

TEMPLATE MEDIA RELEASE FOR INTERNATIONAL E-WASTE DAY 2025

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, communications promotion - or something brand new - our **Partnerships Team** is here to support you every step of the way. Before publishing your release, please get in touch by emailing hello@materialfocus.org.uk to let us know what you're planning and see how we can support you!

How to use this press release:

- Remove/amend this copy in **red** before using
- Information highlighted in yellow is to be edited and personalised by you with your organisation and International E-Waste Day activity details. Remember to delete the brackets and highlight afterwards.
- If you are using any of our stats from this media release, please make sure you reference Recycle Your Electricals as the source.
- Hyperlinks to Recycle Your Electricals' recycling locator must be kept in/included in the press release.
- Before publication, please send your completed, edited press releases to hello@materialfocus.org.uk. This is just for reference, so we can look out for your stories and help amplify the campaign!

**[RETAILER / BUSINESS] MAKING IT EASIER FOR THEIR CUSTOMERS TO
RECYCLE THEIR UNWANTED CABLES FOR INTERNATIONAL E-WASTE DAY
2025**

OR

**[RETAILER / BUSINESS] ORGANISES [PROJECT DETAIL] TO MAKE IT EASIER TO
RECYCLE THIS INTERNATIONAL E-WASTE DAY**

- Recycle Your Electricals is bringing back their annual The Great Cable Challenge campaign. A nationwide call to action to tackle the millions of cables and other electricals sitting idle across UK households.
- Research from Recycle Your Electricals reveals UK homes are holding onto and throwing away enough cables to reach the moon and back!¹

¹ Research conducted by Opinium for Material Focus between 23rd – 26th July 2024 amongst a nationally-representative sample of 4,000 UK adults.

- **[Retailer / business]** is partnering with Recycle Your Electricals to help **[REGION]** customers recycle their unwanted electricals and give old cables and other electricals a second life.

[DATE OF LAUNCH]

This October, **[Retailer / business]** is working with [Recycle Your Electricals](#) to encourage **[REGION]** their customers to take part in The Great Cable Challenge - a nationwide call to action to tackle the millions of cables and other electricals sitting idle or thrown away across UK households. Cables when recycled can save valuable copper being lost forever. This annual initiative is part of this year's International E-Waste Day which is taking place on 14th October.

The challenge comes as research commissioned by Recycle Your Electricals reveals that Brits are holding onto and throwing away enough cables to reach the moon and back.² By recycling these cables and other old electricals instead of holding onto them, the valuable materials inside these electricals such as copper can be reused and recycled into new items including mobile phones, laptops, smart watches, clean energy and even medical equipment.

[INSERT PARAGRAPH ON WHAT ACTIVITY THE RETAILER IS ORGANISING]

- **Details of Great Cable Challenge activity. Details to include:**
 - **What initiatives are you organising? E.g. office collection, in-store promotion**
 - **When / where are the activities taking place?**
 - **How can local customers get involved?**
 - **Details on where items can be recycled**

[INSERT QUOTE FROM RETAILER / BUSINESS SPOKESPERSON]

Recycle Your Electrical research has found that two-in-five UK homes (39%) keep hold of their small electricals in a '*drawer of doom*' - our secret, often hidden stash of unused electricals and broken tech found in many households.³ In fact, over a quarter of these respondents (28%) said they felt embarrassed, annoyed or frustrated by the small electricals they store in their homes.⁴

One-in-five people don't recycle their electricals because they don't know how (21%) or it is too difficult (21%)⁵ - but the good news is it's now easier than ever to

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⁴ Research conducted by Opinium for Material Focus between 23rd – 26th July 2024 amongst a nationally-representative sample of 4,000 UK adults.

⁵ Research conducted by Opinium for Material Focus between 23rd – 26th July 2024 amongst a nationally-representative sample of 4,000 UK adults.

recycle unused cables and electricals using Recycle Your Electricals' [Recycling Locator](#). Just enter your postcode to find your nearest repair, donation or recycling point which has over 30,000 locations across the UK.

With millions of cables cluttering up UK homes, Recycle Your Electricals has published a handy [Cable Guide](#). With 35 of the most used cables, the guide provides easy to use visuals to match cables to their original electricals. If the electricals or the cables are no longer working or they aren't needed anymore, simply bag up your cables and recycle them! You can view the Cable Guide [HERE](#).

International E-Waste Day is a global moment to highlight electrical waste - the fastest-growing waste stream in the world, and in the UK. The day aims to encourage householders to participate in this year's campaign by encouraging everyone to recycle their cables and their household electricals.

Visit [\[INSERT LINK TO RETAILER / BUSINESS WEBPAGE\]](#) to find out how you can take part in The Great Cable Challenge in [\[REGION\]](#).

ENDS

Opinium research conducted for Material Focus between 23rd - 26th July 2024 amongst a nationally-representative sample of 4,000 UK adults.

About International E-Waste Day

IEWD was founded by the [WEEE Forum](#), the international association representing producer responsibility organisations. The UK lead member is [Ecogenesys](#) (formerly REPIC). IEWD is open to anyone to participate. Stay tuned for more details on how your organisation can get involved and make a difference on International E-Waste Day by emailing hello@materialfocus.org.uk.

About Material Focus

[Material Focus](#) is a not-for-profit organisation whose goal is to stop the nation throwing away or hoarding all their old, small electricals. Material Focus is delivering the UK-wide [Recycle Your Electricals](#) campaign. The campaign is revealing the value hidden in electricals and is making it easier for us all to recycle and reuse the small electricals we no longer need by providing more recycling points as well as providing practical information on how households can reuse and recycle. The campaign is funded by producers of electrical appliances which pays for a range of activities, including communications, behaviour change activities, increased recycling projects and research. Ultimately the aim is to

support actions that will help the UK increase the levels of reuse and recycling of waste electricals.

About **[RETAILER / BUSINESS]**