



Cardiff County Council

Target population	488,000
Funding amount	£50,320.58
Pilot duration	July 2024 – July 2025
Pilot type	Community drop-off points
Pilot aim	To make electrical recycling more visible and easier, and to get more people in Cardiff recycling theirs.
Outcome	• The pilot collected 5.9 tonnes of small electricals for recycling • The yearly average of electricals recycled at household waste recycling centres increased by more than 8%



Collection approach

Cardiff Council set up bright pink electrical recycling bins in 19 high-footfall community buildings, such as libraries and council hubs.

Outreach officers talked to residents, explaining how to use the bins and the importance of recycling small electricals.

Emptying of the bins was integrated into existing waste collection rounds so that waste crews collected items for recycling on a regular basis.

Communications approach

The communications campaign promoted the pilot through:

- Social media
- Local press
- Council newsletters

Future plans

Electrical recycling bins will stay in place at council hubs and libraries, providing accessible drop-off points for residents.

Regular collections have been embedded into operational routines, with flexibility to adjust where there is high demand.

“The bins are incredibly visual and eye-catching, which has really helped engage the public. The campaign has been outstanding, and I’m proud of the results we’ve achieved.”

Cardiff Council representative