



Vapes Communications Toolkit

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

SOCIAL MEDIA POSTS

More and more people are recycling their single-use vapes in-store, with 20% now recycling compared to 8% last year ([Dec 2024](#)). Retailer takeback is improving, but much more easily accessible recycling options need to be in place.

While the UK ban of single-use vapes on 1st June 2025 is a welcome step, new vapes with similar price points and look-and-feel, such as “big puff” and pod models, are [still set to cause significant environmental challenges](#). Without more available drop-off points for recycling and proper education and awareness for consumers, vapes will continue to be binned, causing fires and harming the environment.

Use our Vapes Social Media Toolkit to promote your vapes and electricals in-store takeback, to make it easier for your customer to recycle. 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
- #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.

Help your customers do the right thing and recycle their vapes and electricals. According to our research, three in four UK adults (77%) say they would view an electrical retailer as more environmentally responsible if they knew they offered electrical recycling. 69% say this would improve their image of the retailer. (*Retailer take-back research, Opinium. 17th – 20th March 2023, 2000 national rep. sample*)

KEY MESSAGES

- Never bin batteries or electricals items, including vapes
- Every week, 8.2 million vapes (such as single-use, pod and big puff) are thrown away or recycled incorrectly – equivalent to 13 every second ([Dec 2024 research](#))
- 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 can cause fires
- While the UK ban of single-use vapes is a welcome step, new vapes including “big puff” and pod models are still set to cause significant environmental challenges. Without more available drop-off points for recycling, and improving awareness for consumers, vapes will continue to be binned, causing dangerous, preventable fires and harming the environment. ([May 2025 research](#))
- 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 cables themselves!
- The lithium inside the vapes thrown away could instead be powering 10,127 electric car batteries every year ([Dec 2024 research](#))
- More and more people are recycling single-use vapes in-store. At [store name], customers can bring their old vapes and place them in the recycling tubes in-store, for free.
- Search ‘**recycle your electricals**’ to find your designated recycling points:
www.recycleyourelectricals.org.uk


Theme	Platform	Copy	Asset
Infographic - 8 mil vapes are thrown away every week	Facebook/IG	<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>While the UK ban on 1st June is a welcome step in tackling the vape crisis, new vape models with similar look-and-feel and price points continue to flood the market.</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>At [store name], you can recycle your old vapes and other small electricals in-store for free! Visit [insert link] for more information.</p> <p>Or use @recycleyourelectricals_'s locator to find all your local drop-off points: https://ow.ly/OyGG50UpVji+</p> <p>#RecycleYourElectricals #DisposableVapeBan #VapeBan</p>	 
	X	<p>Over 8 million vapes are binned every week – that's millions of valuable materials from being lost to landfill.</p> <p>You can recycle all vapes and other small electricals in-store for free. Visit [insert link] for more information. #RecycleYourElectricals</p>	


75+% of vapes want more info - infographic	Facebook/Instagram	<p>Not sure how to recycle your vape? We've got you covered... and the good news is it's easier than you think!</p> <p>Vapes, vape pods, rechargeable 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]</p> <p>Visit [insert link] for more information. Or use @recycleyourelectricals_'s locator to find all your local drop-off points: https://ow.ly/OyGG50UpVji+</p> <p>#RecycleYourElectricals #VapeBan #DisposableBan</p>
	X	<p>Recycling your vape is easier than you think!</p> <p>Simply bag up your old vapes and other electricals and drop them off in-store for free.</p> <p>Visit [insert link] for more information. #RecycleYourElectricals</p>



Did you know vape pods can be recycled?	Facebook / Instagram	<p>Did you know you can recycle your old vape pods in our stores?</p> <p>With single-use vapes banned in the UK from June 2025, many people will start using new models like rechargeable vapes and 'vape pods'. But remember - like any vapes or other electrical, these pods should never be binned!</p> <p>When yours has reached the end of its life, [insert any additional info about in-store vape/electrical recycling]</p> <p>Visit [insert link] for more information. Or use @recycleyourelectricals_'s locator to find all your local drop-off points: https://ow.ly/OyGG50UpVji+</p> <p>#NeverBinVapes #RecycleYourElectricals #insert local hashtags #NeverBinHiddenBatteries #Dontbinitbagit #DisposableVapeBan #VapeBan</p>
		<p>Did you know that a vape pod is an electrical item that can be recycled? And we recycle them in our store!</p> <p>Visit [insert link] for more information. #RecycleYourElectricals</p>



Vape in-store take-back	Facebook/ Instagram	<p>Every week, over 8 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!</p> <p>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. 🔥</p> <p>That's why [store name] provides vape recycling points in all of our stores. Customers can bring their old vapes, vape pods or rechargeable vapes and place them in the recycling tubes in-store, for free.</p> <p>Visit [insert link] for more information. Or use @recycleyourelectricals_'s locator to find all your local drop-off points: https://ow.ly/OyGG50UpVji+</p> <p>#RecycleYourElectricals</p>	<p>Insert your org logo to the right of the 'Together with'</p> 
	X	<p>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.</p> <p>Visit [insert link] for more information.</p> <p>#RecycleYourElectricals</p>	

80% of materials in vapes can be recycled - infographic	Facebook/Instagram	<p>Every week, over 8 million vapes are thrown away when they could've been recycled. 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 and turned into something new. In fact, the amount of lithium in vapes thrown away every year could be powering over 10,000 electric cars instead!</p> <p>That's why we provide vape recycling points in all of our stores. Customers can bring their old vapes, vape pods or rechargeable vapes and place them in the recycling tubes in-store, for free.</p> <p>Visit [insert link] for more information. Or use @recycleyourelectricals_'s locator to find all your local drop-off points: https://ow.ly/OyGG50UpVji+</p> <p>#RecycleYourElectricals</p>	 <p>The infographic is a vertical rectangle with a pink background. It features a grid of small, stylized vape icons. Overlaid on this grid is the text 'up to 80% of all materials in vapes can be recycled' in white and pink. At the bottom right, there is a logo for 'recycle your electricals' which includes a power button symbol.</p>
	X	<p>Vapes, and anything with a plug, battery or cable can be recycled and turned into something new. In fact, the amount of lithium in vapes thrown away every year could be powering over 10,000 electric cars instead!</p> <p>You can recycle your old vapes in our store for free. Visit [insert link] for more info.</p> <p>#RecycleYourElectricals</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](#).

STORE SIGNAGE

Signage options to place near your vape collection tube/point (*included in this Communications Toolkit*) -



Partnership/editable versions



In-store strut cards



Alt signage versions

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.