



## **Festival Communications Toolkit**

Encourage festival go-ers to recycle their electricals!

## SOCIAL MEDIA POSTS


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 batteries to be grouped together so people can easily find it.



- Facebook @RecycleYourElectricals
- Twitter @RecycleElectric
- Instagram @RecycleYourElectricals\_
- LinkedIn @company/MaterialFocus
- TikTok @recycleyourelectricals\_

**Key campaign hashtag** is below – please use this when you post about the Recycle Your Electricals campaign.

- #RecycleYourElectricals
- #DontBinitBagit
- #NeverBinHiddenBatteries
- #NeverBinVapes

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.

Theme	Platform	Copy	Asset
GENERAL FESTIVAL			
Festival waste	Facebook / Instagram	<p>If you're going to be dancing in fields and sleeping in tents at [festival name], don't forget about the planet 🌍</p> <p>23,500 tonnes of waste* are produced at UK music festivals every year. Of that, only a third is recycled.</p> <p>All electricals including battery packs, torches, speakers and even vapes contain precious materials that can be turned into make something new.</p> <p>So remember to take everything home that can be reused or recycled / Or drop them off at [insert relevant recycling festival info] before you head home!</p> <p>Visit @recycleyourelectricals to find all your local drop-off points.</p> <p>*Source: Waste Managed</p>	
	X	<p>All electricals including battery packs, torches, speakers and even vapes contain precious materials that can be turned into make something new.</p> <p>So remember to take everything home that can be reused or recycled.</p> <p>Visit @recycleelectric to find your local drop-off points</p>	

HypnoCat festival general	Facebook / Instagram	<p>Greetings humans, HypnoCat here - @recycleyourelectricals_ master purrrsuader and recycling crusader.</p> <p>Did you know your old vapes, battery packs, speakers and anything else with a plug, battery or cable can be recycled and turned into something new?</p> <p>So if your electricals pack it in at [name of festival], don't bin them! Visit my website to find all your local repair, donation or recycling points: <a href="https://bit.ly/3X1YH7J">https://bit.ly/3X1YH7J</a></p>	
	X	<p>Greetings humans!</p> <p>If your vape, battery pack, speakers or anything else with a plug, battery or cable breaks at [name of festival] - remember, don't bin them!</p> <p>Visit my website to find all your local repair, donation or recycling points: <a href="https://bit.ly/4543bwM">https://bit.ly/4543bwM</a></p>	

VAPES

HypnoCat -  
Never Bin  
Vapes

Facebook /  
Instagram

Greetings, fellow recyclers - it is I, HypnoCat!

Did you know vapes contain batteries hidden within them? When single-use or rechargeable vapes are binned or incorrectly disposed of, they can get crushed or damaged in bin lorries and recycling centres and start fires.

Never bin them, recycle ALL your vapes separately from your household waste and recycling.

➡ Rechargeable vape with a removable battery? Dispose of the battery safely in a battery recycling bin, then drop the rest in a vape recycling bin. If there isn't one available or you can't remove the battery, recycle the whole thing with your other small electricals.



➡ Single-use vape? Leave the battery inside and recycle the whole thing in a vape recycling bin. If there isn't a separate bin for vapes, recycle them with other small electricals.

[insert details for vape collection point if available in your area]

Visit @recycleyourelectricals\_ to find other recycling points near you.

#NeverBinVapes #RecycleYourElectricals



X	<p>Greetings - it is I, HypnoCat!</p> <p>Did you know vapes have batteries hidden within them?</p> <p>When vapes are incorrectly disposed of, they can get crushed in bin lorries &amp; recycling centres which start fires.</p> <p>Never bin them, recycle ALL your vapes separately. Visit @recycleelectric</p>	
Alt X post	<p>Never bin them, recycle ALL your vapes!</p> <p>If you can remove the battery in your rechargeable vape, recycle the battery in a battery bin &amp; the rest of the vape in a vape bin or with other electricals.</p> <p>Single-use vapes should be recycled as a whole with other vapes or electricals.</p>	

<p>Infographic - 8 million vapes are thrown away every week</p>	<p>Facebook / Instagram</p>	<p>Over 8 million vapes are binned every week. That's 8 million missed chances to save valuable materials from being lost to landfill.</p> <p>Vapes, like anything with a plug, battery or cable can be recycled and turned into something new. And if vapes end up in the bin, it's not only wasteful – the batteries inside them can get crushed or damaged and spark dangerous fires in bin lorries and recycling centres. 🔥</p> <p>So never bin your vapes, or any electrical with a hidden battery. Make sure you always recycle them separately from your household waste and recycling.</p> <p>[insert details for vape collection point if available in your area], or recycle your vape at your local retailer. Visit @recycleyourelectricals_ to find all your local vape and other electrical recycling points.</p> <p>Have you tried recycling your vape at a local retailer? Share your experience via @recycleyourelectricals_ and help improve vape recycling across the UK: <a href="https://ow.ly/O7vu50UpWtO+">https://ow.ly/O7vu50UpWtO+</a></p> <p>#NeverBinVapes #RecycleYourElectricals #insert local hashtags #NeverBinHiddenBatteries #Dontbinitbagit</p>
<p>X</p>		<p>Over 8 million vapes are binned every week. That's 8 million missed chances to save valuable materials from being lost to landfill.</p> <p>Vapes, and anything with a plug, battery or cable can be recycled. Find your local drop-off point today @recycleelectric</p> <p>#RecycleYourElectricals</p>



Infographic  
- charge  
10,000  
electric  
vehicles

Facebook /  
Instagram

You might not realise but hidden within their plastic and aluminium casings, vapes contain a range of precious materials - including lithium.

These precious materials are lost forever if vapes are discarded or thrown in the bin.

In the UK, we needlessly throw away enough lithium-filled vapes to power 10,000 electrical vehicles each year.

Never bin them, recycle ALL your vapes separately.

[insert details for vape collection point if available in your area]

Visit @recycleyourelectricals\_ to find other recycling points near you.

#NeverBinVapes #RecycleYourElectricals #CircularEconomy

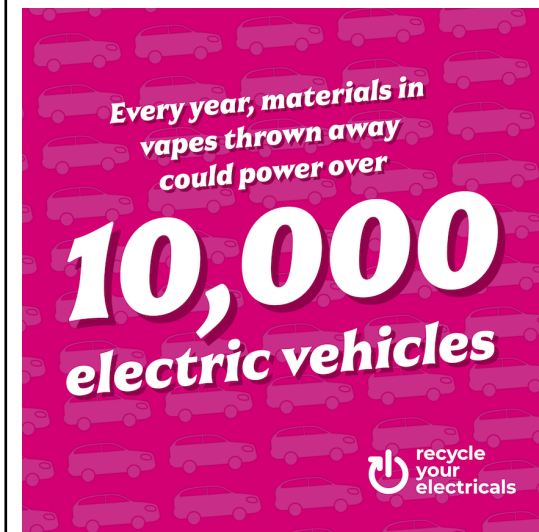
X

Vapes contain precious materials, like lithium in the battery of single-use vapes.

In the UK, we needlessly throw away enough vapes to power 10,000 electric vehicles each year.


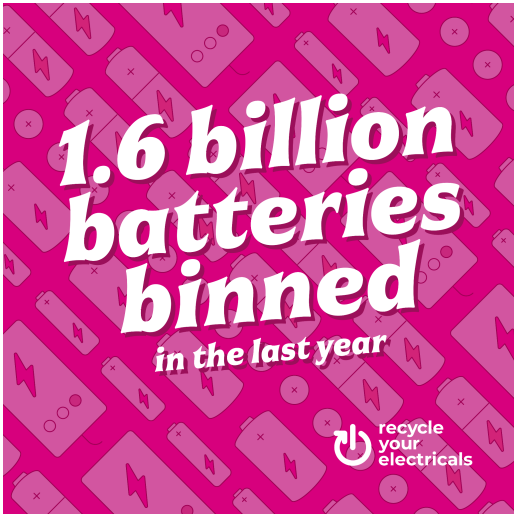
Never bin them, recycle ALL your vapes separately - @recycleelectric



#NeverBinVapes



BATTERIES



<p>Battery awareness</p>		<p>A lot of people admit to binning batteries as they don't know what to do with them. But fear not – they can be recycled! And your nearest drop-off point may be closer than you think.</p> <p>All batteries should be recycled separately and never binned as they can cause fires when thrown away with our household rubbish or recycling. Find all your local battery recycling points by using @recycleyourelectricals_ locator: <a href="https://bit.ly/4bBjDaj">https://bit.ly/4bBjDaj</a></p> <p>Visit <a href="#">[insert link]</a> for more information. #RecycleYourElectricals <a href="#">[insert local hashtags]</a></p>	
		<p>Did you know that all batteries should be recycled separately? They should never be thrown away! Drop off your old batteries at your local battery recycling point.</p> <p>Visit <a href="#">[insert link]</a> for more information. #RecycleYourElectricals @recycleelectric</p>	
<p>1.6 billion thrown away</p>	<p>Facebook/Instagram</p>	<p>While many of us are already recycling, over 1.6 billion batteries and electricals with hidden batteries were thrown away last year. That's over 3,000 binned batteries a minute! 😱</p> <p>There are hidden batteries inside all rechargeable electricals, vapes and some tech. If these electricals are thrown in the bin, they can get crushed in bin lorries and recycling centres... But nearly half of UK adults didn't know this can lead to serious and dangerous fires 🔥</p> <p>So remember - never bin your electricals! Always recycle them at a designated electrical recycling point. Find your local drop-off points by using @recycleyourelectricals_ locator: <a href="https://bit.ly/3R2KR1l">https://bit.ly/3R2KR1l</a> <a href="#">or insert bespoke information]</a></p>	
	<p>X</p>	<p>Batteries are hidden inside many electricals. And if binned, they can get crushed in bin lorries and recycling centres.</p> <p>But nearly half of UK adults didn't know this can lead to dangerous fires 🔥</p>	

		<p>Bring your old electricals and batteries in-store and we will recycle them for free! <b>[or insert bespoke information]</b> Or use @recycleyourelectric's locator to find local recycling points</p>	
Item specific	Facebook/Instagram	<p>Greetings humans, it is I, HypnoCat, @recycleyourelectricals_ master purrrsuader and recycling crusader.</p> <p>Did you know some of your festival gadgets have batteries hidden inside them? Like your old vapes, fairy lights, speakers or headphones.</p> <p>But if these electricals are thrown in the bin, they can get crushed in bin lorries and recycling centres and spark dangerous fires! 🔥</p> <p>Repeat after me - I will never bin my old batteries or electricals. I wiiill drop them off at <b>[insert location at festival]</b> to be recycled! Or visit @recycleyourelectricals_ to find your local drop-off point. Purrrfect.</p> <p>For more information, visit <b>[insert link]</b></p>	
	Twitter	<p>Greetings humans, it is I, HypnoCat, @recycleyourelectric master purrrsuader and recycling crusader.</p> <p>You wiiill bring your old batteries to <b>[insert location at festival]</b> to be recycled! Purrrrfect.</p> <p>For more information, visit <b>[insert link]</b></p>	

Hidden batteries cause fires	Facebook / Instagram	<p>Greetings, humans. I am Hypnocat, master purrrrsuader &amp; 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>Repeat after me - never bin hidden batteries! Always recycle them separately from your household rubbish or recycling. You can recycle your batteries in-store for free. Visit <a href="#">[insert link]</a> for more information. Or visit @recycleyourelectricals_ to find all your local drop-off points: <a href="https://bit.ly/4dZ9Mg5">https://bit.ly/4dZ9Mg5</a></p> <p>#RecycleYourElectricals</p>
	Twitter	<p>Listen closely, my furless friend. Your old electricals have the power to start fires when the batteries hidden inside are crushed or damaged in recycling and bin lorries.</p> <p>Never bin batteries - recycle them in-store! Learn more: <a href="#">[insert link]</a></p> <p>Purrrrrfect.</p>



You can access our **online communication toolkits** and campaign assets [here](#). You'll find social media images with suggested copy, posters, press ads and media release templates etc. If you've not yet created an account, it takes 2 minutes to do - just [sign up](#).

## FESTIVAL / EVENT RECYCLING BIN SIGNAGE

Signage options to place near your vape collection tube/point (included in this Communications Toolkit and on our [Resources section](#)) -



Ready-to-use versions  
versions



Partnership/editable versions



Strut cards for vape retailers



Alt signage

The editable versions of these files are available in **InDesign**. If you are experiencing any issues or need any support, please contact [branding@materialfocus.org.uk](mailto:branding@materialfocus.org.uk).