



Community engagement pack

Introduction


Most of us have a ‘drawer of doom’ – full of tangled cables, and broken electricals we no longer use.

Across the UK, we’re holding onto 880 million unwanted electricals – that’s an average of 30 items per household gathering dust.

But these old electricals are full of valuable materials like **gold**, **copper** and **lithium**. If these electricals are stashed away or binned, those precious materials are lost forever, creating what’s known as **e-waste**.

The good news?

Anything with a plug, battery or cable can be recycled. And it’s easier than you think!



Greeting humans,
I am Hypnocat – a
master purrrrsuader
and recycling crusader.
Let me help you
tackle your e-waste
and inspire your
community.

How big is the problem?

**In the UK humans bin
and stash away enough cables
to reach
the moon
– and back**



Discarded electricals are the fastest growing source of waste in the world – and the UK.

Over **100,00 tonnes** are binned in the UK every year.

The problem is growing even faster with the rise of 'FastTech' like mini fans, vapes and fairy lights. Much like Fast Fashion, these electrical items are bought cheaply and then often binned quickly.

Binned batteries and electricals containing batteries, like vapes and electric toothbrushes, are causing dangerous fires when crushed in general rubbish and recycling lorries.

This is a growing concern for councils across the UK, putting waste teams and communities at risk.

How we can all tackle our e-waste

Never bin electricals or batteries. Anything with a plug, battery or cable can be recycled - even the batteries and cables themselves.

Donate working electricals to charities or reuse organisations like Freecycle. If you are donating working tech it's important to correctly destroy your data – check out our [**data deletion guide**](#).

Sell items via platforms like eBay, Facebook Marketplace, or Vinted.

Repair electricals that are broken but fixable.

Recycle all electricals that are broken and cannot be fixed.

The Recycle Your Electricals website has a handy **Recycling Locator** with 30,000 drop off points where you can enter your postcode and find your nearest options.

This includes options for repair, donation and recycling. Drop-off points include charities, reuse organisations, shops offering in store recycling, on the street and community bring banks as well as local recycling centres.

Also check to see if you have a kerbside electrical collection. Some local authorities collect electricals from your doorstep.



Why should we act?

Your old electricals aren't just clutter — they're full of potential. If they are binned, the materials in them are lost forever.

For people

Donating working tech can support those most digitally-excluded, helping people get online, apply for jobs, study, or stay connected.

Recycling and repair helps create new jobs and supports a more circular economy.

It's good for your wellbeing too – decluttering feels great, it builds community and inspires the next generation to be more sustainable.

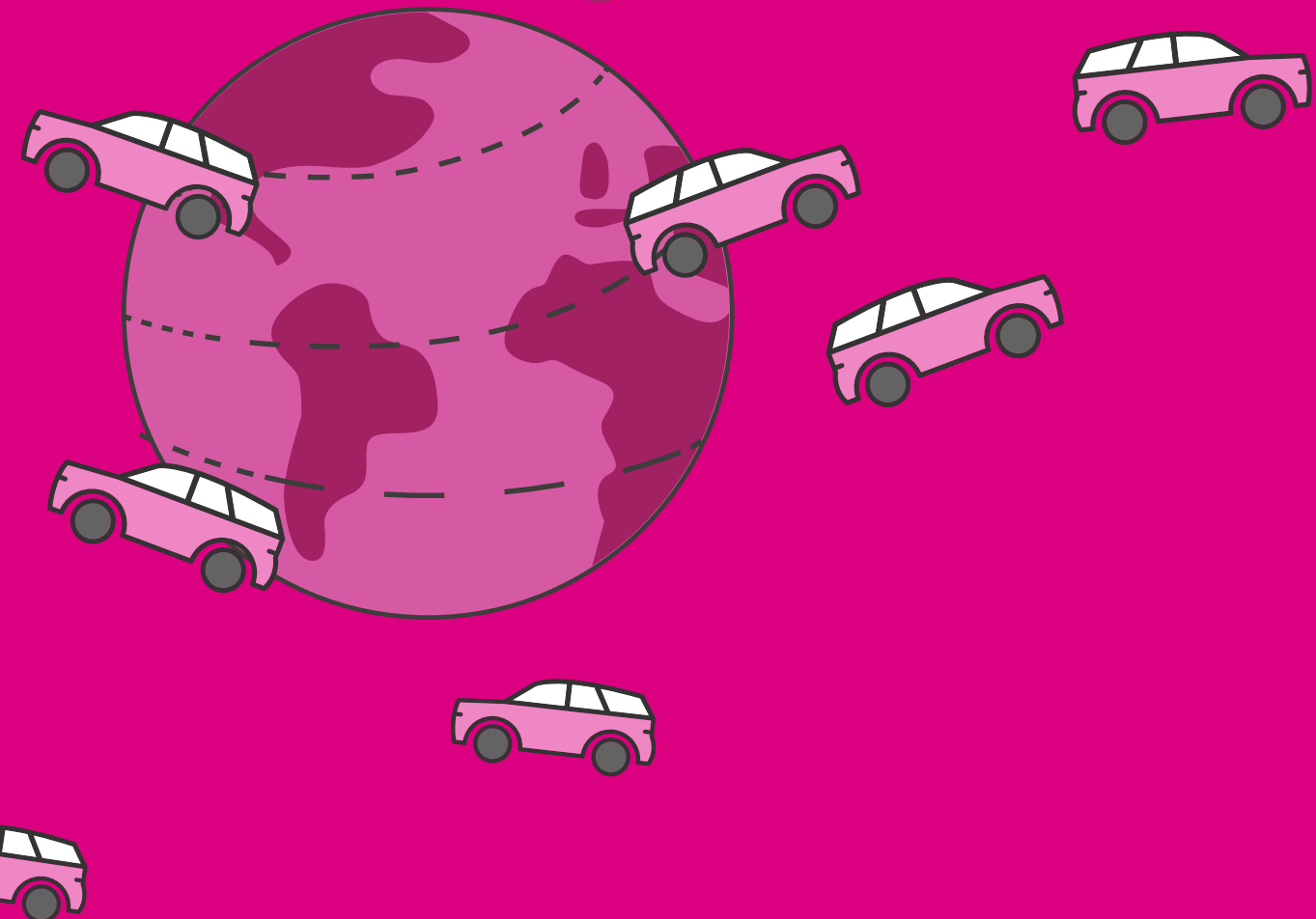
For the planet

The materials in our electricals are essential to meet the demand for the smart and green tech future. What's inside your broken kettle or dusty laptop could go on to become anything from solar panels to life saving medical equipment.

It saves huge amounts of energy and reduces reliance on mining for critical raw materials. For example, recycled copper requires **85% less energy** than mining for new materials.

Recycling our old electricals would cut as much CO₂ as taking

3.8 million
cars off the road



How to get involved

Nearly 80% of people agree recycling electricals is important, but only 46% find it easy. We're here to change that! With your help, we can help residents understand what to do with unwanted and broken electricals locally.

Collect, reuse and recycle

Gather up any broken or unwanted electricals – in drawers or under the bed.

Bag them up and search **Recycle Your Electricals** to find your nearest donation, repair or recycling point.

Once you've dropped off your electricals snap a photo and share your good work.



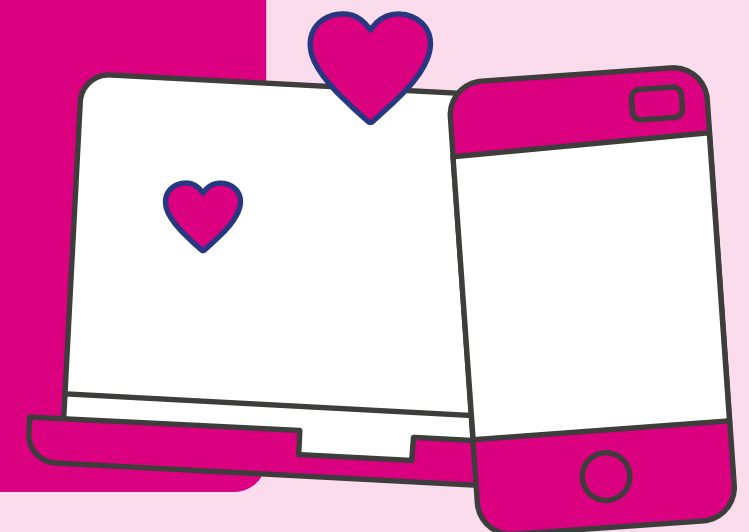
Spread the message

Use your influence and share what you've achieved to encourage others to act.

Share our ready to use assets on your group or personal channels whether that's Whatsapp, Facebook or Instagram.

Use our ready-to-go copy for your newsletter or website.

If you have a community space where you meet, print out our poster and put it up to help spread the message!



How to level up!

Become an e-waste hero

Hosting an **awareness event** is a great way to spread the message, connect with your community, and make a real impact.

Chances are, your neighbours don't realise just how many options there are to reuse, repair or recycle their old electricals locally.

You can help change that.



We'll get you started

Join us for a quick call to gain knowledge and confidence to get people talking about it in your community.

To find out more get in touch
hello@materialfocus.org.uk



Share it with your community

Deliver a presentation to your community members (the presentation has speakers notes)

Join an existing event: Join an existing event in your local market, weekly fair, community centre, place of worship or shopping mall.

Organise your own: Whether it's a stall, drop-in session or just a table in your local village hall, start some friendly conversations with those in your community.

Not sure what to say? Don't worry, you don't need to be an expert. We've created simple talking points to help you feel confident sharing key facts.



For any questions head to our FAQ's

in the toolkit or send us an email.

Who are Recycle Your Electricals?

Recycle Your Electricals is a UK-wide behaviour change campaign, led by the not-for-profit Material Focus. We're encouraging and making it easier for everyone to reuse, repair and recycle their old, unwanted and broken electricals.

To find out more about us:

✉ hello@materialfocus.org.uk

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