



University toolkit

Let's help students recycle their old or broken electricals!

UNIVERSITY TOOLKIT

Thanks for getting involved!

Students often find themselves with unwanted electricals – from tangled cables and broken headphones to spare kettles and toasters. These items frequently end up in bins, left behind in accommodation, or even fly-tipped, leaving landlords and local authorities to deal with the waste. 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. Students need consistent, recognisable, trustworthy messages - and lots of reminders!
- Using our simple, clear and impactful assets help make it **feel easy for students to act**.
- Our pink fluffy mascot **HypnoCat** cuts through a dry topic in a **fun and memorable** way.
- These assets are part of a **trusted UK-wide campaign**, now recognised by over 50% of the population, which will reinforce your localised student campaign.

Since 2020, Recycle Your Electricals campaign tracking has shown

- Greater confidence that all electricals can be recycled
- Significant increases in awareness of local repair, donation and recycling points
- More 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

For more information on recycling electricals, use the call to action 'search recycle your electricals' or link to our website <https://www.recycleyourelectricals.org.uk/>

| Content Theme | Platform | Copy | Asset |
|---------------|----------------------|--|--|
| SEPTEMBER | | | |
| Moving in | Facebook / Instagram | <p>Greetings, human students of [location] it is I, HypnoCat.</p> <p>Got new housemates and ended up with more kettles than you need?</p> <p>Donating or recycling your kettles, toasters or anything else with a plug, battery, cable is as easy as 123</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>So banish the bin and don't throw your old electricals out when you move in! Meow.</p> <p>#HypnoCat #RecycleResponsibly #RepairReuseRecycle #RecycleYourElectricals #Declutter</p> <p>Image description: Bright graphic with a hypnotic pink cat holding a computer mouse, surrounded by floating small household electrical items including a kettle, electric toothbrush and charging cable. The text reads: 'HUMAN STUDENTS OF THE UK — You wiiiiill recycle your old electricals' with the 'Recycle Your Electricals' logo at the bottom."</p> |  |
| OCTOBER | | | |

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| <p>The Great Cable Challenge</p> | <p>Facebook / Instagram</p> | <p>Greetings students, HypnoCat here.</p> <p>Are you hiding broken cables and other electricals in your 'drawer of doom'? It's time to set them free! They contain precious copper that could power new phones, transport, medical equipment and clean energy ♻️</p> <p>So, don't just sit on your paws. Join @recycleyourelectricals_ Great Cable Challenge this International E-Waste Day (14th Oct) and give your old cables a new lease of life!</p> <p>Bag up your old cables (and any other old, unwanted electricals) and use @recycleyourelectricals Locator to find your nearest repair, donation or recycling point: 👉 https://bit.ly/44RRFTn</p> <p>#EWasteDay #HypnoCat #RecycleResponsibly #RepairReuseRecycle #RecycleYourElectricals #Declutter</p> |  |
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GENERAL POSTS

Repair, donate and sell

Facebook /
Instagram

Human students of [location]

Got a drawer full of tangled cables? Whether you're moving, having a clear-out, or just finally tackling THAT drawer or box of old electricals, now is the purrrfect time.

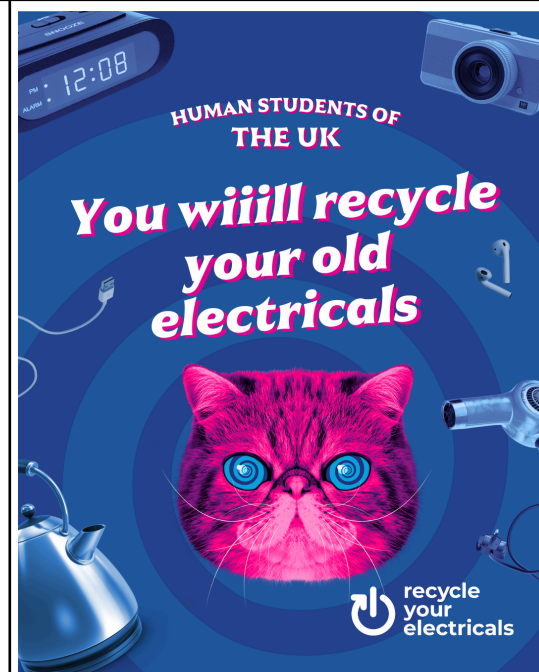
Working items can be donated or sold, but if it's broken there's still plenty of ways to give it a second life:


🔧 **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.


🏪 **Recycle in-store for free:** All shops that sell electricals will take back your old ones when you buy a new one. Places like [@currys](#), [@johnlewis](#) [@bandq_ukb](#) and [@asda](#) 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.

#HypnoCat #RecycleResponsibly #RepairReuseRecycle
#RecycleYourElectricals #Declutter



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| <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, phones, electric shavers and toothbrushes.. and even vapes. These hidden batteries in electricals cause hundreds of fires a year across the UK, when crushed in bin lorries and recycling centres.</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>The poster is a vibrant pink and blue graphic. At the top, it says 'HUMAN STUDENTS OF THE UK' in white. Below that, the main title 'Never bin hidden batteries' is written in large, bold, pink letters with a black outline. In the center, a pink cat with blue eyes and black whiskers is holding a white sign with black text that reads 'Always recycle batteries separately'. To the right of the cat, there is a logo for 'recycle your electricals' which consists of a circular arrow icon and the text 'recycle your electricals'. Surrounding the cat are various electrical items: a silver camera with a flame coming out of its lens, a silver electric shaver, a white toothbrush, and a pair of white earbuds. The background is a solid pink color.</p> |
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| <p>Cash For Trash</p> | <p>Facebook / Instagram</p> | <p>Human students, It is I, HypnoCat, here to purrrsuade you to recycle your old electricals.</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> |  |
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MAY-JULY

Moving out

Facebook /
Instagram

Human students of [location] - it is I, HypnoCat, master purrrsuader and recycling crusader!

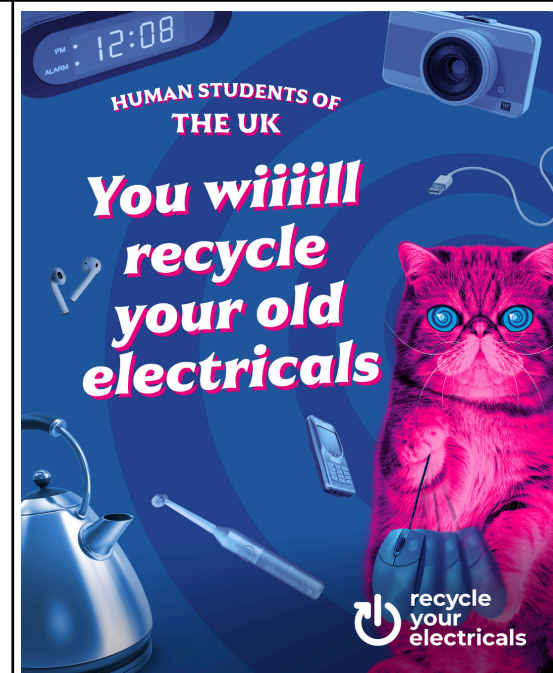
Don't throw your old electricals out when you move out! Anything with a plug, battery or cable can be recycled, including the plugs, batteries and cables themselves

Recycling your electricals is as easy as 1,2,3:

- 1) Bag them - gather up your unwanted or broken electricals
- 2) Wipe them - delete data and remove batteries
- 3) Recycle them - use @recycleyourelectricals Locator to find your local repair, donation or recycling drop off points:
<https://bit.ly/4aloefM>

Leave a positive pawprint before you bid farewell this summer. Repeat after me, I wiiiill recycle my old electricals. Purrrfect.

#RecycleYourElectricals #HypnoCat #RecycleResponsibly
#RepairReuseRecycle #MovingHouse #Declutter



DIGITAL SCREENS

12:08

HUMAN STUDENTS OF
THE UK

**Clearing out?
You wiiill
recycle your old
electricals**

Search
'recycle
your
electricals'
to find
all your local
donation and
recycling
points

recycle
your
electricals

This digital screen advertisement features a black cat with blue eyes as the central figure. The cat is surrounded by various electronic items including a hair dryer, headphones, a camera, a mouse, a mobile phone, and a digital clock. The background is a dark blue with a subtle circular pattern. The text is in a mix of white and yellow, with a playful, slightly irregular font for the main headline.

HUMAN STUDENTS OF
THE UK

**Clearing out?
You wiiill
recycle your
electricals**

Search 'recycle your electricals' to find
all your local donation and recycling points

recycle
your
electricals

This digital screen advertisement is similar to the one on the left, featuring a black cat with blue eyes. The cat is holding a small blue bag filled with electronic waste. The background is a dark blue with a subtle circular pattern. The text is in a mix of white and yellow, with a playful, slightly irregular font for the main headline.