Now

# 12. RE-Play

# RE-PLAY

Building Blocks, Juguetes Moltó, Plasnovo and AIJU close the loop on plastic toys with a blockchain-traced Digital Product Passport.

## Juguetes Molto
**Toy Manufacturer**

A leading toy manufacturer with deep expertise in plastic toy production. Responsible for integrating recycled materials into the manufacturing line and validating product quality.

## Plasnov o
**Plastic Recycler**

Specialized recycler converting post-consumer plastic waste into high-quality reusable granulates. Ensures material properties meet strict toy safety standards.

## AIJU
**Innovation Institute**

Technological institute specializing in toys and children's products. Provides expertise in blockchain, sustainability, safety testing, and material science research.

## Building Blocks
**Technology Provider**

IT solutions provider responsible for the digital platform architecture. Integrates the Digital Product Passport with blockchain and CIRCULOOS tools (RAMP/GRETA).

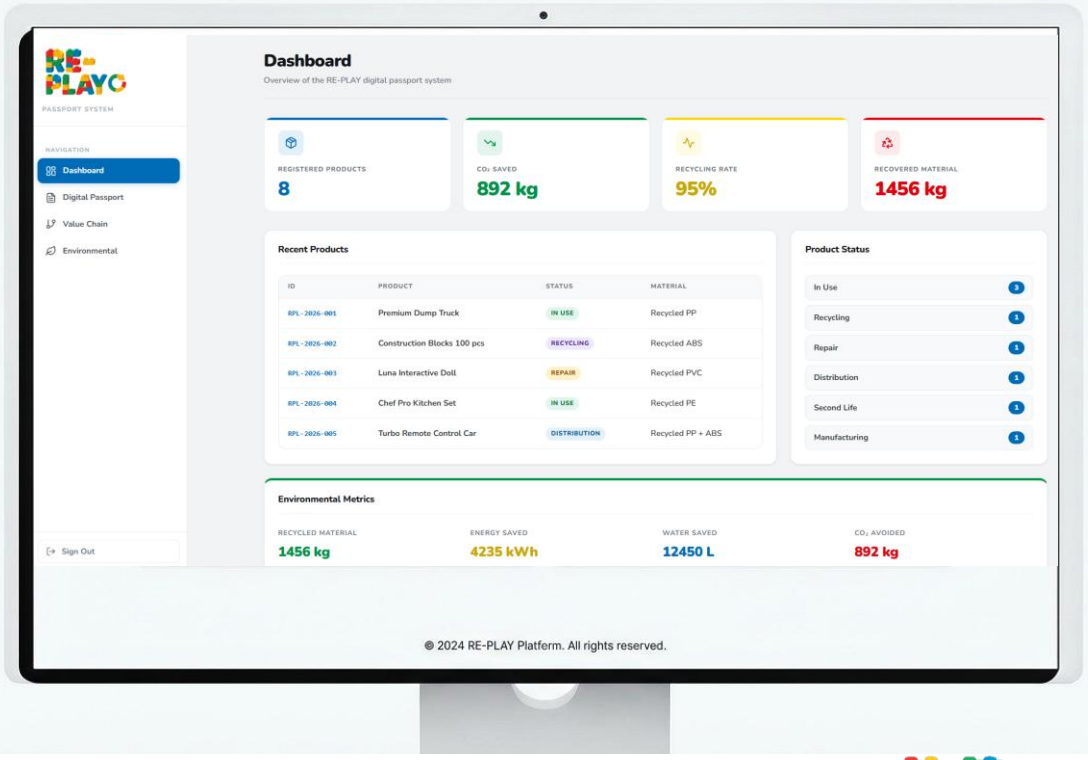
CIRCULOOS

Funded by the European Union

This project has received funding from the European Union's "Horizon Europe" programme under grant agreement 101092295

BuildingBlocks aiju MOLTO PLASNOVO

https://platform.re-play-project.eu/dashboard/traceability



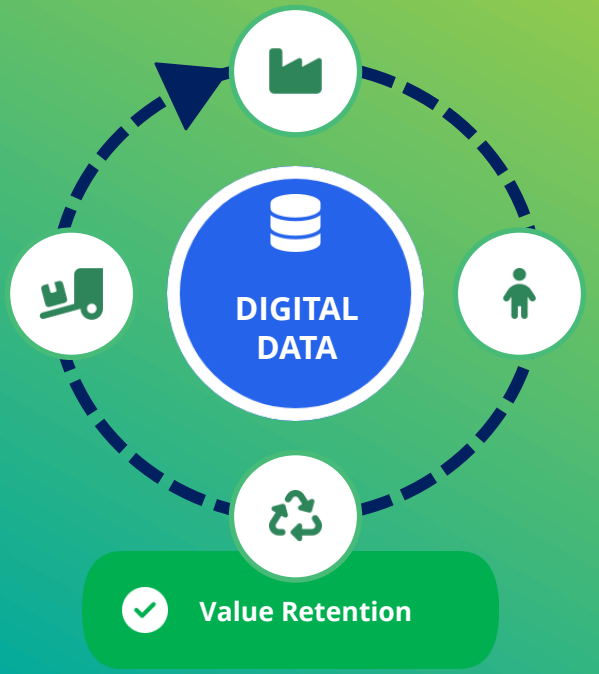

RE-PLAY

## Challenge

CIRCULOOS

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- Linear toy production: virgin plastic in, landfill out. 80%+ never recycled
- Traceability stops at the factory gate. Zero visibility after sale
- ESPR & PPWR mandate digital passports from 2027. No shared infrastructure exists yet




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# Value proposition and Impact

CIRCULOOS

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- Blockchain-anchored Digital Product Passport traces every batch, end to end
- GRETA calculates $CO_2$, energy and virgin-vs-recycled material in real time
- Target impact: +25% recycled content, −20% virgin plastic, ≥90% traceability



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# Business case

CIRCULOOS

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- Hybrid SaaS model: one-off onboarding fee + recurring licence per passport issued
- Built on open, containerised standards. No rebuild, just a new data schema
- Next markets: packaging, furniture & electronics, all facing ESPR/PPWR deadlines 2027-2030




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