



Wastesavers

Target population	893,000 households
Funding amount	£43,819.50
Pilot duration	September 2020 – December 2021
Pilot type	Reuse
Pilot aim	To increase donations of small domestic appliances by expanding collection service and drop-off points.
Outcome	39 tonnes of electricals were collected from across all sites, of which 27 tonnes were reused.



Collection approach

Wastesavers partnered with three local authorities in South Wales to increase the volume of small domestic appliances donated for reuse.

They used the grant funding to set up donation points for small electricals across five sites, and added small domestic appliances to the existing weekly collection service.

PAT testers were employed and set up with testing equipment at the five donation sites.

Items suitable for reuse were sold in shops or online, donated to people in crisis locally, or given to schools. Items which could not be reused were recycled.

Communications approach

Communications were key to the pilot's success.

Messaging focused on donating or recycling small domestic appliances rather than binning them. Wastesavers ran this message across their website, its own own social media channels and via community groups.

Future plans

Following on from the pilot, Wastesavers continue to operate in Newport offering kerbside electrical collection and running their reuse shop.

“The delivery of the message through HypnoCat seemed to have the greatest reaction. This may be down to either a liking for who delivered the message or the cumulative impact of the campaign over several months.”

Wastesavers pilot lead