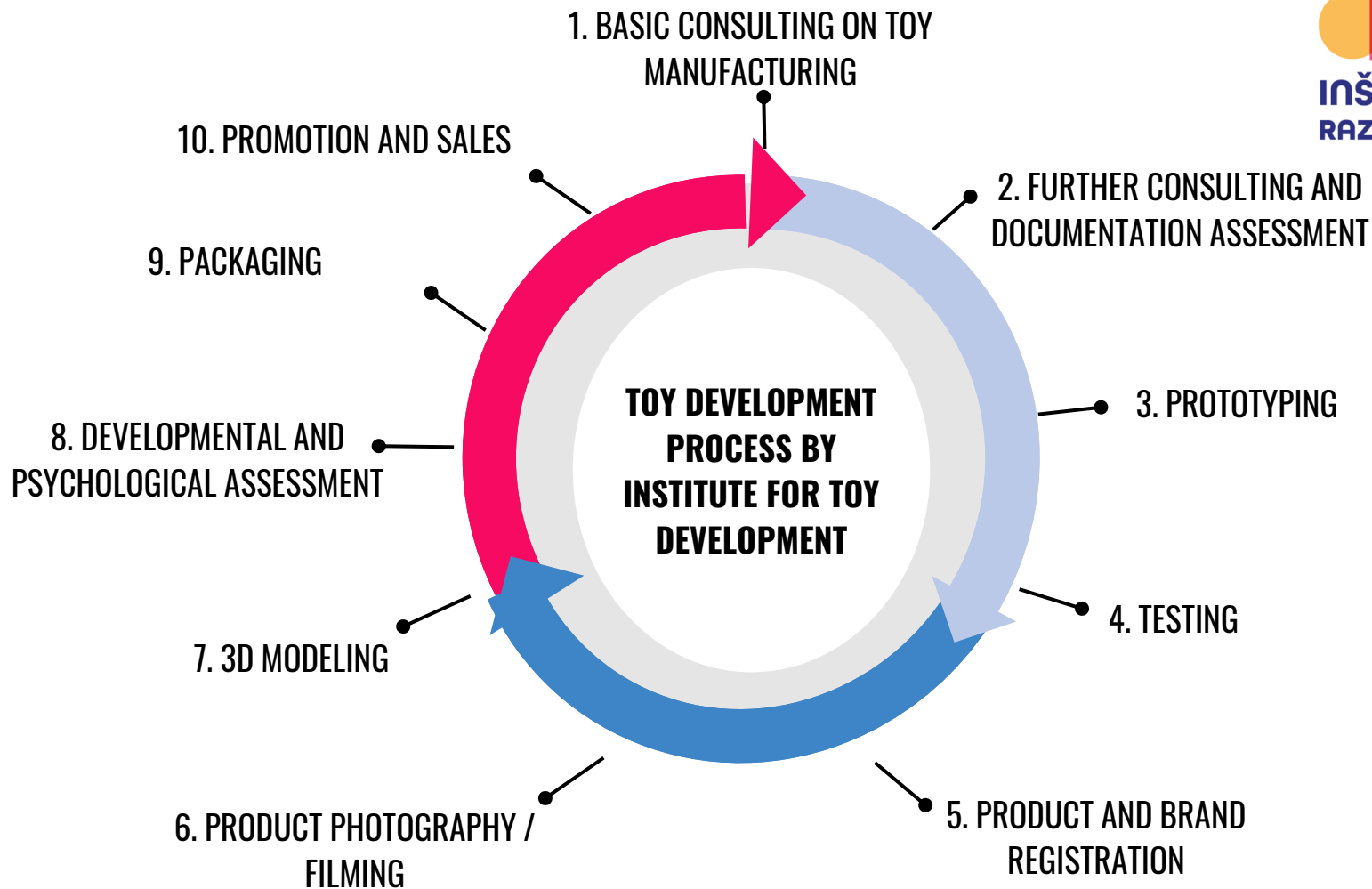


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# OUR TOY DEVELOPMENT PROCESS







# PARTNERS

- Prototyping:** Business Incubator of Kočevje
- Prototyping and testing:** Pulp and Paper Institute
- Editing of documentation to prove product suitability:** ISERA Institute, certification and testing, d.o.o.
- Intellectual property:** Patent office d.o.o.
- Developmental and psychological assessment of toys:** Prof. dr. Ljubica Marjanovič Umek.
- 3D modeling and 3D product presentations:** 3Dimension, Cveto Kunešević, industrial design, s.p.
- Packaging:** Pulp and Paper Institute
- Testing and certification:** Biotechnical Faculty, Department of Wood Science, Center for Testing and Certification, Laboratory J.S. Hamilton Poland
- Playground Equipment:** Biotechnical Faculty, Department of Wood Science, Center for Testing and Certification, Inštitut ISERA, certificiranje in testiranje, d.o.o.. and MODUS s.p.
- Board games:** Value Add Games d.o.o.
- Leisure activities:** Biotechnical Faculty, Department of Wood Science, Center for Testing and Certification, Inštitut ISERA, certificiranje in testiranje, d.o.o..
- Sports equipment:** Biotechnical Faculty, Department of Wood Science, Center for Testing and Certification and MODUS s.p.



# IMPLEMENTATION OF ACTIVITIES - 1

- ☐ Website in Slovenian and English language: <http://institut-igrac.si/sl> and <http://institut-igrac.si/en/>
  
- ☐ Online store: Slovenian toys: <http://slovenske-igrace.eu/>
  
- ☐ **Charity projects** (<http://www.institut-igrac.si/sl/o-institutu/dobrodelnost>):
  - ☐ December 2018: In cooperation with the charity organisation [Ana's Little Star](#), we carried out the campaign "Donate toys for socially weaker families" - we collected more than **1.500 products**.
  - ☐ December 2019, 2020, 2021, 2022, 2023: In cooperation with the [Social Chamber of Slovenia](#), we carried out the campaign "Let's give toys for children in safe houses, maternity homes and related organizations in Slovenia!" - we collected more than **6,320 products** (used and new products).
  - ☐ The approximate value of the product is EUR 63.200,00 EUR.

# IMPLEMENTATION OF ACTIVITIES - 2

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- ❑ **Volunteer program:** 2018: 8 volunteers ( 1.269 hours of volunteer work - EUR 15.300,00 EUR), 2019: 9 volunteers (1.548 hours of volunteer work- EUR 18.370,09 EUR), 2020: 9 volunteers (1.914 hours of volunteer work - 24.575,99 EUR), 2021: 7 volunteers (1.122 hours of volunteer work - 12.132,76 EUR), 2022: 7 volunteers (1.018 hours of volunteer work - 13.131,65 EUR) and 2023: 6 volunteers (579 hours of volunteer work- 7.527 EUR). From 2018 – 2023, where 14 (2 man, 12 female) volunteers involved (7.542 hours of volunteer work (91.388 EUR).
- ❑ **The Pollution Reduction Program.**
- ❑ **Online library:** Useful links (Tenders), Media about us, literature in the field of TOYS (legislation, doctoral disertation, masters, diplomas, books, articles and proceedings, interviews, studies, foreign books and foreign articles, collection of scientific papers).

# IMPLEMENTATION OF ACTIVITIES - 3

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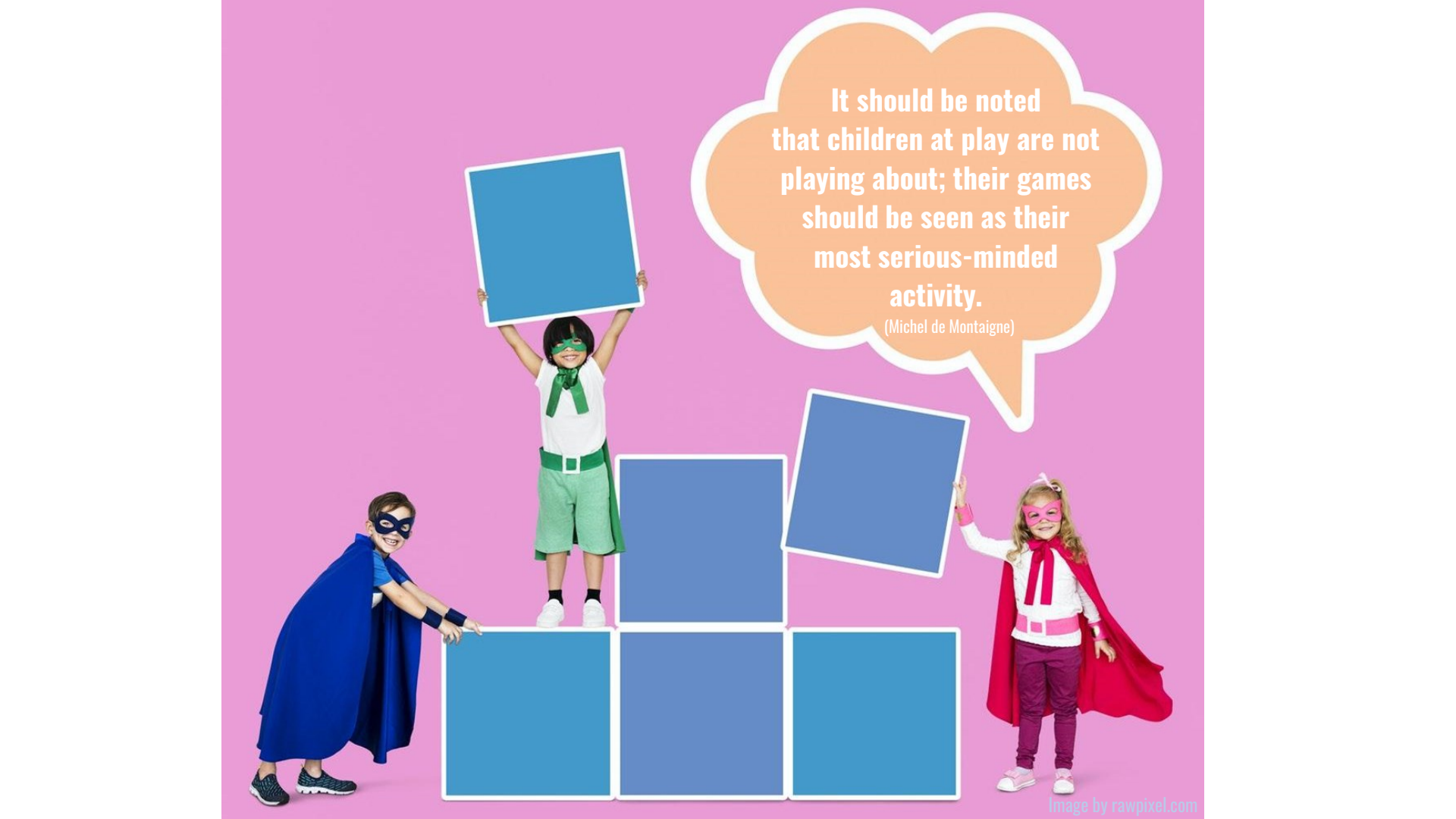
- Free e-news:** About **1x a month we inform** about business opportunities, upcoming events, about the products and services of the Institute for Toy Development, about invitations to various events, about special offers and about the latest information.
- We help with the **joint appearance** of Slovenian toy manufacturers at the largest **international toy fair in Nürnbergu**.
- We provide information, publicity and promotion (of toys and toy manufacturers, service providers, sponsors and donors, advertisements, news and events, etc.) on: **the website of the Institute for Toy Development, Facebook, LinkedIn, Instagram**.
- On our activities we report in our **Annual Reports**.

# SERVICES

- ❑ **For manufacturers:** consulting from the beginning of product development to placing the product on the market; product sales.
- ❑ **For companies:** production of toys to order for promotion, for gifts, etc.



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- incl .: 20 Slovenian experts
  - incl .: 30 Slovenian toy manufacturers
  - incl. in our network: more than 100 people that are interested in making products (17 startup)
  - Satisfied customers

The image features three children dressed as superheroes on a solid pink background. On the left, a boy in a blue cape and mask is pushing a large blue square block. In the center, a boy in a green mask and shorts stands on top of a stack of three blue square blocks, holding a fourth blue square block above his head. On the right, a girl in a red cape and mask is holding a large blue square block. A large, white-outlined orange speech bubble is positioned in the upper right quadrant, containing a quote in white text. The quote reads: "It should be noted that children at play are not playing about; their games should be seen as their most serious-minded activity." Below the quote, in smaller white text, is "(Michel de Montaigne)".

**It should be noted  
that children at play are not  
playing about; their games  
should be seen as their  
most serious-minded  
activity.**

(Michel de Montaigne)



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