

Subject line: *How to get your school involved in The Great Cable Challenge!*

Hi xxx,

Be part of The Great Cable Challenge in your school and join the millions taking one small action to make a big difference.

Almost all of us have unwanted, broken cables clogging up our drawers, or have considered binning that flimsy cable when it broke. If every primary school pupil across the UK recycled one cable, we could **save over 22,000 kg of copper** from going to waste!

So this International E-Waste Day, Recycle Your Electricals is encouraging pupils to join **The Great Cable Challenge!**

International E-Waste Day (IEWD)* is on **14th October** this year. This day is a key moment to highlight electrical waste as the fastest growing source of waste in the world - and the UK.

Use Recycle Your Electricals' [free school resources](#) to help educate and engage young people across the UK on the issue of e-waste - and the importance of reusing and recycling our electricals.

Their pack for schools includes:

- **Teacher's briefing document** with general information on electrical recycling and how to get involved in The Great Cable Challenge
- **PowerPoint Presentation** (with speaker notes) for teachers
- **The Great Cable Challenge student activity** - for primary students to collect, sort and recycle cables at home
- **Myth-busting videos** featuring their brand mascot HypnoCat, to be used in lessons
- **Pack of ready-to-use resources** including, posters, stickers, a guide to setting up a school collection and more

Who are Recycle Your Electricals?

[Recycle Your Electricals](#) is a UK-wide campaign motivating and making it easier for everyone to reuse and recycle unwanted electricals. Their best-in-class recycling locator helps you find your local drop-off point for donating, repairing and recycling your old electricals. The campaign is led by Material Focus, an independent not-for-profit organisation.

*IEWD was founded by the [WEEE Forum](#), the international association representing producer responsibility organisations. The UK lead member is [REPIC Ltd](#). IEWD is open to anyone to participate.

Thanks for your support,

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