



University end-of-term clear out toolkit

Let's help students recycle their old or broken electricals during their end-of-year move!

UNIVERSITY MOVE OUT TOOLKIT

Thanks for getting involved!

When students move out of their university accommodation at the end of term, their unwanted electricals get cleared out too. Cables, kettles, toasters and other small household electricals often end up in bins, abandoned in accommodation, or even fly-tipped for landlords and local authorities to deal with. Your support makes a massive difference in helping save valuable, critical and finite materials from being wasted.

If you have any questions or any issues using this toolkit please contact hello@recycleyourelectricals.org.uk

WHY USE RECYCLE YOUR ELECTRICALS ASSETS?

- Changing behaviour is hard, so **making it feel as easy as possible** for students to act is key.
- Students need consistent, recognisable, trustworthy messages - and lots of reminders! The Recycle Your Electricals campaign is a **national, UK-wide and trusted campaign** which will be running regular campaigns for years to come.
- Our pink fluffy mascot, HypnoCat has broad appeal and **allows us to cut through in a memorable way about a dry topic**. In research the majority of the public find him likeable, humorous and remember him long after they've seen the ads. He is now recognised by over half of the UK population.
- Campaign tracking which we have run since 2020 shows
 - Significant increases in awareness of local repair, donation and recycling drop-off points
 - Significant increases in confidence and understanding that all electricals can be recycled
 - Significant increases in people saying they always recycle their batteries and electricals

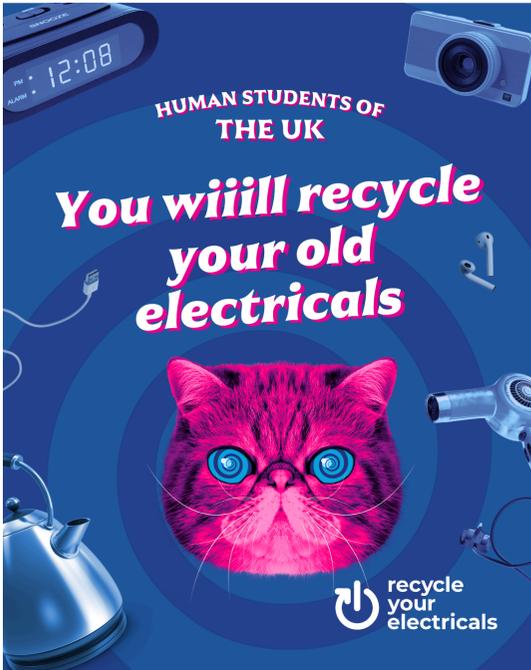
The Recycle Your Electricals handles are below – **please tag us** when you create your own posts about recycling electricals. This will help you increase your reach, and enable content on recycling to be grouped together so people can easily find it.

- Facebook @RecycleYourElectricals
- Twitter @RecycleElectric
- Instagram @RecycleYourElectricals_
- LinkedIn @company/MaterialFocus
- TikTok @recycleyourelectricals_

Key campaign hashtags are below – please use this when you post about the Recycle Your Electricals campaign.

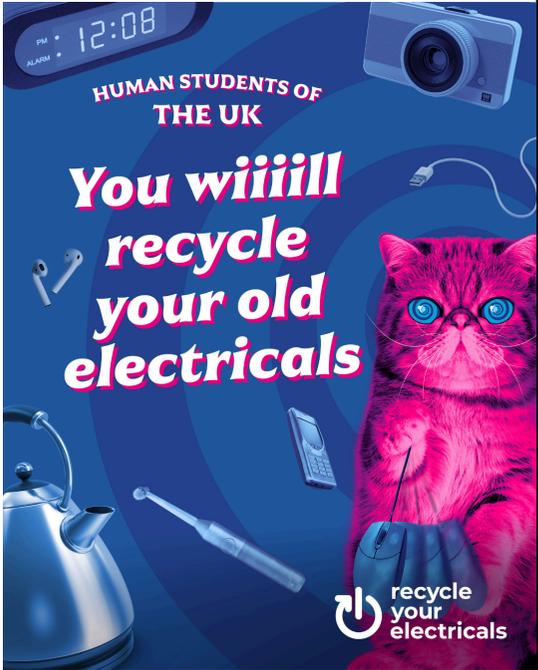
- #RecycleYourElectricals
- #DontBinitBagit
- #StopBatteryFires

If you're sending people to our site for more information on recycling electricals - the best **web address** to direct people to is <https://www.recycleyourelectricals.org.uk/> where they'll get an overview of the campaign as well as all the information they need to find their nearest reuse or recycling point.

Content Theme	Platform	Copy	Asset
REPAIR/DONATE/SELL			
	Facebook / Instagram	<p>Human students of [location]</p> <p>With the end of the year approaching, many of you will be moving out of your student houses. It's the perfect time for a clear out - so why not finally tackle THAT drawer or box of old or electricals?</p> <p>Working items can be donated or sold, but if it's broken there's still plenty of ways to give it a second life:</p> <ul style="list-style-type: none"> 🔧 Repair: Don't give it up just yet, many broken items can be fixed! Check out your local repair café's next event and bring your gadgets back from the brink. 🏪 Retailer takeback: All shops that sell electricals will take back your old ones when you buy a new one. Places like @currys, @johnlewis and @bandq_uk take back all electricals, whether you're buying something new or not - and @currys will give you a £5 'Cash For Trash' voucher off your next purchase. Check our Locator for the details and your nearest store. ♻️ Recycle: And if you can't repair, sell or donate your old electricals, never bin them. Anything with a plug, battery or cable can be recycled, even the plugs, batteries and cables themselves! Use our Locator to find all your local drop-off points. 	

		So banish the bin and don't throw your old electricals out when you move out! Purrrfect. #MoveOut #RecycleResponsibly #RepairReuseRecycle #RecycleYourElectricals #Declutter	
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RECYCLING

Facebook / Instagram	<p>Human students of [location] - it is I, HypnoCat, master purrrsuader and recycling crusader!</p> <p>Don't throw your old electricals out when you move out! Anything with a plug, battery or cable can be recycled, including the plugs, batteries and cables themselves</p> <p>Recycling your electricals is as easy as 1,2,3:</p> <ol style="list-style-type: none"> 1) Bag up your unwanted or broken electricals 2) Delete data and remove batteries where possible 3) Use @recycleyourelectricals Locator to find your local repair, donation or recycling drop off points: https://bit.ly/4aloefM <p>Leave a positive pawprint before you bid farewell this summer. Repeat after me, I wiiiill recycle my old electricals. Purrrfect.</p> <p>#RecycleYourElectricals</p>	
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BATTERY FIRES

<p>Hidden batteries cause fires</p>	<p>Facebook / Instagram</p>	<p>Greetings, human students of [location]. I am Hypnocat, master purrrrsuader & recycling crusader.</p> <p>Did you know many of your old electricals have batteries hidden within them? That includes cameras, electric shavers and even vapes. These hidden batteries in electricals cause hundreds of fires a year across the UK, when crushed in recycling centres and bin lorries.</p> <p>Never bin hidden batteries! Always recycle them separately from your household rubbish or recycling. Use @recycleyourelectricals_' Locator to find all your local battery and electrical drop-off points: https://bit.ly/4aloefM</p> <p>#RecycleYourElectricals #NeverBinHiddenBatteries #BatteryFire #BatteryFireSafety</p>	
<p>CASH FOR TRASH</p>			

<p>Currys</p>	<p>Facebook / Instagram</p>	<p>Human students, don't throw out your electricals when you move out!</p> <p>If you can't repair or donate them, always recycle them. Your old kettle, headphones, electric toothbrush and anything with a plug, battery or cable can be recycled - including the plugs, batteries and cables themselves.</p> <p>You can drop off any electrical at your local @currys, in exchange for a £5 'Cash-For-Trash' voucher off purchases over £25.</p> <p>It's a win for your pocket and the planet!</p> <p>Repeat after me, I wiiiill recycle old electricals. Purrrfect. The student has now become the recycling master.</p> <p>#RecycleYourElectricals</p> <p>UK 18+ only. Redeem voucher against your next qualifying purchase of £25 or more. Redemption window printed on voucher. Exclusions and full T&Cs apply.</p>	
<p>DIGITAL SCREENS</p>			

12:08

HUMAN STUDENTS OF
THE UK

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recycle your old
electricals**

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