



[Template] Employee engagement email for electrical retailers

Electrical Waste (discarded electricals) is now the fastest growing waste stream in the world - and the UK. 155,000 tonnes of electricals are discarded every year, which poses a major threat to the environment and to human health. But we all have the power to change that.

Why is E-Waste a problem?

- **Lost resources** - Electricals contain valuable materials such as copper, iron, gold, platinum and palladium which are lost forever when electricals are thrown in the bin. 75% of all materials in old electricals can be recycled and turned into something new.
- **Cost to the economy** - *The UK loses £370 million per year as a result of the valuable materials inside electricals being binned or hoarded. If we just donated our unwanted working or repairable electricals, they could change people's lives.*
- **Bigger carbon footprint** - Manufacturing and transporting new electricals creates carbon emissions. Recycling our old electricals instead of binning them could cut CO₂ emissions by as much as taking 1.3 million cars off the road.

The reality is everything with a plug, battery, cable - however small - can be recycled into anything from children's playgrounds to lifesaving equipment!

What support do we offer our customers?

[Please fill this out yourself for what you offer in terms of in-store recycling]

Examples might be:

We **[XX Retailer]** take back on a like for like basis (as a minimum).

- For example, we will take back a customer's old kettle when they buy a new one.
- If they don't have their old electrical with them, they can bring it in within 28 days with their receipt, and we'll recycle it for them

OR

- We take back any small electrical item in-store

[Link to more info on take-back scheme on your website].

Our **[X team]** are responsible for all our electrical recycling, so do ask them if you want to know more.



Where else can we take our old and unwanted electricals?

It's really easy - just type in your postcode on the Recycle Your Electricals* [Recycling Locator](#) to find your nearest drop off points for electricals and batteries.

*Recycle Your Electricals are a UK-wide recycling campaign motivating and making it easier for everyone to reuse and recycle unwanted electricals, ensuring we make the most of the valuable materials in them.

Do I need to prepare my electricals in any way before recycling?

Before handing over any electricals for recycling, make sure you:

- **Delete and destroy** your personal data from smart devices such as phones, watches, games consoles and smart speakers. See this guide on [how to delete your data](#) [https://www.recycleyourelectricals.org.uk/faq/how-do-i-delete-my-data/]
- **Remove** any loose batteries, lightbulbs, memory cards and SIM cards.

Remember, everything with a plug, battery or cable must be recycled. Never bin them - bag up your electricals ready for recycling. Visit '[Recycle Your Electricals](#)' to find out more.