



Circular Business Model: Alternative Sustainable Children's Toys

Jiminy Eco Toys is an online Irish eco toy and home store, the organisation is a social enterprise that aims to make it easier to choose sustainable toys and home accessories.

Jiminy Eco Toys was founded in 2018, and since then it has empowered over 19,000 customers to make more sustainable choices, spreading information about sustainability in the toy industry across Ireland. The toys are largely made in Europe from natural, innovative materials like bio-plastics, recycled cardboard, or safe recycled plastics.

Jiminy Eco Toys featured as a 'Local Circular Solutions' organisation at the EPA Circular Economy Conference in 2022

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