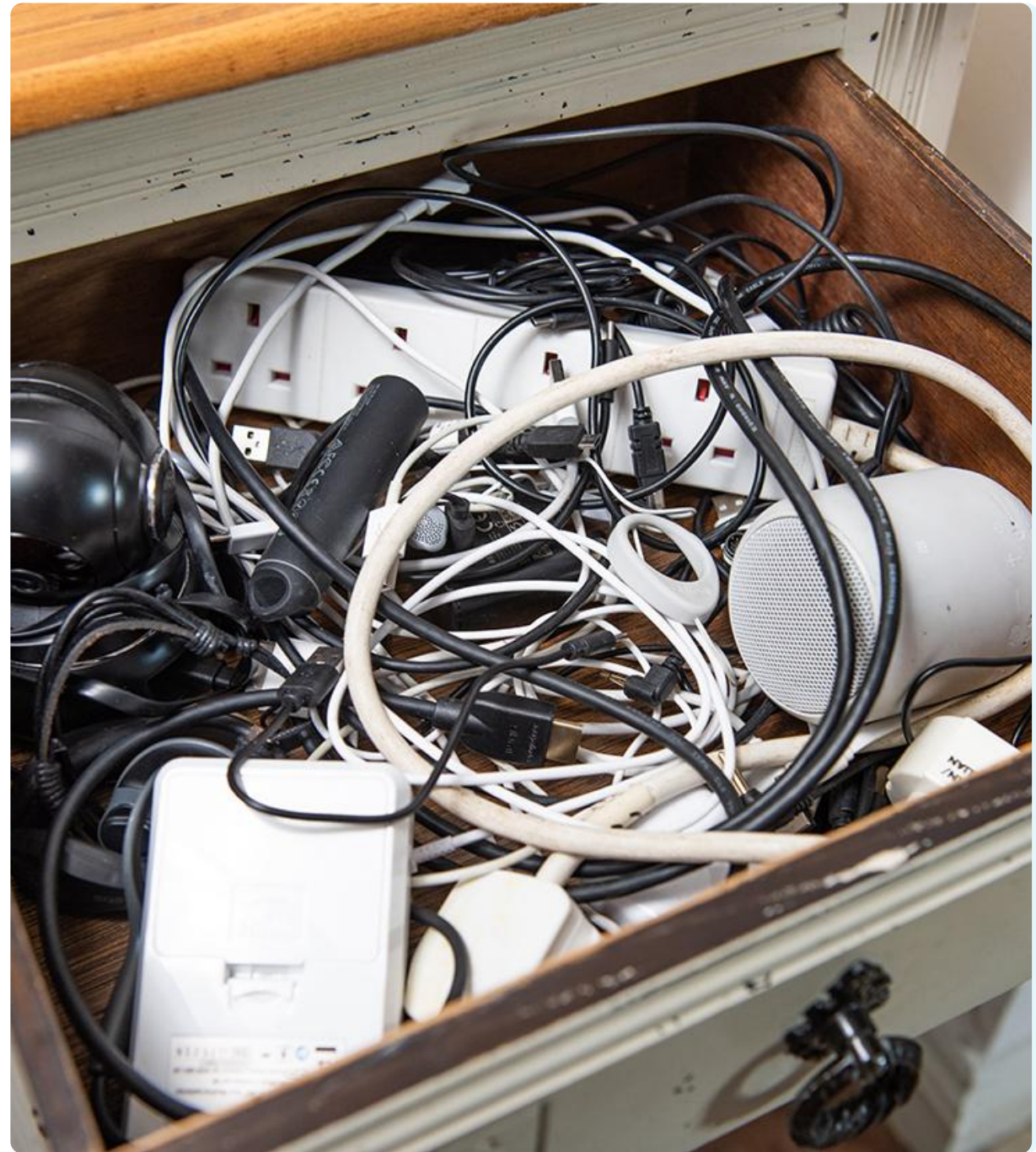




The Great Cable Challenge 2025 - a guide for local authorities

International E-Waste Day 2025, Material Focus



What's included in this guide?

What is International E-Waste Day?

The Great Cable Challenge 2024

Why you should take part

How can you get involved and case studies

Next steps and contacting us

We are an independent,
not-for-profit organisation **saving
valuable, critical and finite
materials from going to waste** by
making it easier for everyone
across the UK to fix, donate and
recycle their electricals.
We do this through..

Insights

We identify, produce and share insights to improve the UK e-waste system and inform policy decisions.

Investments

We identify and fund projects that make it easier to reuse and recycle; or that encourage circular design.

Inspiration

We inspire, educate and encourage the UK public to fix, donate, sell and recycle their unwanted electricals through our Recycle Your Electricals campaign.

What is The Great Cable Challenge?

The Great Cable Challenge is a nationwide campaign aimed at tackling the millions of cables and other electricals sitting idle across UK households, to give the copper inside them a new lease of life.

NB: this campaign focuses on household cables and electricals, not business e-waste.

What is International E-Waste Day?

International E-Waste Day (IEWD) is a key moment to raise awareness of electrical waste as the fastest growing source of waste in the world, and in the UK. Hundreds of countries across the world will unite on **14th October** to tackle the issue.

**IEWD was founded by the WEEE Forum, the international association representing producer responsibility organisations. The UK lead member is Ecogenesys (formerly REPIC Ltd). IEWD is open to any one to participate.*

The Great Cable Challenge 2024 - what we achieved together



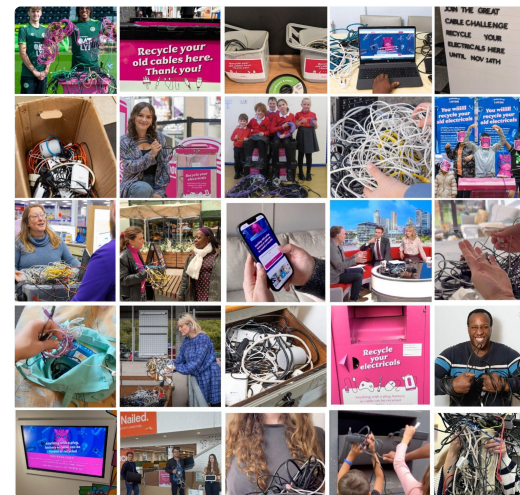
200 organisations involved

200 local authorities, businesses, and community groups including Currys, B&Q, Gumtree, Ecotricity, Connect, QVC UK, Fora, and Careium encouraged their **employees, customers** and **residents** to join the challenge.



National & global coverage

Our research on the copper in UK's unused or binned electricals gained worldwide coverage, achieving **543 pieces of coverage** and a potential reach of 1.3 billion.



Millions of people participating

The UK public LOVED The Great Cable Challenge, with millions across the country clearing out their 'drawers of doom'. We reached over **8.8 million people** on social media, with an above-industry engagement rate of **5.29%**.



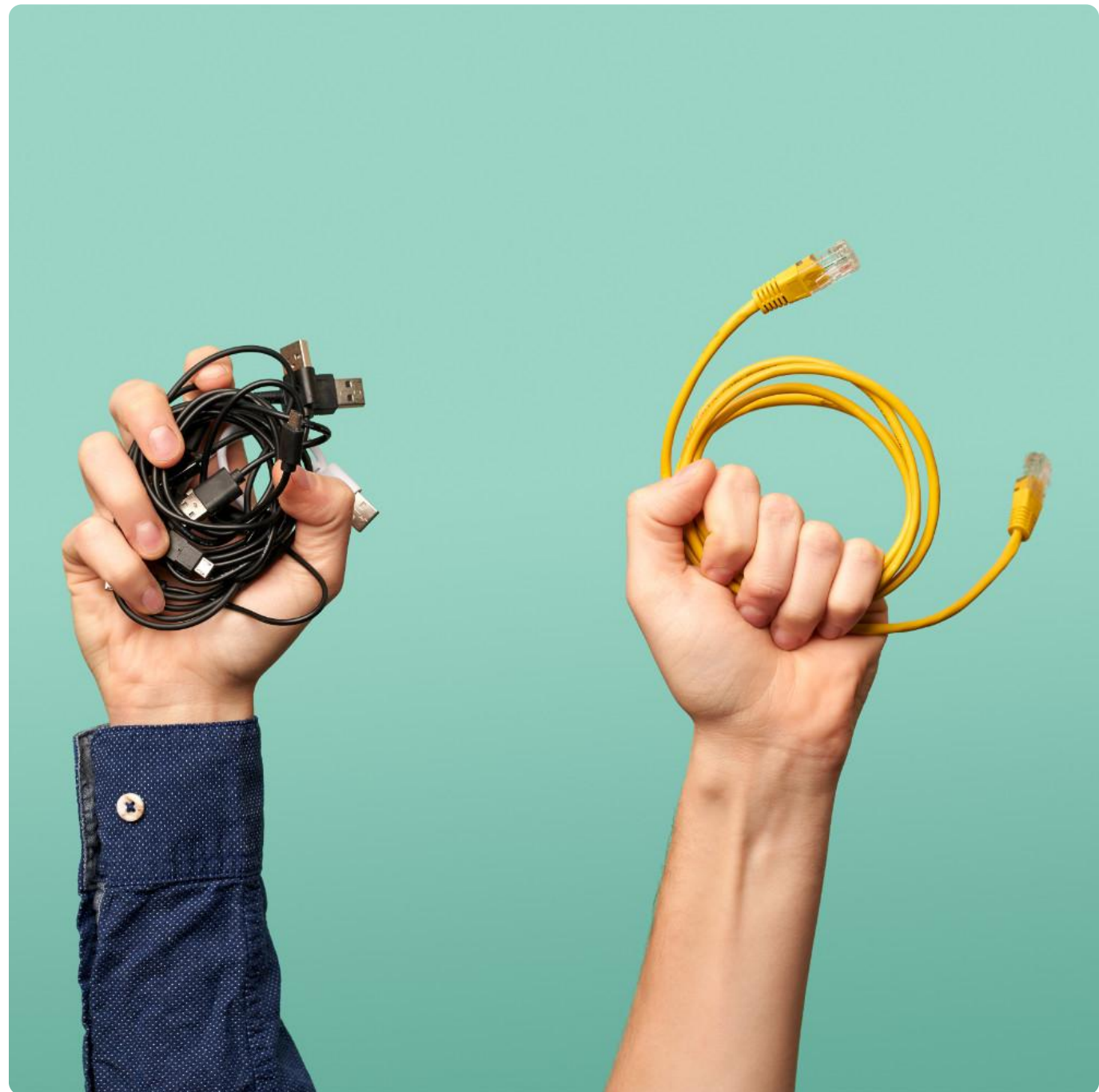
Hundreds of thousands of cables recycled

Together with the help of organisations, communities, schools and people nationwide, we recycled **thousands of kilograms of copper** from old, unwanted cables sitting idle in drawers.

Why you should take part

Make a big impact with a small ask

- Help tackle one of the **UK's fastest growing issues** - unused cables - with a campaign that's simple to deliver and easy to promote.
- An opportunity to **signpost local recycling services** while aligning with a national advertising campaign.
- **Tried, tested and loved by councils and communities** alike! Last year's participating councils saw high engagement and really positive feedback.
- Starting with a **single action** - to recycle at least one cable - is a smart, proven way to encourage **long-term behaviour change**.

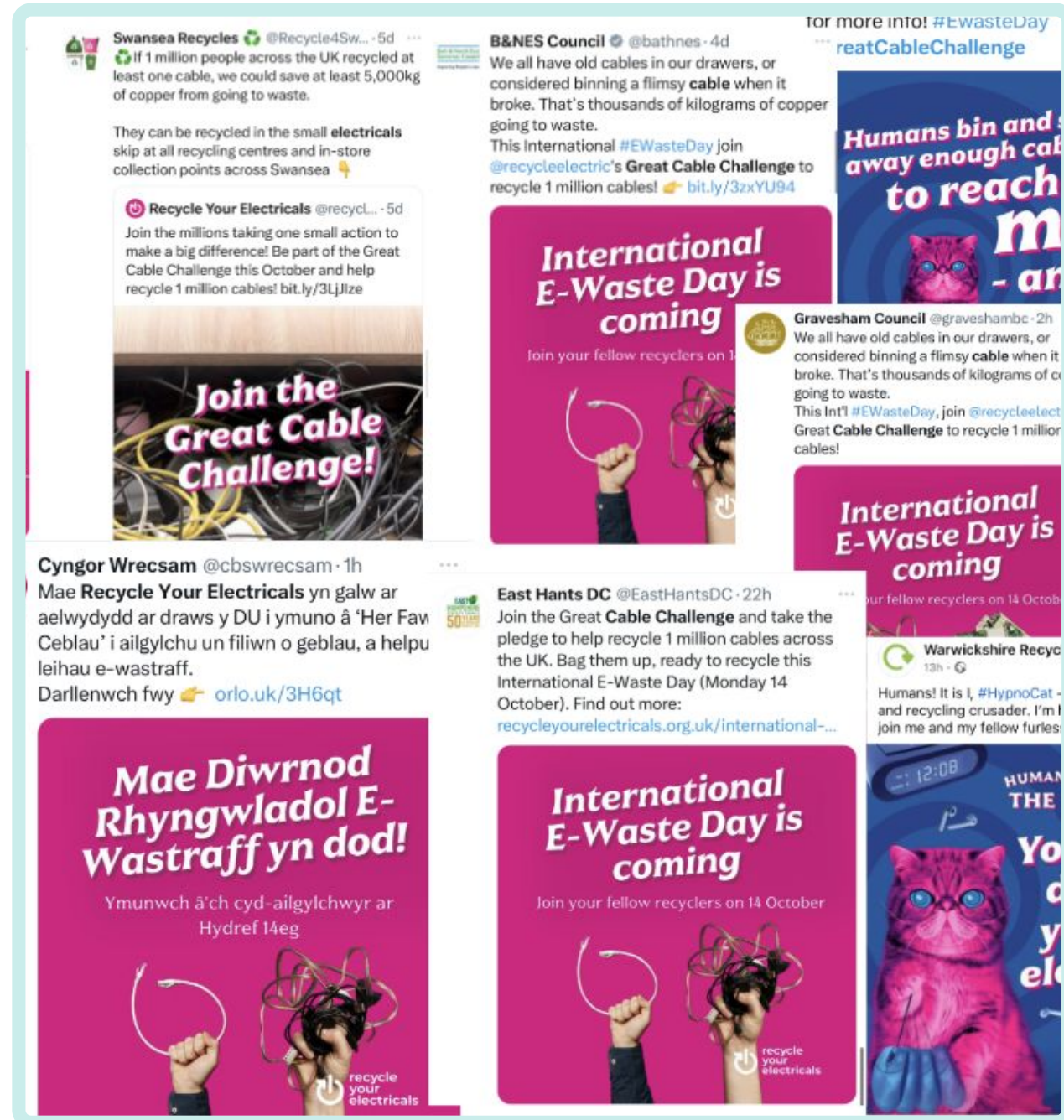


How can you get involved?

And how we can help you make it easier for your residents to reuse and recycle their electricals

Promote the campaign across your channels

1. **Use our communications toolkit** to share across your channels. These toolkits include template social media posts, infographics, HypnoCat assets and newsletter templates. Download it from our website today!
2. **Promote your existing services**, so residents are aware of what they have locally and can continue to recycle their electricals, long after International E-Waste Day!
3. **Tag us** on Facebook, Instagram, X, TikTok or LinkedIn.



Add to your existing services

1. **Install a bin** or a community drop-off point, or even host a local event near an existing drop-off point to make electrical recycling even easier!
2. **Agree your launch timings.** You can do this in the run up to International E-Waste Day, on the day itself, or even afterwards and use IEWD to launch your plans.
3. **Promote your service using our toolkits,** including social media and localised press release templates - available to [download from our website](#).
4. **Share your activity with us,** so we can help amplify it!

Greater Cambridge Shared Waste Service

Promoted their **8 bins** across Cambridge City Council and South Cambridge District Council for International E-Waste Day.

Collected at least **1,635 cables**, weighing in at **354 kg**.

"We delivered cable bins to libraries and community hubs, and used the resources from Material Focus to promote and encourage residents to clear out their 'drawers of doom'. The bins were very popular!"



Hold an event in your local community

Newcastle City Council's and Newcastle United's Great Cable Challenge

Newcastle City Council and Newcastle United encouraged fans attending a Newcastle United's Premier League match to bring in their old cables to be recycled - and **collected enough to wrap the pitch over 14 times!!**

"This initiative highlights the power of collaboration in driving meaningful environmental change, and we're excited to continue building on this momentum to create a lasting positive impact."

- Cllr Alex Day, Deputy Leader & Cabinet Member



Hold an event in your local community

Luton Council's Great Cable Challenge

The Luton Electricals Recycling project launched with an event at a shopping centre, featuring storyteller Aaron Spendelow, who presented the 'HypnoCat Gameshow'.

Residents were asked to bring along their cables and recycle them. They were joined at the event by influencer Kids Against Plastic, who spoke to crowds about the importance of recycling electricals.

Want to hold an event in your local community? *Get in touch* with us to discuss how we can support you!



Ready to get involved?

Let us know how you want to get involved in
The Great Cable Challenge 2025!

Great Cable Challenge 2025 timeline

Launch of The Great Cable Challenge and materials available for partners <ul style="list-style-type: none">→ The Great Cable Challenge announced to the general public→ Communications toolkits available to download for partners		Great Cable Challenge comms warm up <ul style="list-style-type: none">→ Comms ramp up in the run up to 14th October.→ Look out for new content like top tips, infographics, videos etc		
Mid-July	Late July	August	September	October
Partners register interest in The Challenge <ul style="list-style-type: none">→ Local authorities liaise with our Local Authority Partnerships team on how to get involved, ideas and questions		Partners set up their Great Cable Challenge activities and plans <ul style="list-style-type: none">→ Local authorities confirm their activities with Local Authority Partnerships team→ Depending on activity, pop-up events are set up, additional bins are installed...		International Waste Day is here! <ul style="list-style-type: none">→ Households, communities, local councils, schools and retailers across the UK bag up their old cables and electricals, ready to recycle.


Ready to get involved? Let's chat!

We'd love to hear how you'd like to be part of The Great Cable Challenge 2025.

Whether you're thinking of a collection event, comms push - or something brand new - our **Local Authority Partnerships Team** is here to support you every step of the way.

Don't forget to **download our communications toolkit** to access:

- Press release templates, social media copy, infographics, newsletter content, and of course, HypnoCat assets
- **Bin stickers** and other signage to help promote pop-up events or additional recycling services
- Support to help **amplify your activity** locally and nationally

We're here to make it simple and effective. Get in touch with [Niamh](#) or [Tally](#), our Local Authority Partnerships Team 





Material Focus lead the 'Recycle Your Electricals' campaign. Material Focus is a not-for-profit saving valuable, critical and finite materials from going to waste.



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