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- Information highlighted in yellow is to be edited and personalised by you with your local authority details.
- If you are using any of our stats from this media release, please make sure you reference Material Focus as the source.
- Hyperlinks to Recycle Your Electricals' recycling locator must be kept in/included in the press release.
- Before publication, please send your completed, edited press releases to hello@materialfocus.org.uk. This is just for reference, so we can look out for your stories and help amplify the campaign!

New research shows 8 million vapes now thrown per week – find your nearest local recycling point in X area

Residents of [region] urged to dispose of batteries and vapes safely following [details of recent fire]

- Material Focus research identified that the number of battery fires in the waste stream had increased to [over 1,200 in the last year](#). Many of these fires are considered to be caused by binned vapes and other electricals with hidden batteries.
- [insert details of recent fire, if applicable]
- An estimated 8.2 million vapes (such as single use, pod and big puff) are now thrown away every week or recycled incorrectly – 13 per second.
- Material Focus forecast that new “big puff” vapes could cause significant environmental challenges after the disposable ban next year.
- Whilst the disposable vape ban will take some of the most environmentally wasteful products off the market, the overall environmental challenges will continue.

- Prevent fires in your community – safely recycle batteries and vapes, urges [LA]
- [LA] Residents across X area can take vapes and electricals to [LA sites], or search 'recycle your electricals' to find your nearest recycling point

[DATE XXX] With 8.2 million vapes now thrown away, or recycled incorrectly, per week, the issue of disposable vapes is not going away for a good few months yet. Despite the ban on June 1st, vapes will continue to be sold and therefore still need to be safely and properly recycled.

Material Focus research earlier identified that the number of battery fires in the waste stream had increased to [over 1,200 in the last year](#), an increase of 71% from 700 in 2022. These fires occur when electricals containing batteries, such as vapes, are thrown in with our household waste or recycling, and get crushed or damaged in bin lorries and recycling centres. They cause serious damage to the local community, put collection crews in danger, impact local services in addition to air pollution levels spikes in local areas, breaking WHO limits and affecting the health of local residents. **[POTENTIAL INSERT WITH DETAILS OF LOCAL VAPE FIRE]**

That's why [LA] is working with Recycle Your Electricals, which is led by Material Focus, to raise awareness of the local recycling points in [REGION] where residents can recycle disposable vapes and electricals with batteries.

[INSERT PARAGRAPH ON WHAT'S HAPPENING IN LOCAL AREA & Details on where vapes can be recycled]

This comes as new vapes research, commissioned by [Material Focus](#), and conducted by Opinionium, found that these new big puff style vapes are set to grow in popularity. 8.2 million vapes are now thrown away every week, including big puff, single use and single-use pod, compared to 5 million single-use last year. Big puff style vapes have already surged onto the UK market, in just six months, with 3 million of these types of vapes now being bought a week, with 63% of puffs being taken on these vapes*.

[INSERT QUOTE FROM LA SPOKESPERSON – IDEALLY A LOCAL CLLR]

- Comment on activity

- Any existing achievements
- Any recent vape recycling developments in the area

Vapes are a strong contender for being one of the most environmentally wasteful, damaging and dangerous consumer products ever made. They aren't just a fire risk; vapes contain valuable and critical materials such as lithium and copper that are regularly being binned. The number of vapes thrown away per annum could instead be powering 10,127 electric vehicles. Vapes are toxic and damaging to the environment and wildlife if littered.

Like anything with a plug, battery or cable, vapes can and should always be recycled – in fact, 80% of the materials inside a vape can be recycled. More people are recycling their single-use vapes in store: 20% this year compared to 8% last year. [region] residents can recycle their vapes at [xx], or just check Recycle Your Electricals [postcode locator](#) to find your nearest recycling point.

-ENDS-

Notes to Editors

For media enquiries please contact kate@materialfocus.org.uk mobile 07714 708416

Opinium conducted the online survey among 778 UK adults (16+) who have bought a vape / e-cigarette in the last 12 months. Fieldwork was conducted between the 18th and the 24th of October 2024. Results were weighted to be representative of the respective population on age and gender, region, and social grade, based on estimates from a 4,000 nationally representative online survey, ran by Opinium between the 27th of September and 1st of October 2024.

Estimates of number of vapes bought and thrown away were based on the 4,000 nationally representative survey that found 15.9% of the UK adults population had bought a vape in the past year. Based on ONS population estimates, the UK 16+ population is 55205767 * 15.88% = 8,701,716 adults who have bought a vape in the past year.

“Big puff” – the new style vape, can hold up to 6,000 puffs per vape, with single use vapes averaging 600. Coming in at a price competitive 0.19 pence per puff for a big puff, compared to 0.83 pence per puff for a single-use vape, it’s no surprise that their popularity is surging, particularly amongst young people who are more likely to buy these new style of vapes – 48% of 16 to 34 year olds compared to 36% of 35 to 55 year olds. With 3 million bought per week compared to 5.3 million single-use vapes, their popularity has soared in just six months.

About Material Focus

Material Focus is a not-for-profit organisation whose goal is to stop the nation throwing away or hoarding all their old small electricals. Material Focus is delivering the UK-wide Recycle Your Electricals campaign. The campaign is revealing the value hidden in electricals and is making it easier for us all to recycle and reuse the small electricals we no longer need by providing more recycling points as well as providing practical information on how households can recycle.

The campaign is funded by producers of electrical appliances. The UK government sets annual targets for the recycling of all waste electricals, including small electricals. If producers of electrical appliances don’t meet this target, then they contribute towards a fund (WEEE Fund) which pays for a range of activities, including communications, behaviour change activities, increased recycling projects and research. Ultimately the aim is to support actions that will help the UK increase the levels of reuse and recycling of waste electricals.