

Retailer newsletter to employees (template 2)

Subject: We offer electrical take-back for customers

Pre-text: Learn how our service works and how to recycle your own old tech.

Copy:

Did you know?

Electrical waste is now the fastest growing waste stream in the world - growing faster than fast fashion. Thousands of tonnes of old 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. The reality is anything with a plug, battery, cable can be recycled into everything from children's playgrounds to lifesaving equipment!

What support do we offer our customers?

At [retailer name], we take back electricals on a like for like basis. 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 within 28 days with their receipt, and we'll recycle it for them.

[Or (if applicable):] At [retailer name], 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 is 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.*

Join us in our mission to help tackle the ever-growing problem of e-waste. Bag up your electricals, take them to be recycled and the precious materials inside them will be given a new lease of life.

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

It's as easy as ABC.

A: Anything with a plug, cable or battery can be recycled.

If your item is still in working order, could it be donated to a local charity shop? Or to someone you know? Could you sell your unwanted item? Or, if it's broken, could it be repaired?

B: Bag them up.

Bag up all your unwanted, unused or broken electrical items, ready to take to your local drop-off point.

C: Check.

Find your nearest recycling point. Simply enter your postcode in the Recycle Your Electricals recycling locator. And off you go.

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

- **Data** - 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.
- **Loose batteries**, lightbulbs, memory cards and SIM cards.

Remember, anything with a plug, cable or battery can and should be recycled. Never bin them - bag up your electricals ready for recycling. Visit Recycle Your Electricals to find out more.