



The Great Cable Challenge 2025 - a guide for organisations

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 you can get involved and case studies

Next steps and contacting us

We are an independent,
not-for-profit **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.*

Brands who stepped up to The Challenge in 2024



The Great Cable Challenge 2024 - what we achieved together



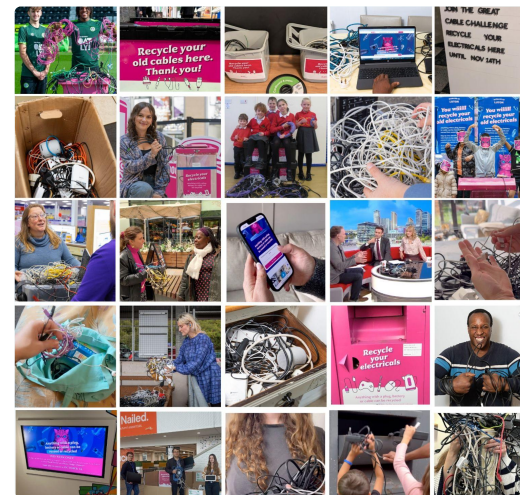
200 organisations involved

200 businesses, local authorities, and community groups including Currys, B&Q, Gumtree, Ecotricity, Connect, QVC UK, Fora, and eBay 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 should you get involved?

Your customers care about the environment.

- **Three in four adults** (77%)* say they would view an electrical retailer as **more environmentally responsible** if they knew they offered electrical recycling
- **Over half** (69%)* say this would **improve their image of the retailer**
- But currently **only 12%*** of the UK are aware that they can recycle their electricals in-store

Offer a tangible, low effort, and relevant way for employees, customers and community to act, **with your brand at the heart of it.**

Drive attention, boost football, motivate staff with a cause that matters.

*Material Focus annual Bellwether survey 2024
www.materialfocus.org.uk



How can you get involved?

And how we can support you to make it easier for your
employees and customers

Set up an office collection

1. Find a **recycling bin or box** to collect your electricals and label it with one of our stickers. For long-term solutions, you can purchase one of our striking pink-branded bins by contacting our Partnerships Manager at nick@materialfocus.org.uk.
2. **Contact your waste management provider** to arrange collection at the end of the period.
3. **Promote your office collection** to your employees using our template newsletters and social media copy (from our communications toolkit - [download it our website](#)). Think of creative incentives - like team competitions!
4. **Celebrate and share your success** on social media - don't forget to tag us on [Facebook](#), [Instagram](#), [X](#), [TikTok](#) or [LinkedIn](#)!



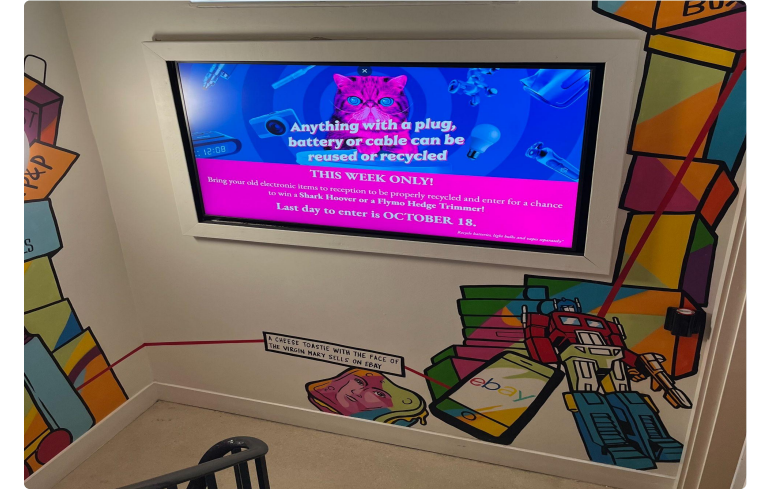
Get inspired by last year's success stories!



B&Q ran an internal collection at their head office, reminding staff that they go beyond just their customer-facing 'like-for-like' takeback scheme. Any tech items were then **donated to a local charity** they work with. They also sent out **intranet messages, digital posters** and did a feature in their **office magazine!**



Boots placed our pink bin in their Nottingham head office for **3,000 staff**, using their existing waste provider to collect the electricals. It was such a **success**, it is now a permanent addition to the office.



eBay's Environmental and Sustainability Community Team were really keen to support, so set up a station in the office to collect old cables and other unwanted electricals for **the whole week of IEWD**. They incentivised their staff with prizes for who recycled!



HUMANS OF
SCREWFIX

You wiiiiill
recycle your
old electricals

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

Bag up your old cables,
kettles, electric
toothbrushes and other
electricals. Bring them
into the office and place
them in the new pink bin
to be recycled.

Engage employees

1. **Use your existing channels** to engage staff, using our newsletter templates, key messages guide, infographics and research.
2. **Add campaign visuals** to your email signatures or digital screens around the office. [Get in touch](#) for personalised assets with your company name and logo.
3. **Host a short webinar or drop-in**, to educate staff on the issue of e-waste. Our Partnerships Manager Nick would be happy to chair one for you!
4. **Encourage your staff to recycle their own cables** and other electricals, either dropping off in your own store or finding a local drop-off point on our Recycling Locator.

Last year over 20 major brands used a range of channels to promote The Great Cable Challenge, including Boots, Virgin Media O2, B&Q, Connect, Currys, Ecotricity, Domestic & General, eBay, For a, Gallagher, Barnardo's, AO, Gumtree, Viridor, Careium, QVC, AF Blakemore & Son Ltd/Spar, Glendimplex and Dunelm.

Collaborate with partners

1. **Kick off a conversation** with your sustainability and/or marketing team to explore where the campaign could fit. Could it be internal or customer-facing? Do you know other organisations you could work with?
2. **Decide on your activity** - from internal comms and team competitions to in-store collections or promotions. Don't forget you can order one of our pink bins by contacting nick@materialfocus.org.uk, and label it with our bin stickers from our comms pack!
3. **Promote your campaign** using our toolkit of communications materials, social media templates and more (available [on our website](#)).
4. **Track what works** and use the experience as an example for future activity!



Virgin Media O2's 'Tech Drive'

Virgin Media O2 held a **2 week event** across their Reading, Wythenshaw and Paddington offices, in partnership with **Hubbub** and **Genuine Solutions**.

They installed one of our pink bins and encouraged staff to bring in old electricals to be refurbished and donated or recycled via their waste management provider.

Within a few months, **over 300 items** were collected for reuse and recycling. It was such a success, that the bin has been made a **permanent addition** to the Reading office!



Forest Green Rovers

The world's greenest football club, Nailsworth's Forest Green Rovers FC, alongside their sister company Ecotricity, recycled a staggering **8,000 cables** for their Great Cable Challenge!

Fans, players, and employees of the two Stroud-based organisations bagged up and recycled their old cables to stretch **12km** - enough cables to go round the Forest Green Rovers pitch over 36 times! This amount of cables contains **176kg of copper**, all of which can be recycled and reused.



JOIN THE GREAT
CABLE CHALLENGE
RECYCLE YOUR
ELECTRICALS HERE
UNTIL NOV 14TH

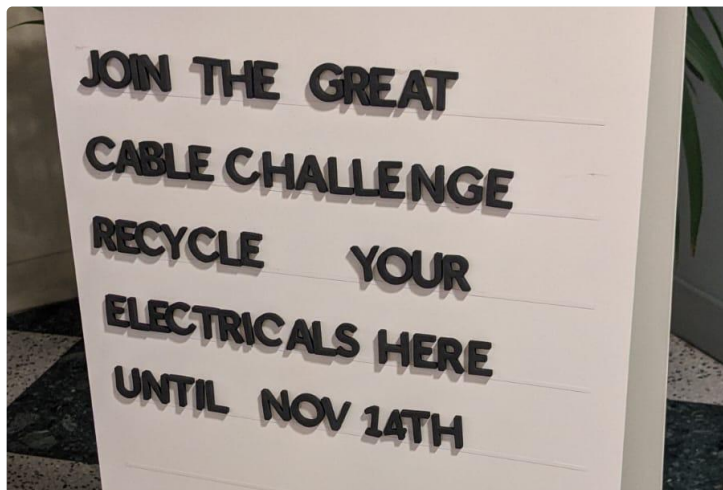
FORA

Engage your customers

1. **Set up a visible collection point** in-store, at events, or pop-ups. Don't forget about our bin stickers and signage, available in our [communications toolkit](#).
2. **Promote across channels** using our communications toolkit.
3. **Tie into wider activity** - link to loyalty schemes, voucher offers, or sustainability campaigns.
4. **Educate and inspire**, raising awareness about the importance of cable and electrical recycling.
5. **Celebrate impact** by sharing results with your customers and on your channels.

Take a look at the next few slides for some fantastic external activations!

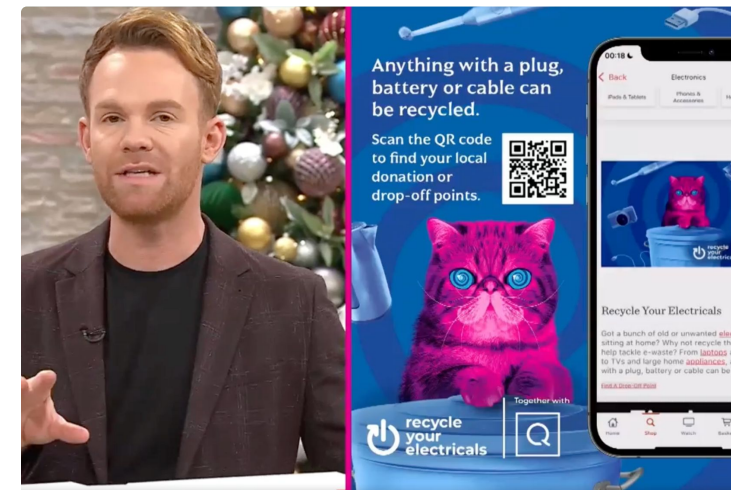
Some of last year's favourites...



FORA set up drop-off points at all **67 offices** for their **600 staff** and **21,000 office members**. They promoted the collection via staff emails, social media posts, and posters around the office.. And collected **2 tonnes** worth of old electricals for recycling!



Curry's co-branded their flagship '**Cash-For-Trash**' vouchers with our 'Proud to support' logo, **reminding customers to always recycle** their electricals. These vouchers reach thousands and thousands of customers every month!



QVC brought HypnoCat to the big screen, featuring a prominent recycling message on their **On-Air TV feature**. They also added **links to our Recycling Locator** on several webpages, sent out several **emails to their 700k-customer database**, and held an internal office collection on IEWD itself.

INTERNATIONAL E-WASTE DAY - 14TH OCTOBER

Electronic Waste (WEEE) is the fastest growing waste stream in the UK.

In 2022, 1.1 million kg of E-Waste were incorrectly disposed of with mixed household waste. International E-Waste Day is an opportunity to spread awareness regarding the impacts of E-Waste and we want to help our donors know what to do with any unwanted household electricals.

We encourage our supporters to donate any small working electricals, in good working and reusable conditions, to our store.

For broken electricals, unfortunately these become a huge expense to the charity as Barnardo's need to pay for disposal routes.

For broken electricals, most retailers that sell electricals offer a free recycling drop-off point in store. You can also purchase the items from them to use their recycling scheme.

To find out how to recycle your electricals, you can search your postcode using the online Recycle Locator:

[Recycling Locator - Where to recycle & donate - Recycle Your Electricals](#)

Barnardo's published an '**International E-Waste Day**' webpage, to educate their supporters on the issue of e-waste and **encourage them to get involved** in The Great Cable Challenge.



Careium not only held an office collection in their head office and depot, but also added a **widget and link** on their website to our Recycling Locator, published a blog and shared social media posts, to help their customers understand responsible ways of recycling their old electricals.

musicMagpie Blog

Music, Movies, Games, Tech and Decluttering!



Music Magpie wrote a blog on their website, detailing the importance of e-waste and International E-Waste Day.

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">→ Retailers, brand and offices liaise with our Partnerships Manager on how to get involved, ideas and questions		Partners set up their Great Cable Challenge activities and plans <ul style="list-style-type: none">→ Organisations confirm their activities with our Partnerships Manager→ 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 **Partnerships team** is here to support you every step of the way.

Don't forget to **download our communications toolkit** from our website 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 our Partnerships Manager Nick today! 





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.



facebook.com/recycleyourelectricals



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