

## Support in action: solar energy for a Ukrainian toy manufacturer



All children deserve a happy childhood, even if they live in difficult times. Games and toys are an important component of a child's development, which is necessary building physical, mental and social skills. They help to learn, express emotions, explore the world, develop imagination and interact with others. Ensuring a full-fledged childhood to save the future – this is the motto of the Ukrainian plastic toy manufacturer VIP-TOYS LLC

from Rivne, which has been successfully manufacturing large-sized children's toys for 12 years.

Since the very beginning, the company has maintained high standards, combining advanced technologies, innovations and the unique experience of over 60 employees working in production facilities with an area of 8 thousand m<sup>2</sup>. All stages of production are monitored with special attention to ensure that each little customer receives a product that not only meets their expectations, but also exceeds them. Among the most popular children's products are children's furniture, houses, sandboxes, slides, swings, balance bikes, construction sets, toy dishes and much more.

Not only VIP-TOYS LLC produces bright toys, but also takes care about the environment. The company has developed and implemented a unique technology to produce eco-plastic based on wheat straw, which makes toys safe and minimizes harmful consequences for the environment. The enterprise operates almost without wastes, as all plastic is recycled and disposed in accordance with European standards. Moreover, in the conditions of war, a need arose to switch to alternative energy sources to ensure energy independence and continuity of the company's work.

VIP-TOYS LLC took part in the EU4Business-EBRD Credit Line program having received a loan of EUR 206,533.84 from the partner bank Ukragbank. They purchased a solar power station with a powerful electricity storage system based on 868 photovoltaic modules with a total capacity of 0.7 MW. This equipment allows VIP-TOYS LLC to fully provide itself with electricity and is expected to save 6,900.46 GJ of energy and reduce CO<sub>2</sub> emissions by 299.71 tons annually. In addition, since the company is led by the wife of a war veteran, the company received an additional grant from the EU in the amount of EUR 37,417.28 under the Veterans and War-Affected Persons Reintegration Window (VRW) initiative.

According to Ms. Roksolana Vakulenko, director of VIP-TOYS LLC, the company strives to remain a symbol of quality, trust and safety in the world of toy manufacturers, expand the products range and increase their export potential. *“Not only Ukrainian children play with our toys, but also kids in 24 countries around the world, as we already export 50% of our products, including to the countries of the European Union,”* says Ms. Roksolana. *“The investments will help scale up our business and provide happy moments to as many children as possible.”*

Loan amount	€ 206 533,84
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Energy efficiency	6900,46 GJ/year
Carbon emission reduction	299,71 tCO2/year

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