



GUIDANCE

HOW TO APPLY TO THE ELECTRICALS RECYCLING FUND Applicant's Guide



This guidance is for organisations who want to apply for funding from the **Electricals Recycling Fund**.

The guide will help you complete a funding application.

You will need to complete all parts of the application form. If you have questions, or would like more support with your application, please email: funding@materialfocus.org.uk.

The difference the Electricals Recycling Fund is making

Electricals Recycling Fund projects from 2023/24 will make it easier for 10 million people to reuse, repair and recycle their small electricals.

In the six months since our first project launched in October 2023:

- Over 63.57 tonnes of e-waste have been saved from landfill
- Over 200 new recycling drop-off points have been added so far
- Almost 500 people have been helped by repair events and donation projects.

Front cover image: ILM Highland have installed seven bring banks in remote rural locations across the Highlands.

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We wish to fund two types of projects that focus on the reuse, repair and recycling of small electricals:

- Projects to **grow existing collection methods** for small electricals
- Projects to **innovate new approaches** to reusing and/or recycling electricals



Joint Waste Solutions used HypnoCat to promote their new bright pink bins in local flats, making it easier for residents to recycle their electricals on their doorstep.



Growing existing services

How much is available

- You can apply for up to £0.50 per household receiving the service.
- It is capped at £100,000 per applicant.

Project duration

- For kerbside/bring bank/collection projects we would normally expect the project and data reporting to be a minimum of a year, although in many cases the funded elements will continue to operate past a year.

Examples of projects

- Adding cages under refuse collection vehicles (RCVs).
- Dedicating a Romaquip compartment in RCVs to collect electricals.
- Bring banks/ WEEE banks.
- Community drop points in libraries and other community locations.

Criteria

You will need to complete all aspects of the application form, including:

- Providing an estimate of expected collection capacity and the amount and types of material you expect to collect. You could work this out using any available data and/or assumptions – for example, weight of expected WEEE per household if a service was introduced, multiplied by the number of households.

For example:

“The Global E-Waste Monitor Report 2020 concluded that the UK generated 23.9 kg of WEEE per capita in 2019.

*“However, in **[example local authority]** an average of just 5.6 kg of WEEE per capita was captured for recycling in the same year, meaning the Council only recovered 23.4% of average UK WEEE per capita in 2019.*

*“Extrapolated across the borough, an additional 1,958.1 tonnes of WEEE per year could be captured within **[example local authority]** based on the findings of The Global E-Waste Monitor Report 2020.*

“Given the convenience of the bring sites and the scale of the proposed awareness-raising campaign, an increase of 15% on the 2019 level of WEEE per capita would yield an additional 89.9 tonnes, while a 25% increase would yield an additional 149.8 tonnes: 6.4 kg and 6.9 kg per capita respectively.”

- Copies of WEEE ATYF/AATF permits that you have for recycling.
- Evidence of longevity – as we expect projects to be long term and continue beyond the duration of the funded project.
- How you plan to promote your project to your target audience using our award-winning HypnoCat-branded assets (see examples below for reference).



**Resources to help
estimations**

- [Global E-Waste Monitor Report 2024](#)
- [A Review of Kerbside Collections for Waste Electricals](#)

“Our library staff have received many positive comments via residents using the service. Residents who cannot drive are complimenting the accessibility of the collection point service. Without this project they would not be able to recycle/dispose of their small electricals as they can’t drive to one of our HWRCs.”

**Medway Council,
Electrical Recycling Funded project 2023/24**





Hubbub are trialling their #RehomeYourElectricals project at two Community Fridge locations where residents can donate unwanted electricals to be passed on to someone in the local community.

Innovating new methods

How much is available

- Funding is expected to be up to £50,000 per project.
- We may consider applications above this amount if the project demonstrates significant impact (in terms of households covered and/or projected tonnes/items collected) and longevity.

Examples of projects

- Collection of waste electricals alongside other niche waste streams (e.g. textiles, batteries, furniture).
- Collection of waste electricals using the return journey/ spare capacity during collection/ delivery of parcels.
- Use of automated booking systems to manage demand and logistics of collection.
- Using new, low-energy, low-CO₂ modes of transport for collections (e.g. e-cargo bikes).
- Diversion of electricals for reuse/recycling during household (kitchen) refits, moves or clearances.
- Drop-offs via automated locker companies.
- Shared drop-offs at large shopping centres.
- Drop-offs at post offices, major supermarkets, large shopping centres or retail parks.
- Collection points at large offices or office campuses.
- Projects that include the repair of small electricals.
- Projects that support tackling the growing concerns around digital inclusion.

Criteria

You will need to complete all aspects of the application form. We will judge applications against these criteria:

- **Impact** - how much electrical waste will the project capture for reuse and recycling?
- **Capacity** - ability to collect the majority of electricals in the project area, and to accommodate unexpected surges in demand.
- **Convenience** - how easy it is for users / how far users have to travel / how easy it is to use relevant systems / how flexible the service is in terms of types of items accepted.
- **Versatility** - whether the approach will work in a range of environments; e.g. is it similar in urban and rural areas; is it flexible in terms of types of vehicles to be used?
- **Cost-effectiveness** - does it seek to be as inexpensive as possible?
- **Pragmatism** - projects should not use disproportionate resources to collect/process electricals; should recycle and resources should be recycled; should use different interventions to target different types of electricals; should share resources; and should have a strategy for using spare capacity.
- **Promotion** – include information on how the project will promote the service to the target audience using our award-winning HypnoCat-branded assets (see examples below for reference).
- **Future-proofing** - includes a range of considerations such as:
 - Limiting damage to higher-value electricals (such as smartphones, laptops and power tools).
 - To support repair and reuse, where this makes sense, i.e. show that there is demand for the items and that they can easily reach those who want them.
 - Where reuse of collected items is part of the method tested, revenue from the sale of these items should be reinvested into the service to offset overall service costs.
 - Seeking a net increase in collections locally rather than just a shift from an existing collection channel (e.g. HWRCs) to the new method.
 - Minimising CO₂ emissions and other negative environmental impacts.
 - Having a roadmap for achieving net-zero carbon emissions.
 - Being resilient and effective independent of factors such as changes to local authority waste and recycling infrastructure, e.g. as a result of legislative changes or fleet electrification.





North Tyneside used the funding to place eight bring banks in council buildings, making it easier for residents to recycle small electricals.

Data and reporting required for application form

You will need to supply any available and relevant WEEE collections data. Where possible these should include collection by stream, and tonnage by type of WEEE.

Costs and restrictions

If you are a public body (such as a local authority) or charity, grant funding is not subject to VAT, and you should therefore quote all costs ex-VAT under 'How much are you applying for?'

Private companies must factor VAT into the bid.

The funding is available to spend on capital such as cages, containers and bags that are central to the delivery of the services proposed. The funding is not available to purchase any major capital assets such as vehicles/property. If your project involves the use of vehicles they will need to be rented.



Marketing and promotion

All funded projects must use Material Focus's award-winning HypnoCat-branded assets to promote their projects, and the eye-catching pink designs for bring banks.

HypnoCat has nationwide recognition and represents a clear and consistent messenger for electrical recycling, while also injecting some personality into what can sometimes be a dry topic. Our pink bring banks align with the WEEE colours for electrical waste, and stand out clearly in the crowd.

See the images below, visit the [Resources](#) section or check out the [case studies](#) on our website for examples of HypnoCat-branded assets and examples of last year's projects.

Please refer to the Terms & Conditions for how public-facing materials, including press releases, must be managed.

How we assess your application

Material Focus will review your application.

Innovation projects may also be reviewed/approved by the Compliance Fee Spending Panel, made up of stakeholders from across the sector.

We will let you know our final decision on your application after you submit the completed form. This is expected to be within 3 months of your submitting an application, but if there are a high number of applications it may take longer.

Applications will be judged against the criteria above.

“HypnoCat has been very effective as a messenger for our project. People recognise him from TV/radio and associate that with our collection points.”

**Durham County Council,
Electrical Recycling Funded project 2023/24**





A selection of projects using our pink bins and HypnoCat branded assets



Application support documents

The following documents will have been downloaded within the Applicant's Pack zip file for you to use to support your application.

Draft 2024 Electrical Recycling Fund Terms and Conditions

Please ensure you read and understand our draft Terms and Conditions document before submitting your application.

Recycle Your Electricals Brand Guidelines

Check out our brand guidelines to see HypnoCat marketing assets and more, which you will need to use if your application is successful.

Risk Log Template

Your application will need to be supported by a risk evaluation - please use this template.

Kerbside project example timeframe Gantt chart

Bring bank project example timeframe Gantt chart

These template examples can be used and amended to suit your project. They give an indication of how long to allow for things like the marketing assets and press release review, and project planning. NB: These project plans are to be used as an example - timeframes will vary between projects according to different partners, suppliers, and project characteristics.

Blank project plan Gantt chart

Your application will need to be supported by a project plan Gantt chart - use our template or create your own.

FAQs

Material Focus Electrical Recycling Fund 2024 - Application form (PDF)

Use the PDF copy of our application form to prepare your answers, before submitting your application using the form on the Application Page.



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

We are on a mission to get the UK fixing, donating and recycling their electricals – to stop precious resources from being lost forever.

Insights

We deliver technical research to improve understanding and performance of the UK's electricals reuse and recycling system.

Investments

We fund projects which make it easier for people to fix, donate and recycle.

Inspiration

We motivate and encourage people to act through our Recycle Your Electricals campaign.

www.materialfocus.org.uk

