

Toolkit for local authorities



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Introduction

Material Focus (formerly the WEEE Fund) is a not-for-profit organisation created to help the UK meet its electrical recycling targets. Our vision is a world where materials are never wasted.

We've launched Recycle Your Electricals to encourage and make it easier for more people to reuse and recycle their unwanted electricals - instead of throwing away or hoarding them.

The Communications Toolkit that follows provides local authorities across the UK with a suite of materials to help spread the Recycle Your Electricals message. The downloadable assets include posters, social media posts, and digital collateral to help you run educational recycling campaigns in your local area.

Your support is vital in helping us spread the word, to increase electrical recycling in our communities and save precious resources from being lost. We'd love to hear from you at info@materialfocus.org.uk if you have any further questions.

We will also be launching further initiatives as part of our wider campaign over the next year. Please [sign up](#) to our newsletter to be first to hear about updates.

Using these assets

In order to maintain consistency in our new brand we have created guidelines on how to use each asset. Pages 7-20 outline how each asset should be used and what can and cannot be edited. If you have any questions or require a bespoke version for your local area or project please contact info@materialfocus.org.uk.



Background

Discarded old electrical items are one of the fastest growing waste streams in the world. Last year over 50 million tonnes were thrown away globally. This figure is expected to triple by the middle of the century if we don't act now.

In general there is a low public awareness of how, where, or why to recycle electricals. Most people claim to recycle at least a little, but this doesn't necessarily extend to recycling their electricals. Research we conducted showed that the majority of people in the UK were not aware that they could recycle electricals - or didn't know how to.

Many people struggled to imagine how their 'waste' electricals could possibly be of any value. They see items as an impenetrable 'black box' and can't envisage how the individual materials could be extracted.

Yet hidden within electrical items are a huge amount of precious materials like gold, copper, steel and aluminium. Everything with a plug, battery or cable can be recycled and made into anything from life saving medical equipment to children's playgrounds. However, if these items are binned rather than recycled, that potential is lost forever.

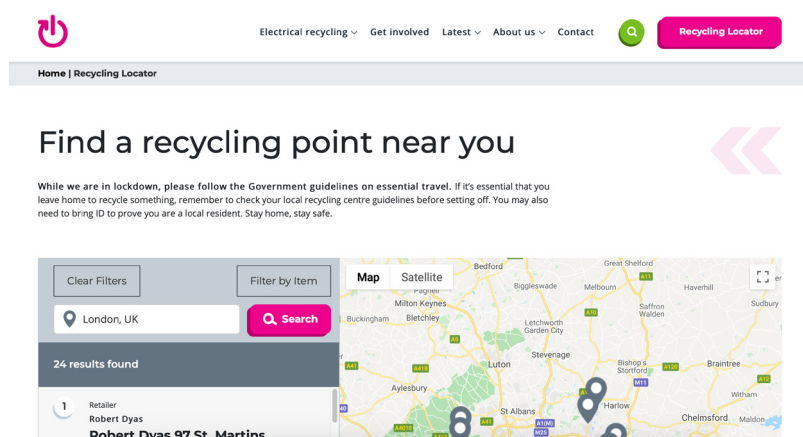
The Recycle Your Electricals campaign urges all of us to help save these valuable resources, reduce the pressure to extract new raw materials from the earth, and help slow one of the planet's fastest growing waste streams.



The Recycle Your Electricals campaign

The aim of our communications is to motivate and make it easier for millions more people to recycle their electricals. Many people just aren't aware that electricals can be recycled, or how/where to do that. We will show people why recycling electricals is worthwhile and necessary - and provide really clear information how and what to recycle in local areas.

With the affects of Covid-19 ongoing across the UK, we've seen many people spending more time at home and taking the opportunity to declutter. During this time it's crucial for us to highlight the importance of recycling, so precious resources from electricals don't end up in the bin. Even while some reuse and recycling points are closed, we're letting people know they can bag up their old electricals ready to donate or recycle when lockdown lifts.



Recycling Locator

A key function of our new [website](#) is a Recycling Locator - which allows people to simply put in their postcode to find their nearest reuse or recycling point.

There are over 2,000 recycling points listed with more being added every week - if you notice a missing location or you'd like your recycling or reuse point added - please email info@materialfocus.org.uk



Key messages

Discarded old electrical items are one of the fastest growing waste streams in the world

Everything with a plug, battery or cable can be recycled

If you're decluttering at home - bag up your electricals ready to recycle

Find your nearest recycling or reuse point at the Recycle Your Electricals website: www.recycleyourelectricals.org.uk

When you recycle your old electricals, you're giving a new lease of life to valuable materials hidden within - like gold, steel and aluminium - that can be transformed into everything from life saving equipment to children's playgrounds



Downloadable Assets

We have a number of assets available to download which provide background information and key materials for the campaign.

These include:

- Brand guidelines
- Key messages
- Logos
- Marketing plan template
- Media release template
- Press release template
- Infographics
- Electrical recycling images
- Website copy

You can download all these assets here.



Key messages

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 **recycle
your
electricals**



Material Focus and
The Recycle Your Electricals Campaign
Brand Identity Guidelines

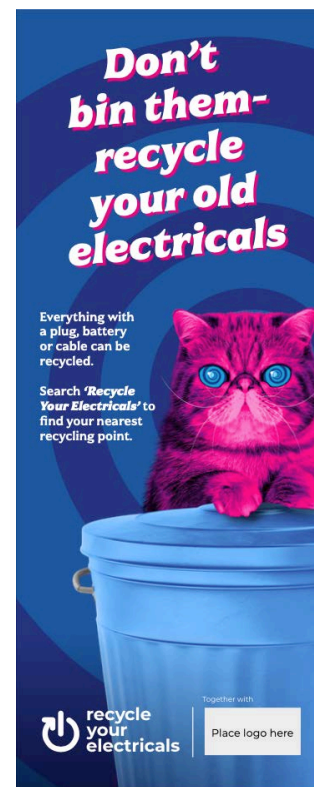
Editable Assets

We have a number of assets available to download **and edit**. The elements that can be edited on each asset are detailed on the following pages.

Editable assets include:

- Leaflet
- Poster
- Sticker
- Bin hanger
- Print ad
- Email + web banners
- Pull up banners
- Social media assets

You can download all these assets here.



Leaflet

2 headline options

What can be edited:

Logo lockup - add your own logo

Local collection information

What cannot be edited:

Headlines

Key campaign messages



Poster

2 headline options

What can be edited:

Logo lockup - add your own logo

Local collection information

What cannot be edited:

Headlines

Key campaign messages



Sticker

What can be edited:

Logo lockup - add your own logo

Local collection information

What cannot be edited:

Headlines

Key campaign messages



Bin hanger

1 sided and 2 sided options

What can be edited:

Logo lockup - add your own logo

Local collection information

What cannot be edited:

Headlines

Key campaign messages



Print ad

2 headline options

What can be edited:

Logo lockup - add your own logo

What cannot be edited:

Headlines

Copy

Key campaign messages



Pull up banners

4 headline options

What can be edited:

Logo lockup - add your own logo

Local collection information

What cannot be edited:

Headlines

Key campaign messages



Website copy

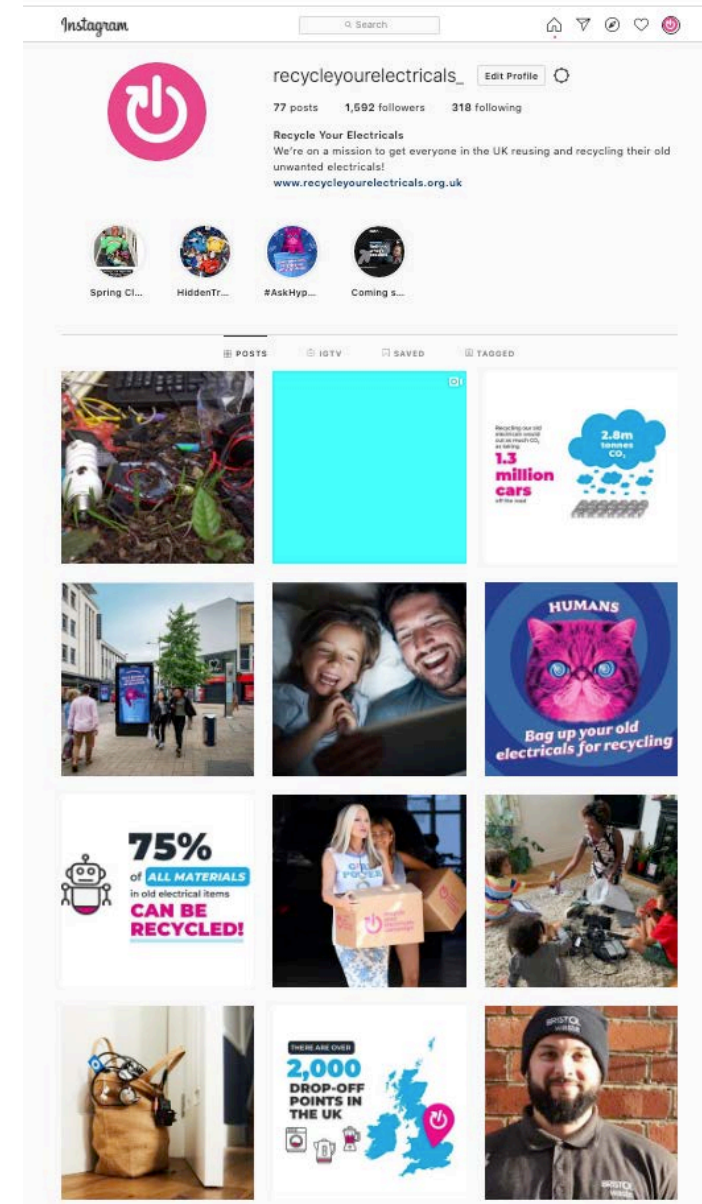
Multiple options

To make it even easier for your residents to understand what to do with their electricals, we have created a dedicated [website](https://www.recycleyourelectricals.org.uk) and [Recycling Locator](https://www.recycleyourelectricals.org.uk).

The Locator is proving really popular and we've had over 50,000 people searching for their local recycling point - it shows retailer drop off points as well as your own recycling centres.

Please add a link to our Recycling Locator on your website:
www.recycleyourelectricals.org.uk/electrical-recycling-locator/

We also have available website copy about the campaign and about how to prepare your items for recycling.



Media coverage

Multiple options

We'd love to work with you to help secure media coverage in your area. Local PR can be a great way to further spread the message about electrical recycling to your residents.

You'll find a downloadable and editable press release template on our website.

Once you've filled this in, please contact:
media@materialfocus.org.uk

It is important that you share the media release with us for approval before sharing with any press contacts.



UK homes are hoarding 527million small electrical items - nearly 20 per household! And when they are no longer of use and a decision is finally made to throw them out, many end up in the bin, which is not only a waste of resources, but can also cause waste fires, in vehicles and depots...

Everything with a plug, battery, or cable can be recycled and when you do recycle your old electricals, you're giving a new lease of life to valuable materials hidden within - like gold, steel and aluminium - which can be transformed into everything from life-saving equipment to children's playgrounds.

Once items are dropped off for recycling, they are sent to a reprocessing plant where they are sorted and broken apart. Then machines shred the materials into small pieces. Magnets separate steel and other ferrous metals while electrical currents can remove further metals. Plastic is also sorted into different types and ground up. The raw materials are then valuable commodities to the UK economy. They're sold on the open market and can become new products.

£17 billion!
 At an estimated £620 per household, the second-hand value of old electricals in UK homes is currently worth around £17 billion! Before committing your working gadgets to recycling, why not sell them on for some



extra cash, or better yet, donate to give them a second lease of life! Alternatively any

DID YOU KNOW?

- In Buckinghamshire homes there are enough unwanted cables stacked away to wrap around the Wharfedale Theatre 7,000 times!
- We could save a whopping 2.8 million tonnes of carbon dioxide emissions if we recycled all our small unwanted electricals instead of binning or holding on to them. That's like taking more than a million cars off the road.
- Recycling old unwanted electricals uses less energy and creates less waste than making new products.

working items can be taken to your nearest Household Recycling Centre where it could be given a new life through the Reuse Shops. See: www.recycleyour-electricals.org.uk for your nearest drop off point or recycling collection.

• www.buckinghamshire.gov.uk

HOME LOCAL AREAS SPORT ARTS PHOTOS JOBS LOCAL SERVICES ADVERTISE CONTACT US

WOKINGHAM TODAY

Home > Featured > Obey the call of re3's HypnoCat

By Phil Crompton | Published October 25, 2020 6:00 am | 12:10

SHARE

Repeat after me: "It feels good to recycle"

CATS have always been one of the biggest things on the internet, and now the company that looks after the borough's waste has turned to our feline friends to boost recycling.

The new Recycle Your Electricals campaign for re3 features HypnoCat, to encourage residents to recycle their old electricals.

The pink fluffy moggy wants to avoid around 500,000 tonnes of electrical items, broken and working, from being sent to landfill.

It's been revealed that re3 householders alone are holding on to more than 3 million electrical items, including 100,000 cables that could run all the way along the River Thames nearly four times over.

During the coming weeks, HypnoCat will issue a series of rallying calls to local people including: "Humans of England, You will not bin your electricals."

SIGN UP TO OUR NEWSLETTER

First Name:

Last Name:

Email address:

SIGN UP

ADVERTS

END OF SEASON SALE UP TO 50% OFF

DUSK

MOST POPULAR POSTS

Recycling video + radio

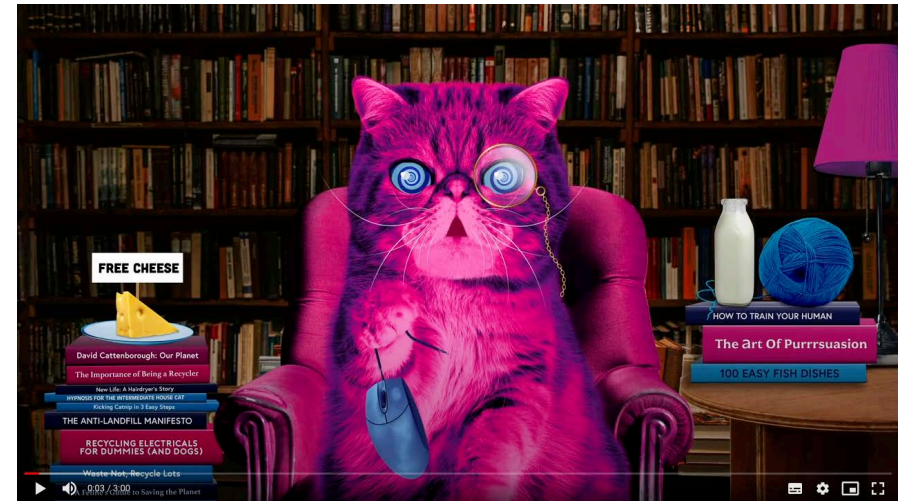
3 options

We have two videos featuring HypnoCat.

- One **6 second YouTube pre roll** ad, directing people to recycle their electricals.
- And one **3 minute film** on the journey of electrical recycling and exactly what happens when you recycle electrical items.

This film serves two purposes: to increase public confidence that electricals do get recycled properly, and to counter the idea that electricals are an 'impenetrable black box' that couldn't possibly be of any use.

We also have a **20 second radio ad** featuring HypnoCat's hypnotic voice and urging the nation to recycle their electricals.



Social media assets

Multiple options

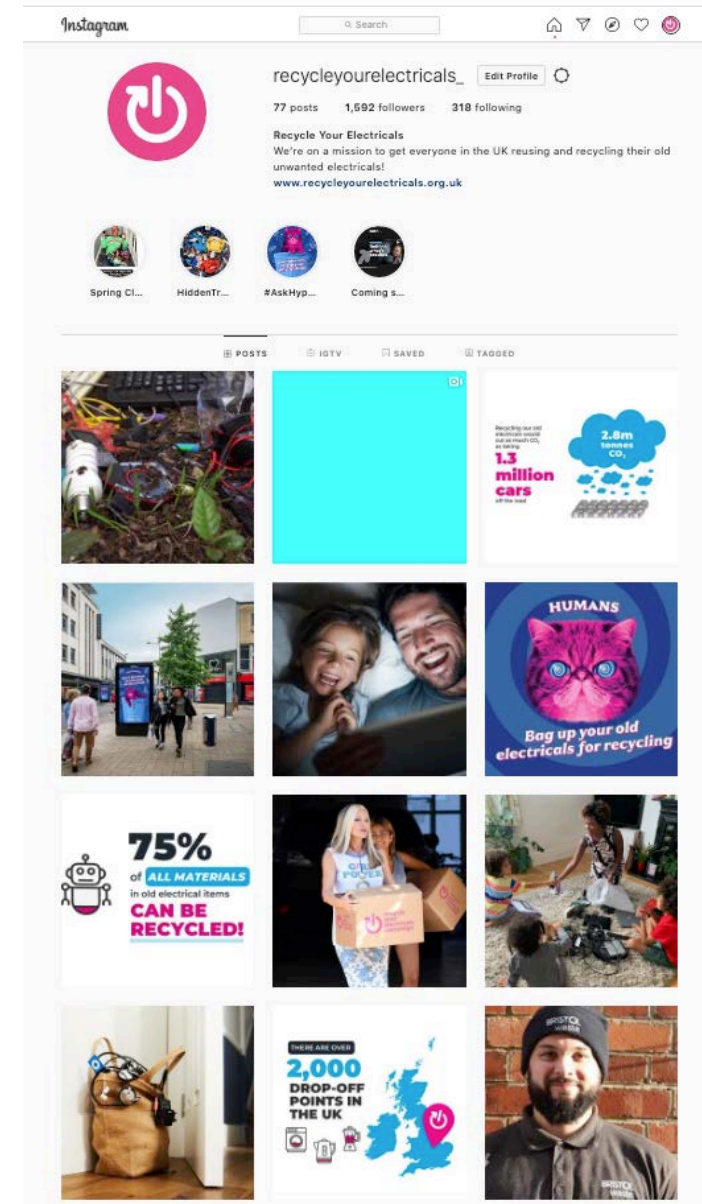
What can be edited:

Local authority name, web address + hashtags

Local collection information

What cannot be edited:

Key campaign messages



Infographics

Multiple options

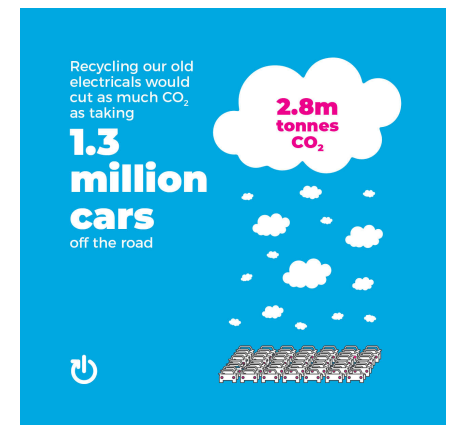
Use of infographics

The infographics can be used in their current form, without any adaptation or modification to the design or the wording.

We are able to localise the infographics to make them specific to your local area i.e. "The total number of cables hoarded in Edinburgh homes could run up and down Arthur's seat 665 times."

To make these calculations we require the number of households in your local area.

If you would like to make any changes to the infographics or localise them please contact info@materialfocus.org.uk and we will assist you.



Electrical recycling images

Multiple options

Use of images

The images folder supplied contains several images by Lisa Bretherick. Copyright for these is reserved by the photographer, Lisa Bretherick. In consideration of the receipt of all fees due, Material Focus is granted a worldwide, nonexclusive, non-transferable licence to publish the photographs for marketing and advertising purposes online and in print, excluding billboards. This extends to the local authorities and reuse organisations we are working with to use the images themselves, online and in print, excluding billboards. Images may not be sold or given to any third party without prior written consent by the photographer.

All usages to be credited to 'Lisa Bretherick' www.lisaimages.com.

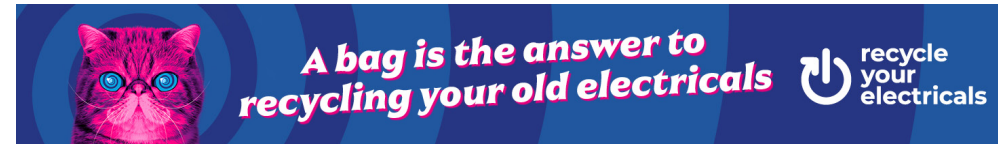
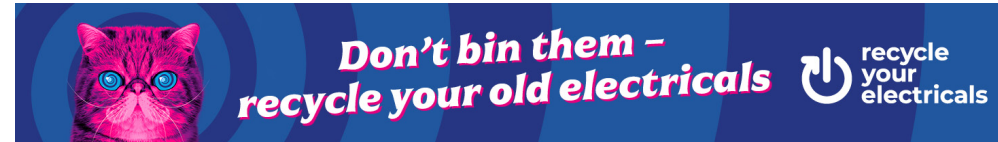


Email signature banners

Multiple options

Please contact us if you require wording/messaging that is not included in these options.

info@materialfocus.org.uk



Web signature banners

Multiple options

These are examples of the type of web banners we can create. Please contact us to design bespoke web banners for your website specifications.

info@materialfocus.org.uk



Contact

Please follow us and share our content on social media

 facebook.com/recycleyourelectricals/

 [@recycleelectric](https://twitter.com/recycleelectric)

 [@recycleyourelectricals_](https://www.instagram.com/recycleyourelectricals_)

The Recycle Your Electricals campaign is brought to you by Material Focus. Material Focus is a not-for-profit organisation – our vision is of a world where materials are never wasted.

Material Focus [**hello@materialfocus.org.uk**](mailto:hello@materialfocus.org.uk)
[**www.recycleyourelectricals.org.uk**](http://www.recycleyourelectricals.org.uk)

 linkedin.com/company/materialfocus/

