



International E-Waste Day

14th October 2024

The Great Cable Challenge!

**HUMANS STUDENTS
OF THE UK**

**You wiiiiill
recycle your
old electricals**

 **recycle
your
electricals**

What is e-waste?



Electrical waste (e-waste) is any broken or **unwanted electrical** or tech item with a plug, battery or cable. Including the **batteries** and cables themselves.



Gold

Copper

Have you ever thought
about what's inside
electricals?

Aluminium

Silver

What is the issue?

A large, chaotic pile of electronic waste (e-waste) is shown under a blue sky with scattered white clouds. The waste includes various components such as computer monitors, keyboards, circuit boards, and other electronic parts. A semi-transparent grey rectangular box is overlaid on the center of the image, containing the text "Fastest growing source of waste" in a bold, magenta font.

**Fastest growing
source of waste**



**Precious resources
lost forever**

A wide-angle photograph of a massive open-pit mine. The mine's interior is characterized by numerous horizontal terraced levels, creating a stepped appearance. A winding, light-colored road or path snakes through the lower levels of the mine. The surrounding landscape is arid and rocky, with some sparse vegetation on the upper slopes. In the background, more mountainous terrain is visible under a clear blue sky. A semi-transparent white rectangular box is overlaid in the center of the image, containing the text "Environmental damage" in a bold, magenta font.

Environmental damage



Financial loss

But... Anything with a plug, battery or cable can be recycled!



75%
of **ALL MATERIALS**
in old electrical items
**CAN BE
RECYCLED!**

What about the batteries hidden inside electricals?



Nickel

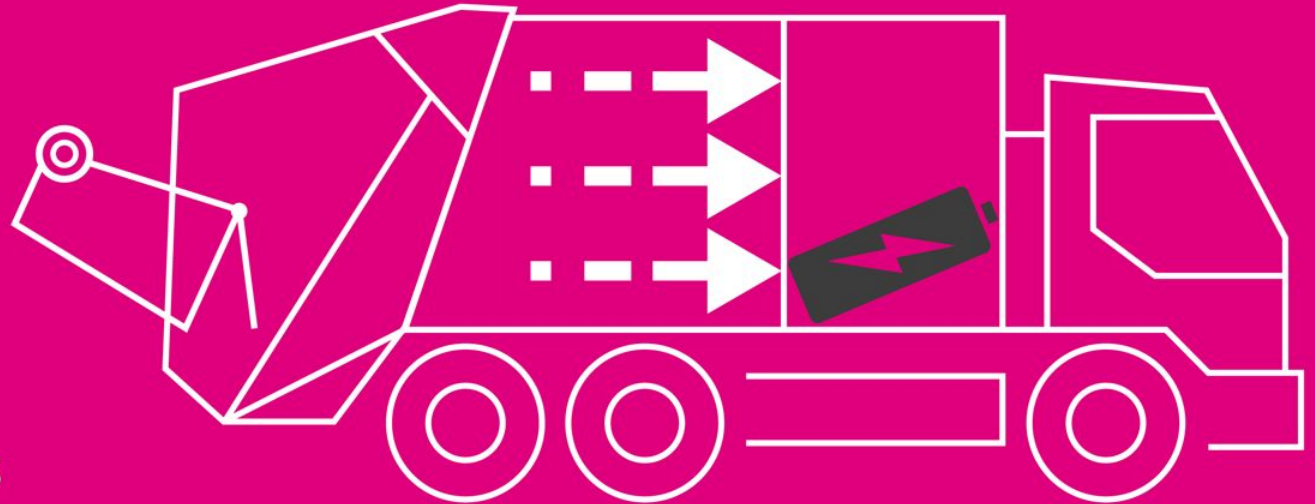
Zinc

**Have you ever thought
about what's inside
batteries?**

Lithium

Cadmium

Crushed hidden batteries cause fires.



 **recycle
your
electricals**

What can you do to help with e-waste?

What can you do to help?

- **Fix them!**
- **Donate them!**
- **Sell and buy second hand!**
- **Recycle them!**



How does electrical recycling work?



And never bin hidden batteries...

Remove batteries from electricals. Recycle them separately from your household waste and recycling.

If you're unable to remove the battery safely*, recycle it together with your old electricals.



Search 'Recycle your electricals'

To find your local electrical and battery drop off points:
www.recycleyourelectricals.org.uk



A message from our mascot...



**Join *The Great Cable Challenge* for
International E-Waste Day 2024!**

Millions of cables are lying unused in our homes

Almost all of us have unwanted, broken cables clogging up our drawers.

That's **millions** of unwanted cables and **thousands** of kilograms of copper going to waste.



What is copper and why is it important?



Cables are full of valuable copper.

Copper is a chemical element with the symbol Cu.

Cables are made of an average of **20% copper** which is one of the most precious materials on our planet.

Copper is essential to our everyday lives - vital for our phones, our transport, clean energy, lifesaving medical equipment and our green future.

Join The Great Cable Challenge!

So this International E-Waste Day, we're calling on the UK to join **The Great Cable Challenge** and recycle their old cables!

Together, let's give our old cables a new lease of life. If 1 million of us all recycled one cable, we could save at least **5,000 kg of copper** from going to waste.



14TH OCTOBER
THE GREAT CABLE CHALLENGE

**Your old cables deserve better,
you wiiiill set them free**



 **recycle
your
electricals**

Activity time: The Great Cable Challenge

We're encouraging students to hunt for old electricals buried deep in drawers and cupboards. If 1 million of us all recycled one cable, we could save at least **5,000 kg of copper** from going to waste.

1. **Collect** - Ask a grown-up to help you find any broken or unused cables stashed away in cupboards or drawers.
2. **Check** - Now you've gathered up all your unused cables, it's time to test them!
3. **Recycle them** - Now you've decided which cables you're keeping and which can be recycled, bag them up ready to be recycled. Next, you'll need to find your nearest recycling point,

Use the [Recycling Locator](#) on the Recycle Your Electricals website to find local donation and recycling points.



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.

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