



Cash in Electricals

Communications toolkit

Who are Recycle Your Electricals?

Recycle Your Electricals is a UK-wide campaign, led by not-for-profit Material Focus, motivating and making it easier for everyone to reuse and recycle unwanted electricals.

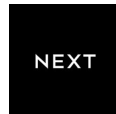
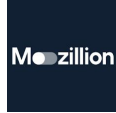
We educate people on **what**, **how** and **where** to reuse and recycle old, unwanted electricals, ensuring we make the most of the valuable materials in them.

- **WHAT:** that anything with a plug, battery or cable can be recycled
- **HOW:** by using our [postcode locator](#) - simply put in your postcode and find your nearest drop-off point
- **WHERE:** with over 22,000 locations on our postcode locator, you can take your old electricals to retailers, local recycling centres, charities or reuse organisations

And don't forget about the Recycle Your Electricals' mascot HypnoCat - a pink, mesmerizing cat with a mission to get everyone across the UK recycling their electricals!



Join a growing list of brands supporting Recycle Your Electricals



Thank you for joining our Cash in Electricals campaign

E-waste is the fastest growing sources of waste in the world, and in the UK - faster than fast fashion! With your help, we can **make it easier for more people** to give their electricals another lease of life, **saving finite and precious materials** from being lost forever.

This **communications toolkit** will help you **raise awareness** of how we can reuse our electricals we're no longer using by selling them. Our new research has shown that households can sell all their unwanted electricals from £1,300 to £6k!

Use our the assets in this toolkit to encourage your employees, customers, and potential customers to **take action**. It includes:

- [Key messages](#)
- [Template social media assets](#)
- [Newsletter template](#)

Email hello@recycleyourelectricals.org.uk if you have any questions or need other materials



Cash in Electricals campaign



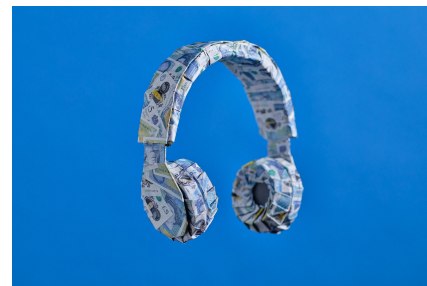
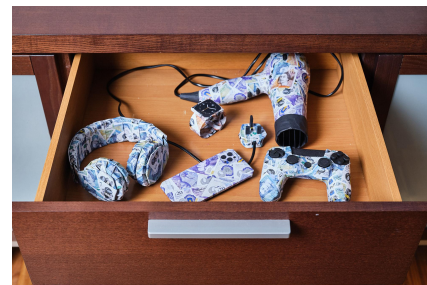
About the campaign

[Recycle Your Electricals research](#) has found that there are 880 million electricals gathering dust in the UK - that's **31 per household!** And with today's online marketplaces, re-sellers and retailer buy-back offers, it's never been easier to make money from your old tech.

The Cash in Electricals campaign aims to draw attention to **how much money you could make** selling the electricals that have been put away in cupboards and drawers. [According to our research](#), you could make you **between £1,304 and £6,331** from selling your electricals!

The campaign also provides support for those concerned about personal data, with step-by-step guides and tips on [how to erase data safely](#) so they can sell on their tech worry-free.

If you haven't already, follow us on [Facebook](#), [Instagram](#), [Twitter](#), [TikTok](#) and [LinkedIn](#) to receive and share all the Cash in Electricals updates. And don't forget to tag us when you share your own updates!





Key messages



Key messages

- New research from Recycle Electricals shows there are currently 880 million electricals gathering dust in the UK - this is 31 per household!
- These unwanted items could be worth between £1,304 and £6,331 if sold through re-selling sites such as eBay, Vinted and Gumtree.
- UK households could make at least £36 billion across the UK.
- Now is the perfect time to sell your unused electricals, or unwanted electrical Christmas gifts to help your wallet beat the cash blues.
- 1 in 5 adults hold onto unused electricals because they're worried about deleting data properly - we have launched a data deletion guide to help households safely prepare their electricals to be sold
- If you can't sell, fix or donate your electricals, make sure you recycle - anything with a plug, battery or cable can be recycled. Use [Recycle Your Electricals Locator](#) to find your nearest drop-off point.



Social media assets



Social media assets

Our social media assets help spread the message about the **issue of e-waste**, the **benefits of selling** unwanted electricals and how we can all **take action**.

The Recycle Your Electricals handles are below – **please tag us** when you create your own posts* about recycling electricals.

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

Don't forget to share your Cash in Electricals activities with us on social media using the hashtag #CashInElectricals!

*NB: Please use assets as supplied. For external use, please reshare our our social posts and comment to show your support for Cash In Electricals. Co-branded assets are available within our HypnoCat assets.

Social Media Copy

Theme	Platform	Copy	Asset
Cash in Electricals			
Introductory Post - Infographic - how much money can be made from selling electricals	Facebook/Instagram	💰 Did you know? You could make between £1,304 and £6,331 by selling your old and unwanted electricals online! 📱 Research from Recycle Your Electricals has revealed that there are a whopping 880 million unused working electrical items gathering dust in the UK right now – that's 31 per household! NOW is the perfect time to turn those dusty gadgets into 💰 CASH 💰! <i>[We're joining the campaign - partners to write about their involvement]</i> Sell them now to beat the #CashBlues and fill your wallet instead! Turn your unused electricals into cold hard cash this winter. Click the link to see what each type of electrical might fetch if you sold it second hand: https://bit.ly/49bRp4n <i>[insert your website link for local authorities]</i> #RecycleYourElectricals #CashInElectricals #Dontbinitbagit #BeatTheCashBlues	

	Twitter	💰 Did you know? Selling your old electricals could pocket you £1,304-£6,331! 📱 Beat the #CashBlues - Sell unwanted gadgets and bridge that post-Christmas financial gap. Click here to discover potential earnings for each item: https://bit.ly/3Srrr6i	
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Top selling tips

Top tips for selling electricals online as informed by Mozillion, Spring, Gumtree and MusicMagpie - link to blog

Facebook/Instagram

🗑️ Need some extra £££s during these long winter months? 💰

Check out these top tips from Recycle Your Electricals for selling your old and unwanted electricals!

- Shop around for the best place to sell
- Write clear descriptions and use good images
- Delete your data

And more! Head over to the Recycle Your Electricals blog for all the insights - and learn how to get your old electricals ready to sell safely online:
<https://bit.ly/3OnvoYc>

Hope these tips will help you clear that drawer of old electricals - free up space and make you some extra dosh!

#RecycleYourElectricals #CashInElectricals
#Dontbinitbagit #BeatTheCashBlues

Twitter

🗑️ Need some extra £££s this winter? 💰 Check out top tips for selling your old electricals!

- Shop around for the best place to sell
- Write clear descriptions and use good images
- Delete your data

Read all 9 tips here: <https://bit.ly/3HGeINw>



Debunking data deletion

Debunking data deletion

IG tags:

WFF - @WeFightFraud

National Cyber Security -
@cyberhq

Twitter tags:

@WeFightFraud

@NCSC

Facebook tags:

We Fight Fraud

Facebook/Instagram

Want to sell your old electrical items but not sure how to delete your personal data from your devices?

Luckily for you, Recycle Your Electricals have the answer! Just follow these 4 simple steps:

- ➡ Back up important files, such as documents and photos, and transfer them to your current computer, an external hard drive or a cloud drive like iCloud, Dropbox or Google Drive.
- ➡ Sign out of all accounts on your device
- ➡ Destroy your data
- ➡ Remove any SIM or memory cards

Remember, if you're selling your device on a peer-to-peer platform, it's your responsibility to delete all your personal data beforehand.

Click this link for Recycle Your Electricals' full top tips on deleting data on specific devices, with guidance from We Fight Fraud and the Government's National Cyber Security: <https://bit.ly/48btLUR>

#RecycleYourElectricals #CashInElectricals #Dontbinitbagit
#BeatTheCashBlues



Debunking data deletion IG tags: WFF - @WeFightFraud National Cyber Security - @cyberhq Twitter tags: @WeFightFraud @NCSC Facebook tags: We Fight Fraud	Twitter	Want to sell your old electricals 🗑️ but not sure how to delete your data? Check out @recycleelectric 's step-by-step guide for how to delete your personal data, with guidance from We Fight Fraud and the Government's National Cyber Security Centre https://bit.ly/3SDYHIL	
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Newsletter template



Newsletter templates

We have 1 newsletter template you can use to engage your friends, family, customers, colleagues, residents or community in the Cash in Electricals campaign.

This includes:

- **A general version for all audiences**, to raise awareness of our Cash in Electricals campaign including stats, links through to RYE content and how to use our content when selling electricals.

A copy of this newsletter can be found in the download pack for the toolkit.

Contact

The *Recycle Your Electricals* campaign is led by Material Focus.

Material Focus is a not-for-profit organisation - our vision is of a world where materials are never wasted.

Please follow us and share our content on social media



facebook.com/recycleyourelectricals



[@recycleelectric](https://twitter.com/recycleelectric)



[@recycleyourelectricals_](https://instagram.com/recycleyourelectricals)



www.recycleyourelectricals.org.uk



hello@materialfocus.org.uk



linkedin.com/company/materialfocus