

World Play Day

2024

In 2024, we want to continue expanding on the previous year's theme of playing towards sustainability.

The theme for World Play Day in 2024: **Toy Libraries grow sustainable cities and communities through play.**

Goal 11 of the United Nations Sustainable Development Goals focuses on Sustainable Cities and Communities. The official mission of SDG 11 is to "Make cities inclusive, safe, resilient and sustainable." The world's cities occupy just 3 percent of the Earth's land but account for 60-80 percent of energy consumption and 75 percent of carbon emissions.



WPD Theme 2024:

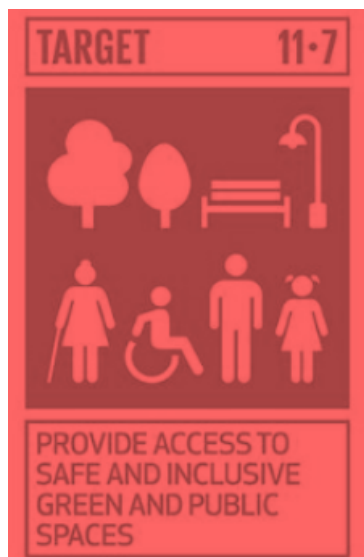
Sustainable Cities
and Communities



In 2024...

Sustainable Cities and Communities

Goal 11 - make cities inclusive, safe, resilient and sustainable - is broken into specific targets, of which targets 4, 6, and 7 link to the work done by toy libraries.



Toy libraries worldwide strive to create inclusive, safe, resilient, and sustainable programs. The magic ingredients they use to achieve this mission are toys and play.

On 28 May 2024 thousands of people will celebrate World Play Day in their cities and communities. We used these targets to organize the activity ideas around. These activities can be incorporated into your World Play Day planning for 2024. The list of activities are thought starters and guidelines and is not exhaustive.



28th May...

THIS IS WORLD PLAY DAY!

Initiated by the International Toy Libraries Association (ITLA), World Play Day is a day to celebrate child's right to play across the world.

In Freda Kim's words, founder of World Play Day (WPD):

“The reason for promoting World Play Day is to emphasize the importance of play in all our lives and particularly in the lives of our children. Children learn to talk through play, they learn to make friends through play, they get exercise through play; they also acquire the basic skills for formal education such as concentration, imagination, self-expression and the retention of useful facts.

Let a child play today and ensure their happy, meaningful and healthy future.”



Toy libraries and play help cities become more inclusive, safe, resilient, and sustainable



Cultural and Natural Heritage Activity Ideas

PROPOSALS

- Create play stations representing the different cultures of your community.
- Ask elders to teach children and their parents a game they used to play as children.
- Ask elders to showcase toys they played with as children, and if possible, display them in your toy library with a description about whose toy it is and a fond play memory associated with it.
- Video record the games in action and put them on a YouTube channel, or create digital content for social media.
- Publish a book on games and toys from the different cultures in your community and sell it to generate income to sustain the toy library.
- Teach children games from other cultures.
- Read stories from another culture and provide the children with toys from the toy library to act out the story.
- Purchase board games popular in other countries and use them in your country.
- Organise a games evening at your toy library where you teach the games and get families to lend the board games to play at home.
- Make games and toys from waste linked to specific cultural groups in the community.

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Reduce Environmental Impact Activity Ideas

PROPOSALS

- Hold a toy drive in the community where previously loved toys in good condition are donated to your toy library.
- Ask community members to help repair broken toys (ensuring the toys are checked to make sure they are safe after repair) to be used when you celebrate World Play Day.
- Recycle broken toys by separating the parts and selling them to recycling plants.
- Start a toy recycle project aimed at getting the parts of the toys to be used in producing new eco-friendly toys.
- Create play boxes that focus on developing a specific skill, and rotate the toy boxes between groups of children. If 20 toys are played with by 20 children, 20 fewer toys are bought that will potentially go to the landfill.
- Calculate which toys have been used the most and how often children use them. The answer gives you the "shelf life" of a toy. This same number represents how much fewer toys had to be produced because the toy library offers a service where toys can be borrowed and re-used.
- Contact the local paper/radio/TV channel with your 'shelf life' information and invite them to share the story of practical ways families can reduce their environmental impact i.e. join a local toy library!

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Safe and Inclusive Green and Public Spaces



PROPOSALS

- Work with your local municipality to turn a public park into a play zone for World Play Day and offer a variety of inclusive games to play. Be sure to help the community participating in the World Play Day celebrations understand toy libraries' essential and valuable contributions to creating safe, inclusive green and public spaces.
- When designing a new toy library, incorporate a green outdoor play space.
- Partner with local government to request that unused government buildings be turned into toy libraries.
- Organise a 'pop up' toy library at a local playground.
- Organise a 'pop up' play space at a local shopping centre. This could incorporate toys from your toy library and/or have a focus on spare parts play.
- Invite local professionals with accessibility expertise into your toy library to conduct an accessibility audit
- Use ideas from UX webinar (available to watch again here: [ITLA 2023 Webinar series #3:UX\(User Experience\)Design & toy libraries. With Ceire Hopley, NewZealand - YouTube](#)) to hear from people with disabilities who are members of your toy library or community, be curious about how the toy library currently promotes inclusion and how you can do it better.



A Worldwide Event!

More than 40 countries around the globe celebrate World Play Day

It is recognized on the UNICEF South Africa Calendar of events and ITLA is working on having it officially recognized by the United Nations.

Countries that celebrate WPD include:

Europe: Austria, Belgium, Croatia, Cyprus, Denmark, Estonia, France, Germany, Great Britain, Greece, Hungary, Italy, Netherlands, Norway, Portugal, Romania, Russia, Spain, Sweden, Switzerland and Turkey.

Americas: Argentina, Bolivia, Brazil, Canada, Colombia, El Salvador, Ecuador, Honduras, Mexico, Peru and United States.

Asia: Brunei, Cambodia, China, India, Japan, Korea, Malaysia, Nepal, Singapore, Philippines and Taiwan.

Oceania: Australia, New Zealand.

Africa: Cameroon, Kenya, South Africa and Zimbabwe.



Join us on Facebook and share your events!

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Contacts us: wpd@itla-toylibraries.org