

weee connect



the industry alliance promoting
responsible recycling of weee

increasing awareness
reducing landfill
improving revenue

‘Weee Recycle’ Campaign Pack



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Introduction

The 'Weee Recycle' campaign really values your support. This campaign pack has been created to help you to spread the waste electronics recycling message. You can use this pack to plan an efficient, effective household waste electronics recycling campaign.

What is happening

After Christmas and during the New Year period a 30-second waste electronics recycling advert will be aired nationwide to encourage consumers to recycle their small household waste electrical and electronic items (WEEE). This advert will be aired for the first time on Boxing Day (26 December 2011) and will cease showing on 23 January 2012. The advert can be viewed at: www.weeeconnect.co.uk

To coincide with the launch of the WEEE recycling advert, we will need your help and support to promote the importance of recycling waste electronics at a local level.

Why we are running a WEEE recycling campaign

Christmas is a time when a lot of new electronic products are bought as gifts, which often means that old electronic products are no longer wanted. Therefore, we think that just before and straight after Christmas is a great time to remind consumers about, and raise awareness of, the waste electronic recycling facilities that are available to them. In turn, we hope that the campaign will help to prevent consumers from throwing these items into their household waste bins. This recycling awareness campaign should help to ensure that more waste electronic items are recycled and that fewer waste electronic items end up at landfill sites.

Who are Weee connect

Weee connect was founded by the UK's largest WEEE producer compliance schemes, reproprocessors and recycling organisations, who have jointly funded the advert production and television airtime. To see a full list of organisations who have funded or supported this campaign, please visit: www.weeeconnect.co.uk

Get involved

Weee connect are looking for local authorities, community groups, brand owners and businesses to support this campaign to ensure that the waste electronics recycling message is spread across the nation. This guide has been put together to provide information on how your organisation can get involved.



Ways to get involved

There are a number of ways in which organisations can help us to spread the waste electronics recycling message. Listed below are some of our initial ideas to get you started:

Local Authorities

- Keep local residents informed as to how many tonnes of waste electronics they are recycling and say 'thank you' to residents for recycling
- Publicise Christmas / New Year opening times at household waste recycling centres, which should encourage local residents to find their nearest recycling site for unwanted electronic equipment
- Promote your local recycling and reuse centres via adverts in the local paper, flyers and roadshows
- Promote any new small waste electronics (WEEE) bin sites / advertise the fact that you can collect new WEEE streams
- Recycling champions: link up with local media and run waste electronics recycling competitions
- Call to clear out the 'man drawer' via adverts and press releases: cables / leads, forgotten electricals – have a clear out for the New Year to make room for your new electronic gifts
- Promote recycling in schools: put together assembly programmes, recycling competitions, create and distribute promotional giveaways
- Ask local celebrities or partners to help you to launch the campaign - gain interest from local press
- Engage local residents - get them to write into you with their stories about the worst / funniest / most random electrical gift ever received. The winning story could then be published in the community magazine and the author could win a prize

Schools and Community Groups

- Contact a WEEE Producer Compliance Scheme or local accredited reprocessor to find out if you can set up a school waste electronics collection
- Download recycling activity sheets from:
 - www.recyclenow.com/why_recycling_matters/electricals/ or
 - www.recycle-more.co.uk/nav/page567.aspx
- Contact your local authority recycling officer and arrange for them to come into school and talk about the importance of recycling electronics during assembly

Businesses and Brands

- If your business is a member of the WEEE Distributor Take back Scheme (DTS), you can access the 'EEE Retailer Toolkit' and download information and promotional materials to support the 'Weee Recycle' campaign: dts.valpak.co.uk/dts/
- Retailers who are not members of the DTS can download useful resources at: www.recyclenowpartners.org.uk/retail_high_street/download_area/weee_retailer_toolkit/index.rma
- Display the WEEE recycling advert on in store televisions
- Link to the WEEE recycling advert via: social media forums, your company website, e-newsletters
- Display the Recycle Now or recycle-more logo on your company's website, newsletters, point of sale materials
- Add information regarding the campaign to, or embed the WEEE advert within, the green / recycling section of your company's website. The advert embed code is available on YouTube:
 - www.youtube.com/watch?v=76RQq0sEVLU



Resources to support your campaign

Useful Statistics and Facts

There are lots of waste electronics recycling statistics and facts which are available on both the Recycle Now and recycle-more websites:

- www.recyclenow.com/electricals
- www.recycle-more.co.uk/nav/page1766.aspx

Please feel free to use these statistics and facts on your recycling campaign materials. However, please do quote either Recycle Now or recycle-more as the source.

Did you know...

If every household in the UK recycled one electrical or electronic item an estimated 73,500 tonnes could be diverted from landfill, which would save over 65,000 tonnes of CO₂ equivalent emissions; the same impact as avoiding over 9500 round the world flights?

Advice

Encourage people, via posters / flyers etc to go to the Recycle Now postcode locator at www.recyclenow.com where they can find your nearest electronics recycling points. Or encourage them to visit the British Heart Foundation website where they can find out about their furniture and electricals collection network: www.bhf.org.uk/shop/donating-goods.aspx



Communicating with the Press

By letting local press know that you are supporting the 'Weee Recycle' campaign you will not only be raising awareness of the importance of recycling waste electronics, but you will also gain great media coverage that will help to encourage your local community to do their bit.

Example Press Release

Give your unwanted electronics a new home this Christmas

[[NAME OF BUSINESS/SCHOOL/LOCAL AUTHORITY]] is encouraging everyone to recycle or donate their unwanted electronic items during the Christmas and New Year period, which will coincide with a national 'Weee Recycle' campaign. We're expecting Santa to deliver lots of new electronic gadgets and gizmos this Christmas, so why not have a clear out to make way for your new gifts.

The amount of electronic waste that we throw away is increasing by around 5% each year, making it the fastest growing waste stream in the UK. Therefore, the 'Weee Recycle' campaign has been set up to prevent this growth and to ensure that more unwanted or waste electronic items are either reused or recycled.

Last year in the UK we bought over 1.2 million tonnes of new electrical and electronic equipment. That is the equivalent of 150,000 double-decker buses! Only about half of this amount was reused or recycled responsibly. A significant proportion of the remainder ended up in landfill, where lead and toxins contained in these items can cause soil and water contamination. This can have a harmful effect on natural habitats, wildlife and human health.

[[INFORMATION ABOUT AWARENESS ACTIVITIES CARRIED OUT IN LOCAL AREA]]

A waste electronics recycling TV advert has been produced as part of the 'Weee Recycle' campaign, which will be aired to the nation for the first time on **26 December 2011**. The advert aims to raise householder awareness of the need to recycle waste electronics. The organisation that funded the advert, Weee connect, believe that the Christmas period is an ideal time for local businesses and councils to run waste electronics recycling campaigns, as at this time of year many people receive new electronic items as gifts. It's very much a time of out with the old and in with the new.

[[QUOTE FROM BUSINESS/SCHOOL/LOCAL AUTHORITY]]

In [[YEAR]], [[LOCAL AUTHORITY]], via [[THEIR / OUR]] household waste recycling centres, has managed to divert [[FIGURE]] tonnes of waste electronics from landfill. That is the equivalent of about [[FIGURE]] electronic items.

If you would like further information about where you can recycle your unwanted or broken electronic items, please visit [[LOCAL AUTHORITY WEBSITE]] or access the recycling bank locator at www.recyclenow.com

- ENDS -

Notes to Editors

- The 30-second advert has been jointly funded by four reprocessors and five WEEE producer compliance schemes. Non-financial support came from the Waste and Resources Action Programme (WRAP) which includes its 'Recycle Now' branding being used on the film.
- The advert shows how WEEE diverted from landfill is sent for recycling. It seeks to encourage householders not to dispose of old electrical equipment in their residual waste or to put them in a cupboard but to instead take them to their nearest recycling centre. Viewers are told how their waste electronics will then be sent for reprocessing and eventually contribute to new products and advised to use WRAP's Recycle Now site to find their nearest recycling centre.
- The advert is now set to be aired nationwide, for a period of four weeks, from 26th December 2011.
- During 2010, approximately 1/2 million tonnes of waste electronic items went through the official UK collection system
- Visit www.weeeconnect.co.uk or www.recyclenow.com

How to contact your local media

Once you have decided on the story and have written your press release, you are ready to start contacting your local media.

Make a list of local newspapers, radio and TV stations and websites that cover your local area and find out the contact details for their news desks and journalists. There are a few websites that you can use to help you to generate press circulation lists, two of which are as follows:

- www.dwpub.com
- www1.bradinsight.com

Send your press release to your list of contacts and follow up with a phone call to see if they would like to cover your story or even send a photographer or journalist to your event (if you're running one). If they can't attend, make sure that you take your own photographs to send to them after the event.

Photography tips:

- Try to have an idea of possible photographs before an event
- Include people who have taken part in the event. Take a selection of shots - posed group shots as well as 'action' shots of people involved in the event
- Use campaign branded posters, T-shirts etc



Raising Awareness

This section explains how to raise awareness of the importance of recycling waste electronics.

Roadshows

Find a good place to have a roadshow, such as a shopping centre precinct or a supermarket carpark. Roadshows are an excellent way to spread the waste electronics recycling word to the general public, as they provide an opportunity for you to promote recycling competitions, hand out flyers containing details of local household waste recycling facilities and giveaway promotional items which can reinforce the importance of recycling.

Flyers

A good place to start is with a small A5 flyer or postcard with the main campaign goals and a very brief message outlining the importance of recycling waste electronics. It doesn't have to be glossy, but it does need to be clear, eye-catching and not too "busy" – it's a cliché, but less is definitely more.



Hold an Event

Putting on events, demonstrations and school assembly presentations are a great way to get people interested and to raise awareness of the campaign. They also provide local news organisations with good stories (which is the only way you'll get them to write about a campaign). Presentations can be fun, interactive or humorous.

Promotional Giveaways

If you are designing and printing promotional giveaways to support the 'Weee Recycle' campaign and would like to use either the Recycle Now or recycle-more logo, please get in touch. We will be only too happy to forward on the required logo and design guidelines. Please call **08450 682 572** or email:

marketing.requests@valpak.co.uk



Posters and Banners

Place posters in prime locations with high footfall. Posters should contain clear contact numbers and addresses and / or maps of local household waste recycling centres (HWRCs).



Competitions

You could run waste electronics recycling competitions. These could be aimed at schools or geared towards the local community.

School poster competitions tend to go down well, as children can think carefully about the different types of household waste electronic items that can be recycled, plus the recycling message tends to get passed back to the parents via the children. The winning poster could be displayed at, for example, one of the local recycling sites or in bus shelter panels.



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www.weeeconnect.co.uk www.recyclenowpartners.org.uk

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