



Vape Recycling Communications Toolkit

Help your customers recycle their vapes and prevent battery fires
and save precious materials from going to waste!

SOCIAL MEDIA POSTS

The improper disposal of vapes and pods continues to present significant fire and environmental challenges. Every week, **6.3 million vapes and pods are binned**, instead of being recycled. When electricals containing batteries, including vapes, are improperly disposed of, they can get crushed and cause dangerous fires in bin lorries and recycling centres. Over **1,200 fires** last year were caused by batteries (May 2024 research).

While total vape sales have fallen since the ban on single-use vapes in 2025, rechargeable pod devices are now the most popular category. These new models continue to cause environmental issues, as over 80% of all replacement pods bought end up being binned. With nearly **80%** of consumers stating there is not enough information on vape recycling, **retailers have a crucial role** in providing easily accessible in-store recycling and clear communication to prevent these fires and environmental harm.

Use our Vapes Social Media Toolkit to help people do the right thing and recycle their vapes. 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 vapes and batteries to be grouped together so people can easily find it.

- Facebook @RecycleYourElectricals
- X @RecycleElectric
- Instagram @RecycleYourElectricals_
- LinkedIn @company/MaterialFocus
- TikTok @recycleyourelectricals_

Key campaign hashtags – please use these when you post about the Recycle Your Electricals campaign.

- #RecycleYourElectricals
- #DontBinItBagit
- #NeverBinBatteries
- #NeverBinVapes
- #HypnoCat

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.

KEY MESSAGES

- Never bin batteries or electricals items, including vapes
- Always recycle vapes and other electricals separately from your regular rubbish or recycling
- Never bin or recycle your vapes at home - always recycle them separately
- Every week, 6.3 million vapes and pods are thrown away or recycled incorrectly
- There are hidden batteries inside electricals, including vapes - when these electricals are thrown away in household bins, the batteries get crushed in bin lorries and recycling centres and cause fires
- Fires caused by binned batteries and electricals, such as vapes, are on the rise across the UK. Over 1,200 fires in the last year were caused by batteries. (May 2024 research)
- Vapes, and anything with a plug, battery or cable can be recycled - even the plugs, batteries and cables themselves!
- 66% of all vapes and pods bought are thrown away rather than recycled
- More people are recycling single-use vapes in-store: 20% this year compared to 8% last year. Retailer recycling is improving, but more easily-accessible recycling options are needed
- Search '**Recycle your electricals**' to find shops and recycling banks where you can drop them off

Theme	Platform	Copy	Asset
Infographic - millions of vapes are thrown away every week	Facebook/IG	Millions of vapes and pods are still being thrown away every week in the UK. When vapes and pods are binned, their hidden lithium batteries can be crushed in bin lorries and recycling centres, sparking dangerous fires and wasting valuable materials. 🔥 The good news is vapes, pods and anything with a plug, battery or cable can be recycled! Never bin vapes or pods, always recycle them separately from your regular rubbish and recycling. At [store name], you can recycle your old vapes and other small electricals in-store for free! Visit [insert link] for more information. Or use @recycleyourelectricals_'s locator to find all your local drop-off points: https://bit.ly/4aW3JYX #RecycleYourElectricals #NeverBinVapes	 Image description: Pink graphic with vape icons; text says vapes and pods can be recycled at the shop where they were bought
	X	Millions of vapes and pods are still binned every week. When crushed, their lithium batteries can spark dangerous fires. 🔥 You can recycle your old vapes and other small electricals in-store for free. Visit [insert link] for more information. #RecycleYourElectricals	

80% of vapes want more info - infographic	Facebook/Instagram	Not sure how to recycle your vape? We've got you covered... and the good news is it's easier than you think! Vapes, and anything with a plug, battery or cable, can be recycled at any [store name] for free! [insert any additional info about in-store vape/electrical recycling] Visit [insert link] for more information. Or use @recycleyourelectricals_'s locator to find all your local drop-off points: https://bit.ly/4aW3JYX #RecycleYourElectricals #NeverBinVapes	 Image description: Hand dropping a vape into a pink recycling bin; text says 80% of consumers want more information on recycling vapes.
	X	Recycling your vape is easier than you think! Simply bag up your old vapes and other electricals and drop them off in-store for free. Visit [insert link] for more information. #RecycleYourElectricals	
Vape in-store take-back	Facebook/Instagram	Every week, over 6 million vapes are binned in the UK, as many people didn't know what to do with them. So here's the good news... you can recycle them in-store for free! Electricals containing hidden batteries, including vapes, should always be recycled separately from household rubbish and recycling, as they can get crushed in the waste stream and cause serious fires. 🔥 That's why [store name] provides vape recycling points in all of our stores. Customers can bring their old vapes and place them in the recycling tubes in-store. Visit [insert link] for more information. Or use @recycleyourelectricals_'s locator to find all your local drop-off points: https://bit.ly/4aW3JYX #RecycleYourElectricals #NeverBinVapes	

			Image description: Text reads 'Recycle your vapes in-store' and 'If you have old vapes, you can recycle them in-store for free,' with simple illustrations of different vape devices and a recycle your electricals logo.
	X	Many of the UK public have admitted to binning vapes - all vapes should be recycled separately, never thrown away! Drop off your old vapes in-store in our recycling tubes. Visit [insert link] for more information. #RecycleYourElectricals	
80% of materials in vapes can be recycled - infographic	Facebook/Instagram	Every week, over 6 million vapes are thrown away when they could've been recycled. That's 6 million missed chances to save valuable materials from being lost to landfill. Vapes, and anything with a plug, battery or cable can be recycled and turned into something new. That's why we provide vape recycling points in all of our stores. Customers can bring their old vapes and place them in the recycling tubes in-store, for free. Visit [insert link] for more information. Or use @recycleyourelectricals_'s locator to find all your local drop-off points: https://bit.ly/4aW3JYX #RecycleYourElectricals	 Image description: Assorted used vapes and pods scattered on a dark surface; text reads 'Always recycle your old vapes and pods.'
	X	Vapes, and anything with a plug, battery or cable can be recycled and turned into something new. You can recycle your old vapes in our store for free. Visit [insert link] for more info. #RecycleYourElectricals	

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](#).

STORE SIGNAGE

Signage options to place near your vape collection tube/point

Recycle your vapes here

If you have old vapes, you can recycle them in-store for **free**



Vapes, and anything else with a plug, battery or cable, can be recycled and turned into something new.

Simply drop off your old vapes for recycling here.

Ailgylchwch eich fêps yma

Os oes gennych hen f ps, gallwch eu hailgylchu yn y siop **am ddim**



Gellir ailgylchu fêps, ac unrhyw beth arall gyda phlwg, batrï neu gebl, a'u troi'n rhywbeth newydd.

Gollynchw eich hen fêps i'w hailgylchu yma.

Donate or recycle any other electricals by searching 'Recycle Your Electricals' to find your local drop-off point.

We are helping protect the environment, under the UK WEEE regulations, by ensuring waste electricals are collected separately for recycling. We reserve the right to refuse an item that's too heavy to be picked up by one person or for health and hygiene reasons.

Don't miss out! Look out for this symbol on your electricals - it means this product must never be thrown away with your household waste. It means you should take it to a recycling point. This symbol is used to encourage people to recycle their old electricals and help prevent harm from hazardous substances.

recycle your electricals

Bethu neu ailgylchw unrhyw oher trydan eraill trwy chwilio 'Recycle Your Electricals' i ddiol d'ych chi manau gofnewt iol.

Byddwn ni'n helpu i ddiol d'ych chi manau gofnewt iol trwy sicrhau bod eiddoedd trydanol yn cael eu troi'n rhywbeth newydd. Dim hysbysu i'w hailgylchu yma.

Gollynchw eich hen fêps i'w hailgylchu yma.

Don't miss out! Look out for this symbol on your electricals - it means this product must never be thrown away with your household waste. It means you should take it to a recycling point. This symbol is used to encourage people to recycle their old electricals and help prevent harm from hazardous substances.

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