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How to use this press release:

- This press release is under embargo until **10th October 2024 00:01**. Press releases must not break the embargo before then. Please include this date when selling into local media.
- Please keep an eye on your emails for any changes to this embargo date.
- Information highlighted in yellow is to be edited and personalised by you with your organisation and International E-Waste Day activity details.
- If you are using any of our stats from this media release, please make sure you reference Recycle Your Electricals as the source.
- Hyperlinks to Recycle Your Electricals' recycling locator must be kept in/included in the press release.
- The hyperlink to the Cable Guide will be going live soon (definitely prior to the 10th October) so please don't worry if you find it doesn't currently work.
- Before publication, please send your completed, edited press releases to materialfocus@welcometoshook.com. This is just for reference, so we can look out for your stories and help amplify the campaign!

**[LA] ASKING RESIDENTS TO RECYCLE THEIR
UNUSED CABLES THIS
INTERNATIONAL E-WASTE DAY**

OR

**[LA] ORGANISES [PROJECT DETAIL] TO ENCOURAGE LOCALS TO
RECYCLE THIS
INTERNATIONAL E-WASTE DAY**

[IMAGE]

EMBARGO – 10th OCTOBER 2024 00:01

- Recycle Your Electricals is launching '[The Great Cable Challenge](#)' – calling on households across the UK to take part and collectively recycle one million cables, helping to reduce e-waste.
- New research commissioned by Recycle Your Electricals found that nearly 40% of UK homes keep their small electricals in a '*drawer of doom*' and over a quarter of respondents who store unused electricals (28%) said they felt embarrassed, annoyed or frustrated by the small electricals they store in their homes.¹
- The research also reveals that over a third of UK homes (35%) who hold on to electricals do so because they don't know how to dispose of them properly.²
- [LA] is partnering with Recycle Your Electricals to show local [REGION] how easy it is to recycle your unused electricals this International E-Waste Day and de-clutter your drawers!

[xxx] [LA] is working with Recycle Your Electricals to encourage local [REGION] residents to participate in [The Great Cable Challenge](#) – a nationwide campaign aimed at tackling the millions of cables sitting idle across UK households. The initiative is part of this year's International E-Waste Day which is taking place on the 14th October.

¹ Research conducted by Opinium for Material Focus between 23rd – 26th July 2024 amongst a nationally-representative sample of 4,000 UK adults.

² Research conducted by Opinium for Material Focus between 23rd – 26th July 2024 amongst a nationally-representative sample of 4,000 UK adults.

With over one third of respondents (37%) checking for unused electricals less than once a year, the challenge aims to give a second life to the valuable materials contained in cables, such as copper. Copper can be recycled into new items such as wind turbines and new tech such as mobile phones, laptops, tablets, smart watches.

[INSERT PARAGRAPH ON WHAT'S HAPPENING IN LOCAL AREA]

- Details of local Electrical Recycling funded projects or local Great Cable Challenge activity. Details to include:
 - What projects / initiatives are you organising? E.g. Kerbside collection, school assemblies, local events etc.
 - When / where are the projects taking place?
 - How can local residents get involved?
- Details on where items can be recycled

[INSERT QUOTE FROM LA SPOKESPERSON – ideally a local Cllr]

- Comment on activity
- Any existing achievements
- Any recent recycling developments in the area

The Great Cable Challenge comes as new research commissioned by Recycle Your Electricals reveals that two-in-five UK homes (39%) keep hold of their small electricals in a '*drawer of doom*' – our secret, often hidden stashes of unused electricals and broken tech found in many households.³ In fact, over a quarter of these respondents (28%) said they even felt embarrassed, annoyed or frustrated by the small electricals they store in their homes.⁴

The good news is that it's now easier than ever to recycle unused cables and electricals using Recycle Your Electricals' [Recycling Locator](#). Just enter

³ Research conducted by Opinium for Material Focus between 23rd – 26th July 2024 amongst a nationally-representative sample of 4,000 UK adults.

⁴ Research conducted by Opinium for Material Focus between 23rd – 26th July 2024 amongst a nationally-representative sample of 4,000 UK adults.

your postcode to find your nearest recycling point which has over 26,000 locations across the UK.

With millions of cables cluttering up UK homes, Recycle Your Electricals have published a handy Cable Guide. With 35 of the most used cables, the guide provides easy to use visuals to match cables to their original electricals. If the electricals or the cables are no longer working or they aren't needed anymore, simply bag up your cables and recycle them! You can view the Cable Guide [HERE](#).

Recycling electricals has never been easier as there are over 26,000 recycling points around the UK. Just check Recycle Your Electricals [postcode locator](#) to find your nearest recycling point - anything with a plug, battery or cable can be recycled.

International E-Waste Day (IEWD) 2024 aims to encourage householders to participate in this year's campaign by encouraging everyone to recycle their cables and their household electricals.

To find out more about The Great Cable Challenge activities taking place in your area, please visit [[INSERT LINK TO LOCAL AUTHORITY WEBPAGE](#)].

-ENDS-

Opinium research conducted for Material Focus between 23rd – 26th July 2024 amongst a nationally-representative sample of 4,000 UK adults

About International E-Waste Day

IEWD was founded by the WEEE Forum, the international association representing producer responsibility organisations. The UK lead member is REPIC. IEWD is open to any one to participate. Stay tuned for more details on how your organisation can get involved and make a difference on International E-Waste Day by emailing hello@materialfocus.org.uk.

About Material Focus

Material Focus is a not-for-profit organisation whose goal is to stop the nation throwing away or hoarding all their old, small electricals. Material Focus is delivering the UK-wide Recycle Your Electricals campaign. The campaign is revealing the value hidden in electricals and is making it easier for us all to recycle and reuse the small electricals we no longer need by providing more recycling points as well as providing practical information on how households can reuse and recycle.

The campaign is funded by producers of electrical appliances which pays for a range of activities, including communications, behaviour change activities, increased recycling projects and research. Ultimately the aim is to support actions that will help the UK increase the levels of reuse and recycling of waste electricals.

About [LA]