



# Stopping Battery Fires

## From SaferWEEE to a takeover of the BBC

### June 2024

Scott Butler, Material Focus



# Reducing the risk of battery related waste fires in the UK

- Battery fires in bin lorries and at waste sites in the UK have reached an all time high – over **1,200 battery related waste fires** in the last year, an increase of 71% from 700 in 2022.
- **1.6bn batteries were thrown away** in the last year, over 3,000 a minute – including **over 1.1bn electricals containing hidden lithium-ion batteries**.
- National Fire Chiefs Council says “fires involving lithium-ion batteries are **a disaster waiting to happen**”.
- Battery fires cause **air pollution levels to spike in local areas, breaking WHO limits**, affecting the health of local communities.
- Cost impact of battery waste fires could also be significant – Zurich UK has seen some insurance claims range up to **£20 million**.
- Technology transitions make it inevitable that more electricals containing li-on batteries are being sold and used, and **more are entering the waste stream**.
- But **we can do a lot to reduce the risks**.



# Who are Material Focus?

We are an independent, not-for-profit organisation on a mission to get the UK fixing, selling, donating and recycling all of their old and unwanted electricals. And stop precious resources from being lost forever. We do this through...

## Insights

- Identifying, producing and sharing insightful, timely and impactful research to help fill knowledge gaps to build a better UK e-waste/WEEE system.

## Investments

- Identifying and funding projects which help make it easier for people to reuse and recycle electricals.

## Inspiration

- Creating and delivering communications which help make it feel easier for people to reuse and recycle electricals through our [Recycle Your Electricals](#) campaign.



# Who are Recycle Your Electricals?

*Recycle Your Electricals* is a UK-wide campaign motivating and making it easier for everyone to reuse and recycle unwanted electricals, ensuring we make the most of the valuable materials in them.

We educate people on **what**, **how** and **where** to reuse and recycle old, unwanted electricals.

- **WHAT:** that anything with a plug, battery or cable can be recycled
- **HOW:** by using our [postcode locator](#) - simply put in your postcode and find your nearest drop-off point
- **WHERE:** with over 22k locations on our postcode locator, you can take your old electricals to retailers, local recycling centres, charities or reuse organisations

And don't forget about the Recycle Your Electricals' mascot HypnoCat - a pink, mesmeric cat with a mission to get everyone across the UK recycling their electricals!



# SAFerWEEE - 2019

# SAFerWEEE - Partners



# SAFerWEEE - Background

- A trial aimed at reducing the risk of fire and increasing the value of recoverable material from recyclates.
- Encouraging the public to separate lithium-ion batteries (LIBs) from Small Mixed Waste Electrical and Electronic Equipment (SMW) at Household Waste Recycling Centres (HWRCs).
- LIBs are extensively used in mobile electrical and electronic equipment. If damaged they represent a serious fire hazard.
- If not disposed of properly they pose a significant risk to people and property – particularly during collection and processing of SMW.

# SAFerWEEE - Method

- In the second half of 2019, new communications materials were displayed alongside new collection bins for batteries and battery-containing devices at three HWRCs in Merseyside, UK.
- The signs focused on the importance of separating batteries and battery-containing devices from other SMW, in order to reduce risk of fire.
- Reviewing the waste collected after three months, researchers found the facilities were not being used as intended.
- They therefore modified the communications materials to focus on the need to remove batteries, and withdrew the bins for battery-containing devices.
- The trial ran for a further month and the waste collected was analysed again.

# SAFerWEEE - Locations



# SAFerWEEE - Communications

## BeBatterySavvy



Batteries can burn and fires can kill  
Recycle batteries separately



**NO Batteries in skip**

Please remove all batteries from devices and put them into the Battery Bank



Batteries can burn and fires can kill  
Recycle batteries separately

BeBatterySavvy



# SAFerWEEE - Findings

- The researchers concluded that static signage at the HWRCs alone did not significantly improve practice around recycling of LIBs.
- The interventions had little effect on the quantity of batteries collected – although historic data for comparison was limited.
- The communications campaign alone did not lead to a reduction in the number of batteries disposed of in SMW.
- Users did not grasp the concept of separating battery-containing devices. Researchers attributed this, in part, to the limited time people are willing to spend at the site.
- A longer trial period of 12-24 months would be needed to generate more robust data.



# SAFerWEEE - Recommendations

- Clear communications to encourage users to separate lithium-ion batteries before visiting HWRCs.
- Positioning SMW and battery bins next to each other to make it easier for users to recycle batteries while disposing of WEEE.
- Formal training for HWRC staff, and locating containers where it would be easier for staff to direct the public to use the correct bins.
- Use of signs next to collecting bins, highlighting the fire risk and telling users to recycle batteries separately.

# Batteries Market Research - 2021

- To understand attitudes and behaviours to disposing of used batteries and electricals containing them
- To explore how to best influence people to recycle batteries correctly, to reduce the risk of fires

# What have we learnt about 'binners'?

- Most (81%) say they don't know what to do with old batteries
- Only 10% aware of battery fire risk, and that they can use their local HWRC to recycle batteries
- Respondents who knew about battery fires much less likely to bin
- More likely to be younger and female, particularly for loose batteries
  - 1 in 3 have binned loose batteries;
  - 1 in 4 have binned embedded batteries
- Less environmentally aware
  - recycling too much effort, waste of time, less likely to be anti-waste

# Fire framing is critical to getting cut through

- Awareness of fire danger very low - and quite alarming for all respondents
  - Particularly for embedded batteries (45% unaware of fire risk of binning)
  - immediately made people less inclined to put batteries in the bin
- Risk assumed to be small, but credible with qualification
  - arises from crushing during collection and sorting
  - hundreds of fires happening every year
  - photographic/ video evidence
- Awareness of hidden batteries inside common electricals new news to many
  - eg. electric toothbrushes, e-cigs etc
- Need concrete instructions about what not/ to do, why, how
  - Never bin hidden or loose batteries
  - They get crushed and damaged in bin lorries and cause (hundreds of) fires
  - Recycle them separately from your household waste and recycling
  - Search '*Recycle Your Electricals*' [or pop into your local supermarket, recycling centre etc]

# Motivating and making it feel easier to act

## Hope

Save precious and finite materials  
Avoid waste

## Fear

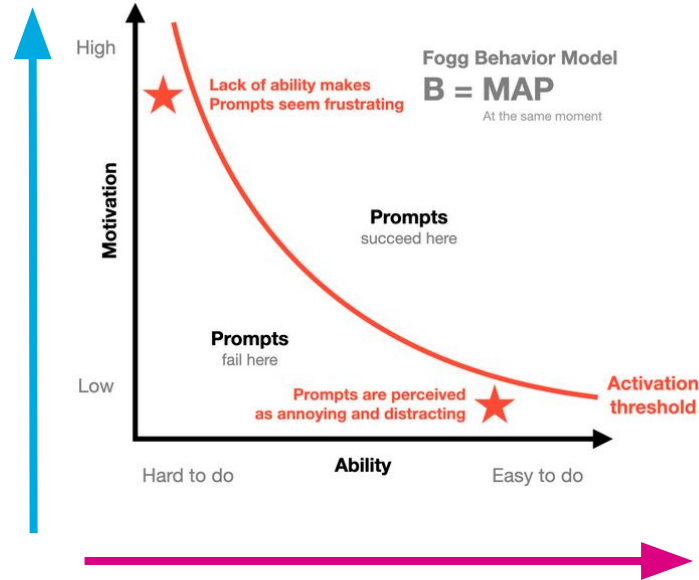
Avoid causing a battery fires

## Feel good

Tick something off the list  
Free up space in your home  
It's the right thing to do

## Belonging

Be part of the herd  
Join the masses already acting  
Feel socially accepted



## Mental ease

Simplify, reduce friction  
Show it's normal  
Highlight drop off points

## Physical ease

Expand local drop off network  
Accessible drop off points

# Never Bin Hidden Batteries - 2022

# 2022 campaign facts and figures

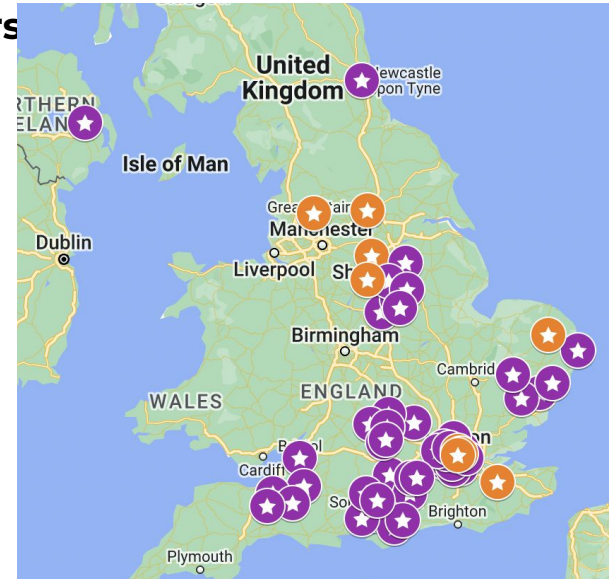
- 45% of householders are unaware of the fire risk if they don't safely dispose of batteries hidden inside electricals
- New campaign launched "Stop Battery Fires" to raise householders awareness of how to safely recycle their batteries and electricals
- Battery fires can endanger the public and waste truck operators by causing fires on streets, and waste centres across the UK and costing local councils millions of pounds.
- Three and half times more fires caused by batteries in the waste stream than previously reported, highlighting the significance of the issue.
- 90% of local authorities say that fires caused by batteries are an increasing problem.
- Research conducted by Material Focus amongst local authorities across the UK has identified that over 700 fires in waste trucks and sites were caused by batteries that haven't been removed from electricals.





# 2022 campaign activity

- Target: **18 - 34 years old environmentally agnostic binners**
- July/August 2022
- Unaware of dangers binned batteries cause
- National and localised multi-media campaign across PR, social media and advertising including radio, Youtube, billboards advertisements
- Over **70 local authority partners**
- Personalised campaigns in **25 cities** across the UK



**Local authority campaign support  
across the UK**

# PR coverage highlights



**BBC**  
GB | Dec 1, 12:13

Aberdeen recycling fire: People urged not to throw away batteries

174.7m Reach



**BBC**  
GB | Dec 1, 12:09

Batteries linked to hundreds of waste fires

174.7m Reach



**Daily Mail**  
GB | Dec 1, 10:50

Why you should ALWAYS dispose of your batteries safely: Discarded electricals...

78.6m Reach



**Manchester Evening News**  
GB | Dec 6, 1:54

More than 700 fires in waste trucks and sites caused by batteries thrown away

21.5m Reach



**Aberdeen Live - Live**  
GB | Dec 28, 3:39

Concerns raised over battery fires following Aberdeen recycling plant blaze

174.6k Reach



**Liverpool Echo**  
GB | Dec 6, 1:54

More than 700 fires in waste trucks and sites caused by batteries thrown away

14.2m Reach



**WalesOnline**  
GB | Dec 6, 1:54

More than 700 fires in waste trucks and sites caused by batteries thrown away

12.6m Reach



**MyLondon**  
GB | Dec 6, 1:54

More than 700 fires in waste trucks and sites caused by batteries thrown away

4.8m Reach



**BusinessGreen**  
GB | Dec 1, 10:59

Over 700 bin fires blamed on discarded batteries

53.3k Reach



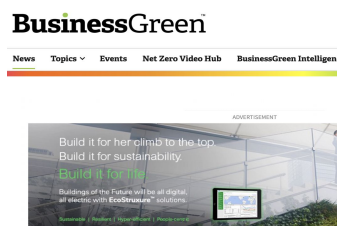
**London Post**  
GB | Dec 22, 12:52

NEW rules are "urgently required" to prevent households in London...

45.1k Reach



**Why you should ALWAYS dispose of your batteries safely: Discarded electricals were responsible for more than 700 FIRES in bin lorries and recycling centres in the UK this year, report warns**



**Over 700 bin fires blamed on discarded batteries**

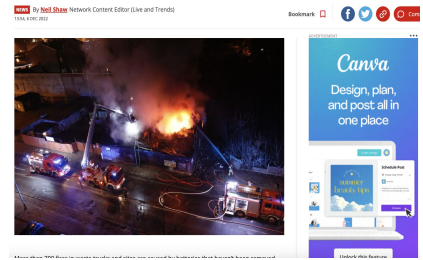


**Aberdeen recycling fire: People urged not to throw away batteries**



**More than 700 fires in waste trucks and sites caused by batteries thrown away**

A new campaign highlights the danger of not disposing of electrical appliances properly





# Instagram & Facebook



hampshirerecycles

Follow



surrey\_ep

Follow



11 likes

hampshirerecycles Did you know hidden... more



5 likes

surrey\_ep Did you know hidden batteries in electricals can start fires when crushed in recycling and bin lorries? There are batteries hidden in more items than you think! Find out how you can dispose of your batteries safely by visiting our search tool - Link in bio. #RecycleYourElectricals #SurreyRecycles

1 day ago



Broadland District Council · Follow



1 d · 🌐

Did you know hidden batteries in electricals can start fires when crushed in recycling and bin lorries? There are batteries hidden in more items th... See more



👍 7

1 comment



# Twitter



East Dun Council  
@EDCouncil

We are supporting the [@recycleelectric](#) campaign to remind people to dispose of batteries correctly. You can recycle batteries at our Mavis Valley Recycling Centre as well as many local shops.

**Broadcast Revolution** @broadcastrevo · Jul 20

.@recycleelectric found that over 600 fires in waste trucks & sites were caused by batteries that weren't removed from electricals in the last year.

The non-profit spoke to media about the impact of incorrect #recycling on #climate action procedures.

📍 : [bit.ly/3cvFDK9](https://bit.ly/3cvFDK9)



<https://twitter.com/EDCouncil/status/1550511155315183616>



SouthamptonCC  
@SouthamptonCC

Did you know that anything with a plug, battery or cable can be recycled? Find out what you can do with your old electricals, and where your nearest recycling point is at [soton.cc/electricals](https://soton.cc/electricals). #RecycleRight @recycleelectric



[recycleyourelectricals.org.uk](https://recycleyourelectricals.org.uk)

Recycle Your Electricals - WEEE Recycling - Material Focus

Recycle Your Electricals. Anything with a plug, battery or cable can be recycled. Use our recycling locator to find you...

1:08 PM · Jul 4, 2022 · Twitter Web App

<https://twitter.com/SouthamptonCC/status/1543929831615827971>



Moray Council  
@MorayCouncil

📌 We should be recycling batteries separately from household rubbish.

Find out where you can recycle batteries in Moray here: [recycleyourelectricals.org.uk](https://recycleyourelectricals.org.uk)

📌 **Recycle Your Electricals** @recycleelectric · Jul 6

Did you know hidden batteries in electricals cause hundreds of fires across the UK when crushed in recycling centres & bin lorries?

Never bin hidden batteries. Always recycle them separately from your household rubbish or recycling.

Find out more - [bit.ly/3OSuroL](https://bit.ly/3OSuroL).



<https://twitter.com/MorayCouncil/status/1550024400765861889>

# Twitter



Nottinghamshire County Co... ✓ · 39m ...

🔋🔥 | **Batteries** in electrical items can start fires when crushed in recycling & **bin lorries**

😬  
**Batteries** are hidden in more items than you think! Find local **battery** & electrical drop off points 📍

[orlo.uk/RecycleElectri...](https://orlo.uk/RecycleElectri...)

♻️ #RecycleYourElectricals #NottsRecycles



West Lancashire Borough Cou... ✓ · 4h ...

Did you know- everything with a plug, **battery** or cable must be recycled separately 🔌

#RecycleYourElectricals properly and keep them out of your waste & recycling **bins**.

Visit @recycleelectric and enter your postcode > [bit.ly/3yzrh3L](https://bit.ly/3yzrh3L)



broadlanddc @BroadlandDC · 2d ...

Did you know hidden **batteries** in electricals can start fires when crushed in recycling and **bin lorries**? There are **batteries** hidden in more items than you think!

Visit Recycle Your Electricals to find your local **battery** and electrical drop off point - [ow.ly/aymq50JKBg7](https://ow.ly/aymq50JKBg7)



# 2022 campaign results

- 28.23m people reached with ads
- **242 pieces of broadcast** and **66 editorial media** coverage across the UK & potential editorial reach of 922,953,392
- **Over 90%** of people who recalled the ads said it **improved their understanding** of how to recycle batteries and electricals:
  - **43%** say it's made them reconsider what they do with their old batteries and electricals
  - **32%** claim to have either started recycling, or recycle more of their old electricals
- 98,000 new visitors during core campaign period
- +20% visitors to drop off points having seen ads

# Stop Battery Fires - 2023



# 2023 campaign activity

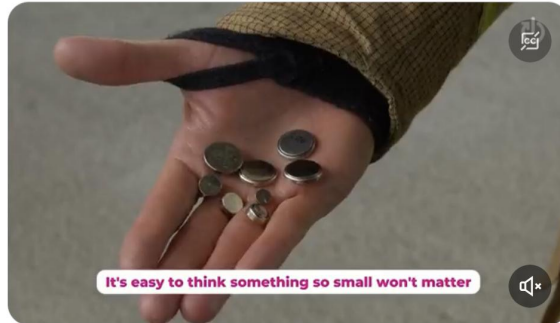
- Partnership with the **National Fire Chiefs Council (NFCC)**
- Creating a video with the NFCC, featuring a story of an impacted recycling lorry driver and the Waste Fires Lead expressing the **dangers of binning batteries and electricals**
- Updated local authority **toolkit**, which was shared across the UK



# Examples Local Authority Support - Retweets

↻ North Northamptonshire Council Retweeted  
 **National Fire Chiefs Council** @NFC... · 2d ...  
700 fires in the last year were caused by batteries being thrown in with household rubbish and recycling.

Share this video and use [@recycleelectric](#)'s postcode locator to find battery and electrical recycling points: [bit.ly/3XLPrm](https://bit.ly/3XLPrm)



2 50 40 15.4K

↻ Penzance Community Fire Station Retweeted  
 **National Fire Chiefs Council** @NFC... · 2d ...  
700 fires in the last year were caused by batteries being thrown in with household rubbish and recycling.


Share this video and use [@recycleelectric](#)'s postcode locator to find battery and electrical recycling points: [bit.ly/3XLPrm](https://bit.ly/3XLPrm)



2 50 40 15.4K

# Examples Local Authority Support - Retweets

↳ Swansea Recycles ♻️ Retweeted

 **Recycle Your Electricals** @recycleel... · 7h ...

Repeat after me. Never bin batteries - always recycle them separately from your household rubbish and recycling.

Binned batteries can cause fires when crushed in bin lorries.

Use our locator to find your local recycling points:  
[bit.ly/3JldTQ4](https://bit.ly/3JldTQ4)



↳ Cambridge City Council Retweeted

 **National Fire Chiefs Council** · 13/07/2023 ...

Never chuck loose batteries or small electricals in your rubbish; those small batteries could cause huge fires when crushed.

Always recycle batteries separately. Use [@recycleelectric](https://www.recycleelectric.co.uk) postcode locator for recycling points: [bit.ly/43jMevD](https://bit.ly/43jMevD) [bit.ly/3NFXtZR](https://bit.ly/3NFXtZR)



  28  27  8,524 

↳ Gravesham Council Retweeted

 **Recycle Your Electricals** @r... · 11/07/2023 ...

⚠️ 700 fires in the last year were caused by batteries being thrown in with household rubbish and recycling. Share this video and use our comms toolkit to help reduce battery fires in your area.

[bit.ly/3XGWUDA](https://bit.ly/3XGWUDA) @NFCC\_FireChiefs



  4  4  586 

# Battery posters for HWRCs



# Stop Battery Fires - 2024

# Overall Campaign Activity

**National Fire  
Chiefs Council**

**Fire Service  
case studies**

**Template press  
release**

**Consumer  
research**

**Local resident  
case studies**

**Zurich  
Insurance**

**Imperial  
College  
London  
research**

**Local  
Authority  
case studies**

**Campaign  
video**

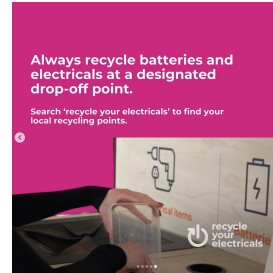
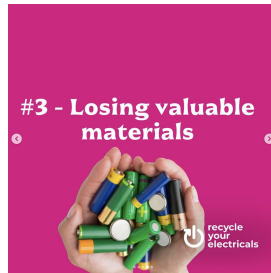
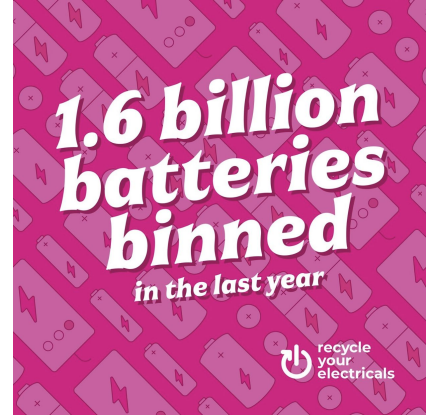
**Broadcast  
day**



# Battery content



**Mark Andrews**  
National Fire Chiefs Council Waste Fires Lead



# Print & online coverage

416

Pieces of media coverage

376m+

Total Reach

## The Guardian

UK public warned after huge rise in fires caused by binned batteries

Fire chief says incorrect disposal of devices powered by lithium-ion batteries are 'disaster waiting to happen'



## INDEPENDENT

Battery fires from discarded electronics on the rise, study warns

Recycling campaigners have urged the public to properly recycle their old electronic devices.

Martyn Landi • Friday 10 May 2024 00:01 BST





# Broadcast coverage

202

Pieces of coverage

164m+

Total Reach



[Link](#)



# Local Authority support

## 77 Survey Responses

- 77/ 382 completed survey
- 50/53 reported increase in fires
- 1,200 battery related fires over past year

## 116 LAs Involved

- completing the survey
- sharing images/ footage
- providing quotes
- case studies
- resharing our stats, research and assets

## 28 New LA's

- 28/115 new partners proving benefit of audience led (LA in this case) insights

# New assets to help reduce contamination



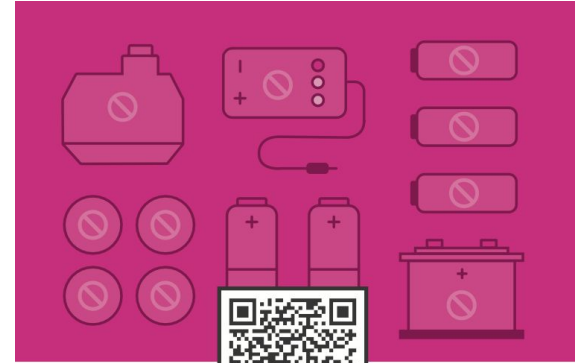
## NO vapes, NO light bulbs & NO loose batteries please

Scan the QR code to find your nearest recycling drop off points for the items not accepted



## No vapes here

Nearest vape recycling drop off point:



## No loose batteries here

Scan the QR code to find your nearest  
battery recycling drop off point please



## No loose batteries here

Scan the QR code to find your nearest battery  
recycling drop off point please



## No vapes here

Scan the QR code to find your nearest  
vape recycling drop off point please



# Social media examples

↳ Greater Cambridge Recycles reposted



**Recycle Your Electricals** @recycleel... · 5h ...

⚠️ Don't let your old batteries go up in smoke



Binned batteries and electricals are causing dangerous fires in bin lorries and at recycling centres.

Read our research on how battery fires are on the rise: [ow.ly/sqn850RBbgs+](https://ow.ly/sqn850RBbgs+)



**NS Recycling & Waste** @ns\_recycli... · 21m ...

Please #RecycleYourBatteries

- Either put them in a loosely tied bag and place in your kerbside box
- Or take them to a super market collection point

Vapes have batteries too and can be recycled

check our website for more detail: [n-somerset.gov.uk/recycling](https://n-somerset.gov.uk/recycling)

↳ **Recycle Your Electricals** @recyc... · 5h

⚠️ Don't let your old batteries go up in smoke ⚠️

Binned batteries and electricals are causing dangerous fires in bin lorries and at recycling centres.

Read our research on how battery fires are on the rise: [ow.ly/sqn850RBbgs+](https://ow.ly/sqn850RBbgs+)



**Surrey Environment Partnership** @... · 5h ...

📣 Protect Surrey's crews, don't bin your batteries!

↳ **Recycle Your Electricals** @recyc... · 5h

⚠️ Don't let your old batteries go up in smoke ⚠️

Binned batteries and electricals are causing dangerous fires in bin lorries and at recycling centres.

Read our research on how battery fires are on the rise: [ow.ly/sqn850RBbgs+](https://ow.ly/sqn850RBbgs+)



# Social media examples



Recycle for Greater Manche...

@recycle4gm

Follow

Binned batteries can cause fires when crushed in bin lorries. So remember - never bin batteries!

⚠ Always recycle batteries separately.

Use @recycleyouelectric's locator to find local recycling points: [bit.ly/3UtvzF1](https://bit.ly/3UtvzF1)



Derby City Council

@DerbyCC

Follow

🔋 Batteries don't belong in bins!

Did you know hidden batteries can start fires when crushed in recycling and bin lorries? Make sure that you recycle them separately. ♻

Find your closest battery recycling point: [orlo.uk/IJpw8](https://orlo.uk/IJpw8)

@recycleelectric



Go Recycle Right

@GoRecycleRight

Follow

#Batteries cause hundreds of fires every year in Recycling Centres, as well as bins and recycling lorries.

The only way to prevent fires and keep crews safe is to recycle old electricals!

Visit [recycleyourelectricals.org.uk](https://recycleyourelectricals.org.uk) to find out where to drop off your electricals & batteries.





# Retailer partnerships - consumer communications



## Social Media Posts

Such as LinkedIn post in screenshot

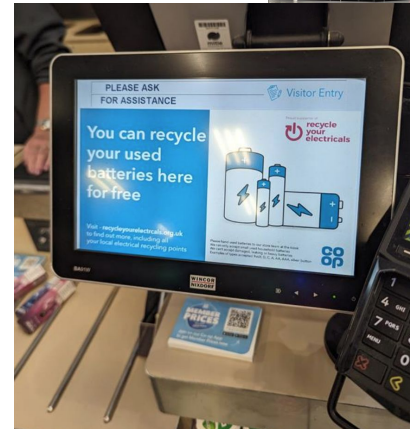
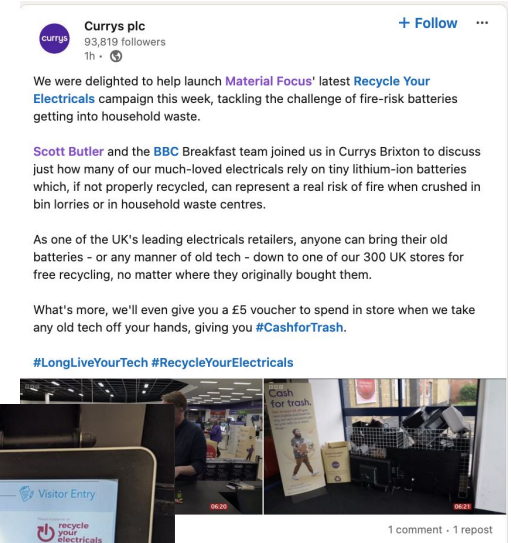
## Filming for BBC

Successful day filming in Currys Brixton store for the BBC piece



## Digital Till Screens

Digital poster using our copy/logo was placed on till screens in all **2,400 stores for 2 Weeks** - 22.5.24-4.6.24 and an in-store radio piece too was created to discussing campaign



# Retailer partnerships - internal communications



Colleague communications – all Currys colleagues (25k) were briefed on this campaign, to push it with their customers over several weeks. It was shared on their internal comms channels several times. For example, post from 8.5.24 shown on the right...



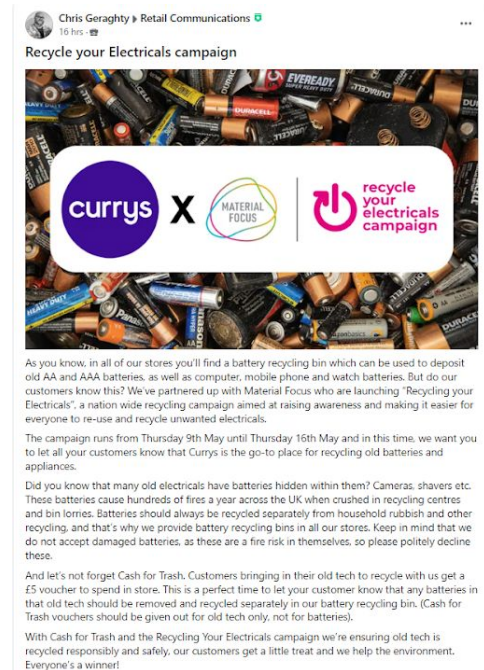
Content from our campaign deck was shared across their intranet - over 11.5k staff



Regarding battery info/toolkit - it was provided to L&D team and was signposted to on the JLP Learning and Development portal (intranet) - 80k staff potentially



Contact said info about this campaign would be sent out to their 60k staff members



# PR results



**618**  
Total pieces of  
coverage



**540,132,102**  
Total reach



**416**  
Pieces of print /online  
coverage



**202**  
Pieces of  
broadcast  
coverage



# Stop Battery Fires coverage breakdown

National  
8

The Guardian

INDEPENDENT

Daily Mail

Evening Standard

Regional  
352

Glasgow Times

The Northern Echo

The Argus

Eastern Daily Press

Broadcast  
202

BBC BREAKFAST

BBC RADIO 2

BBC RADIO 4

itv  
MERIDIAN

Trade  
11

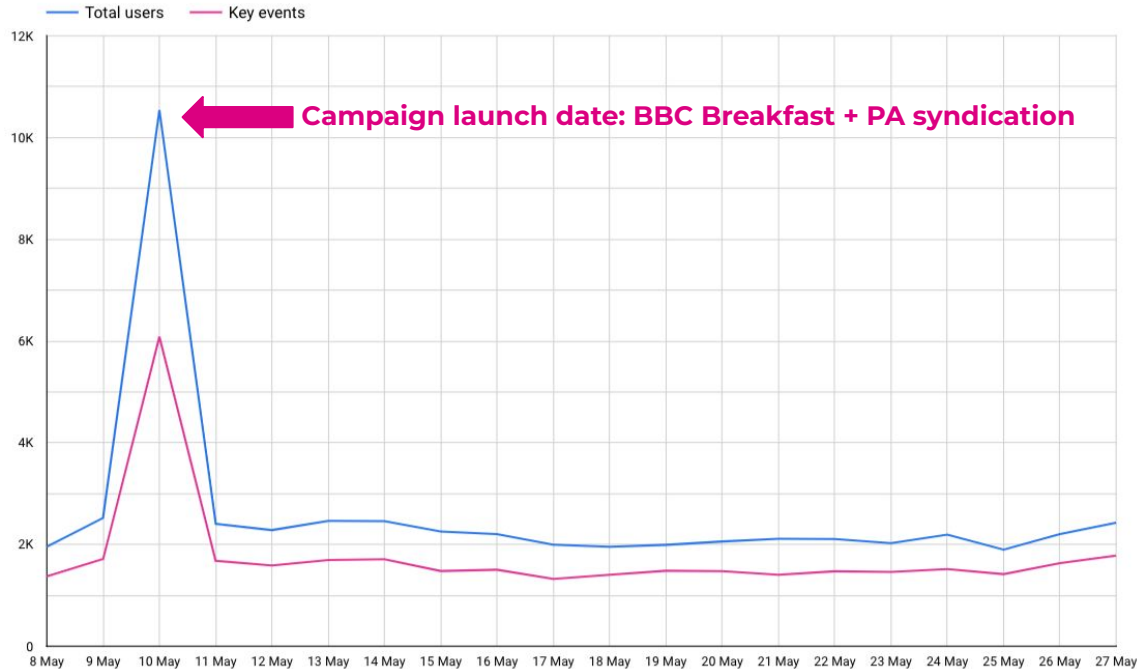
BusinessGreen

mrw

letsrecycle.com

Circular.  
FOR RESOURCE AND WASTE PROFESSIONALS

# Web traffic during campaign period



**New Users:** 47,488  
**Uses of the Locator:** 35,205  
**Conversion rate:** 61.6%

Users increased by 18%  
and new users by 21%  
May vs April

# Reducing the risk of battery-related waste fires in the UK

- Battery fires in bin lorries and at waste sites in the UK have reached an all time high – over 1,200 in the last year, an increase of 71% from 700 in 2022.
- 1.6bn batteries were thrown away in the last year, over 3,000 a minute – including over 1.1bn electricals containing hidden lithium-ion batteries.
- National Fire Chiefs Council says “fires involving lithium-ion batteries are a disaster waiting to happen”.
- Battery fires cause air pollution levels to spike in local areas, breaking WHO limits, affecting the health of local communities.
- Cost impact of battery waste fires could also be significant – Zurich UK has seen some insurance claims range up to £20 million.
- Technology transitions make it inevitable that more electricals containing li-on batteries are being sold and used, and more are entering the waste stream.
- But we can do a lot to reduce the risks.

# Stop battery fires key takeaways

**Understand  
your audience**

**Be clear**

**Be consistent**

**Collaborate**

**Be creative  
and be  
engaging**

**Be real**

**Use the  
channels**

**Be timely and  
responsive**

**Measure,  
learn and  
adapt**

# Stop battery fires key takeaways

- **Understand your audience:**
  - Know who your audience is, what they care about and where they get information.
  - Tailor messages to specific segments and locations to increase relevance and impact.
- **Be clear:**
  - Develop a clear and concise core message that sums up the campaign's purpose.
  - Avoid using acronyms and technical terms like WEEE.
  - Speak to the people on the street or in the cafés who are hearing about these issues for the very first time.
- **Be consistent:**
  - Make sure that all communications across different platforms and channels are consistent to reinforce the key messages.

# Stop battery fires key takeaways

- **Collaborate:**
  - Work with experts, trusted voices, influencers, media and other stakeholders to get more reach.
  - Good partnerships are mutually beneficial and line up with the campaign's goals.
- **Be creative and be engaging:**
  - Use creative approaches to stand out in a crowded media landscape.
  - Be bold and brave, try new tactics and adjust based on what works.
  - Craft stories that hit the spot with your audience.
- **Be real:**
  - Be genuine to build trust and credibility.

# Stop battery fires key takeaways

- **Use the channels:**
  - Use a mix of traditional and digital media to reach a broader audience and have the messages across different channels support and amplify each other.
- **Be timely and responsive:**
  - Launch campaigns at times when they are most likely to gain attention.
  - Be agile and respond quickly to feedback and emerging trends.
- **Measure, learn and adapt:**
  - Have clear, measurable objectives before launching the campaign.
  - Track performance metrics and use analysis and feedback to continuously improve the campaign.

# Contact

The Recycle Your Electricals campaign is led by Material Focus.

Material Focus is a not-for-profit organisation - our vision is of a world where materials are never wasted.

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[hello@materialfocus.org.uk](mailto:hello@materialfocus.org.uk)



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