



## **FastTech toolkit**

Let's spread simple, practical solutions to the FastTech problem

# FASTTECH TOOLKIT

**Thank you for downloading this toolkit and getting involved!**

FastTech is the fastest-growing e-waste stream, and it poses some serious environmental challenges. When FastTech items such as solar lights, USB sticks and charging cables are binned, the precious materials they contain (things like lithium, aluminium and copper) are lost. Although they could easily be recycled, many of us still don't know that these small, cheap electricals have such hidden value. Your support makes a massive difference in helping to make sure that these essential and finite materials aren't wasted.

**If you have any questions or any issues using this toolkit please contact [hello@recycleyourelectricals.org.uk](mailto:hello@recycleyourelectricals.org.uk)**

## WHY USE RECYCLE YOUR ELECTRICALS ASSETS?

- Changing behaviour is hard, so **making it feel as easy as possible** for people to act is key.
- We all need consistent, recognisable, trustworthy messages - and lots of reminders! The Recycle Your Electricals campaign is a **national, UK-wide and trusted campaign** which will be running regular campaigns for years to come.
- Our pink fluffy mascot, HypnoCat has broad appeal and **allows us to cut through in a memorable way about a dry topic**. In research the majority of the public find him likeable, humorous and remember him long after they've seen the ads. He is now recognised by over half of the UK population.
- Campaign tracking which we have run since 2020 shows
  - Significant increases in awareness of local repair, donation and recycling drop-off points
  - Significant increases in confidence and understanding that all electricals can be recycled
  - Significant increases in people saying they always recycle their batteries and electricals


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 recycling to be grouped together so people can easily find it.


- Facebook @RecycleYourElectricals
- Twitter @RecycleElectric
- Instagram @RecycleYourElectricals\_
- LinkedIn @company/MaterialFocus
- TikTok @recycleyourelectricals\_

**Key campaign hashtags** are below – please use this when you post about the Recycle Your Electricals campaign.


- #RecycleYourElectricals
- #DontBinitBagit
- #FastTech

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.

Content Theme	Platform	Copy	Asset
1 billion FastTech items bought last year	Facebook / Instagram	<p>What do mini fans, charging cables, ear buds, vapes and LED balloons all have in common? They're just some of over 1 billion cheap, small electrical items that we bought in the UK in the last year.</p> <p>Our appetite for these FastTech products, which also include things like USB sticks, solar lights, and portable speakers, is growing rapidly. So rapidly, in fact, that between us, we spent nearly four times as much on them in the last year as we did in 2023, recent research from @recycleyourelectricals has shown.</p> <p>But just like Fast Fashion, FastTech items often have an incredibly short lifespan, and over half of them end up in the bin.</p> <p>We've all been there: that temptingly cheap gadget seemed like a great buy at the time but broke within days or wasn't as useful as we thought it would be. This familiar scenario means we're currently throwing away nearly half a billion of these tiny electricals. It's mind-boggling!</p> <p>By recycling FastTech and making sure it doesn't end up in the bin (or forgotten about in a drawer), the precious materials inside it can be reclaimed. They can then be reused in other products – from life-saving medical devices to children's playgrounds.</p> <p>If FastTech and other electricals 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 at recycling centres. 🔥</p>	

		<p>This simple act of recycling small electricals really can help make a big difference to the planet.</p> <p>Find out how and where using the @recycleyourelectricals Locator:  <a href="https://bit.ly/4aloefM">https://bit.ly/4aloefM</a></p> <p>#FastTech #Ewaste #EcoFriendly #ElectricalWaste #SustainableLiving #TechRecycling #RecycleYourElectricals</p>	
<b>Top tips to reduce FastTech</b>	Facebook / Instagram	<p>They're small, almost irresistibly cheap and it seems that we can't get enough of them.</p> <p>We spent well over £11 billion on FastTech (think charging cables, ear buds, portable speakers, vapes and LED balloons) in the last year. But we've already binned over half of the FastTech items we bought, recent research from @recycleyourelectricals has revealed.</p> <p>When you put it like that, it sounds like a waste of our hard-earned cash as well as a waste of the materials and resources that went into making those products.</p> <p>The good news is that it's easier than you think to reduce FastTech waste, and even small actions can have a big impact.</p> <p>Try these top tips from retail expert Professor Cathrine Jansson-Boyd and do something that's kind on your wallet and on the planet:</p> <p>☕ When a gadget catches your eye, make a cup of tea. Yes, really! Taking time out before buying is a great tactic we can all use to prevent impulse Purchases.</p> <p>⌚ Beware of discounts, 3-for-2 offers and sales running for a limited time. We've all experienced the buzz of a bargain, but when we pause to work</p>	

	<p>out if it's the product or the adrenaline rush we're really after, we're more likely to avoid buying things we don't really want.</p> <p>💡💡 Before you buy, ask yourself: How often will I use this? Will I still be using it in six months' time? If you'll only use a small electrical a handful of times, or for a short amount of time, you'd be better off seeing if you can borrow one from someone else instead.</p> <p>Of course, what happens to the gadgets we do buy once we've finished with them is also really important in reducing FastTech waste.</p> <p>If FastTech still works, pass it on to someone else so it can be used for as long as possible.</p> <p>If it's come to the end of its life, FastTech – like anything else with a plug, battery or cable – can be recycled easily. Use the @recycleyourelectricals Locator to find out how: <a href="https://bit.ly/4aloefM">https://bit.ly/4aloefM</a></p> <p>#FastTech #Ewaste #EcoFriendly #ElectricalWaste #SustainableLiving #TechRecycling #RecycleYourElectricals</p>	
--	---	--

<p><b>12 million items of FastTech cost less than £1</b></p>	<p>Facebook / Instagram</p>	<p>What's small, packed with useful metals and costs as little as £1? Yes, we're talking FastTech – mass-produced, cheap electrical items with such a short lifespan that they're now the world's fastest-growing type of electrical waste.</p> <p>FastTech items include anything from decorative lights and mini fans to charging cables and headphones. And they often have a tiny price tag. In the last year, more than 12 million of the FastTech products we bought cost just £1 or less, recent research from @recycleyourelectricals reveals. So what's the problem?</p> <p>Because it's so cheap, it's easy to view FastTech as disposable. It's no wonder, then, that around half these products end up in the bin when we've finished with them when they could be recycled.</p> <p>When FastTech is recycled, useful materials such as gold, lithium and copper can be recovered and used in new products.</p> <p>That means they can have a second life in anything from wind turbines and electric vehicles to life-saving medical equipment.</p> <p>Remember: always recycle FastTech, don't bin it. Use the @recycleyourelectricals Recycling Locator to find out how: <a href="https://bit.ly/4aloefM">https://bit.ly/4aloefM</a></p> <p>#FastTech #Ewaste #EcoFriendly #ElectricalWaste #SustainableLiving #TechRecycling #RecycleYourElectricals</p>	
--	-----------------------------	--	---