

Electricals Recycling Fund 2024-25

Frequently asked questions

➤ What funding is available and what is it for?

There is £750,000 available in the Electricals Recycling Fund to support recycling, reuse or repair organisations that test creative and practical methods for collecting unwanted electricals.

There is funding available for two types of projects:

- 1. Projects to grow existing collection methods for small electricals.**
Organisations can apply up to £0.50 per household receiving the service. This is capped at £100,000 per applicant.
- 2. Projects to innovate new approaches to repairing, reusing and/or recycling electricals.**
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.

For more information on the projects we are looking to fund, please refer to our Applicant's Guide (found in the Applicant's Pack zip file).

➤ Who is eligible to apply for funding?

Most kinds of organisations can apply, including charities, local authorities, waste partnerships, private waste contractors, other private companies, compliance schemes etc.

The funding is available to registered organisations only and therefore individuals should not apply.

➤ What support will you get from Material Focus if your application is successful?

Should your funding application be successful, Material Focus will provide project management support.

You will have access to our award-winning marketing materials to help you promote the service to your target audience. This includes templates for assets (posters, leaflets, bin hangers, etc.), press releases and key messages that can be personalised with your logo, location and project information.

We also offer marketing and communications guidance and support to help you achieve a cohesive message that reflects both your brand and Material Focus.

Please note: all funded projects must use Material Focus' branded assets to promote their project. Please refer to the Terms & Conditions for how public-facing materials must be managed, or the Applicant's Guide for previous examples of how projects have used our branding. Both of these can be found in the Applicant's Pack zip file.

➤ How will the success of the project be monitored?

The purpose of this funding is to test and learn from what works when delivering services that focus on the recycling and reuse of small household electrical items. The evidence gathered during these projects will help inform future work.

Ideally, you will be able to provide regular reporting data on the following:

- Tonnage of WEEE collected for recycling and reuse
- Type of WEEE collected and number of items, where possible
- Number of users of the service
- Other soft data, for example, reach on social media posts, success around PR/coverage, digital monitoring of how well promotion is doing

You will also need to provide a summary impact report upon completion of the project. We expect projects to be long-term and to continue beyond the duration of the project.

➤ How long should the project be?

We recommend projects are a minimum of a year long, e.g. the project end date will be roughly a year on from the project communications and operational launch date.

➤ If I am unsuccessful, can I reapply?

If your application was unsuccessful in the last funding round, you are welcome to apply again with a different project idea.

If your project idea is unsuccessful in this round, you can apply with a different project idea. Please refer to the Applicant's Guide for more information on our criteria.

➤ Can I apply for both a Growth/Household collection project and an Innovation project?

Yes. Your organisation can apply for one growth and one innovation project at a time if you have project ideas for both, but you must complete separate applications for each project. Once the outcome of those applications has been decided, if you are unsuccessful you can apply again to either type of project but only if you have a different project idea.

➤ What can the funding be spent on?

Successful projects can spend funding on:

- The purchase of new bins/collection points ('bring banks')
- The adaptation of waste collection vehicles to include cages for kerbside WEEE
- Vehicle rental
- Installation of bins
- Communication and marketing materials
- Staffing costs to cover the time spent planning and delivering the project

Grant money can be spent on salaries if the person is working to deliver the agreed grant-funded project.

Operational costs refer to business-as-usual costs, such as overheads or rent of premises and these are not eligible for funding.

Please note the fund should be used to fund the expansion or introduction of a new project that could not have happened without the funding, rather than core operational costs.

Available funding for the Growth/Household Collection projects is capped at £0.50 per household that will receive the collection service, up to a maximum of £100,000 per applicant. You will need to provide details/proof of this within your application form. Available funding for Innovation projects is £50,000.

Also note that funding provided to public bodies (such as local authorities) and charities is not subject to VAT, whereas for private companies this must be factored into the bid. Please refer to the Applicant's Guide document for other restrictions and information

➤ **How should the project be promoted?**

All funded projects must use Material Focus' 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 aligns with the WEEE colours for electrical waste, and stands out clearly in the crowd! Please refer to the Terms and Conditions document for how public-facing materials must be managed (found in the Applicant's Pack zip file).

All projects will be expected to deliver a marketing and communications plan to promote their project/service to their residents, including (but not limited to):

- Press and media activities
- Digital communications (e.g. newsletters, social media)
- Printed materials (e.g. leaflet door drops, posters)
- Out of Home advertising

➤ **Can I apply for funding to extend an existing repair, reuse or recycling project?**

The funding can be used to expand an existing project but information and details on the impact that the funding will make to the project needs to be made clear in the application. Our preference is to fund new projects and services and we will prioritise these applications.

➤ **My project is in partnership with another organisation, can I still apply?**

Yes, however details of the partnership will need to be made clear in the application form including if any funding or support in kind will be coming from the other partner.

➤ **How does the application process work?**

Funding applications are currently open on a rolling basis, which means there is no deadline for applications.

Please apply using the form on our website ([here](#)) making sure to read through our Applicant's Guide and funding terms and conditions first. A PDF version of the application form is available to make it easier to prepare your answers.

You will be able to save your application as you go using the 'save and continue' button.

➤ **I have submitted my application: What happens next?**

Thanks for applying! We will be in touch with you within the next 3 months to let you know whether your application has been successful or not.

If you have been successful, we will send you the funding Terms and Conditions document which sets out key details about your project. This will confirm:

- Project funding amount
- Project start and end date
- Project budget breakdown



- Project overview and deliverables
- Your agreement to use our comms and PR toolkits for project communications

For more information, please contact funding@materialfocus.org.uk.