



OPSS/ BEIS approved retailer-take back communications toolkit

25 November 2020

Toolkit created by **Material Focus**, the people leading the **Recycle Your Electricals Campaign**

Approved by **The Office for Product Safety and Standards (OPSS)**,
part of **The Department of Business, Energy and Industrial Strategy (BEIS)**



Background

From January 2021, all large physical **electrical and electronic retailers*** (band A and B) will be obliged to accept consumers' old electricals in store for recycling. We've worked with BEIS to develop this toolkit of communications to help ensure consistency across all consumer communications relating to retailer take-back.

- Minimum requirement - retailers will need to **accept old electricals that they sell on a like-for-like basis**, meaning if you buy a charger from your local electrical retailer then you can drop off your old one there
- For some electrical and electronic retailers - they will go over and above the basic requirements and will accept more eg. Currys already **accept any old electricals at any store**, regardless of whether you bought a new electrical item there
- Brands with multi-site stores selling a variety of different products may need to communicate differently in different stores, and should ensure that store staff advise consumers, that larger goods can only be returned to specific stores.

**Current band C members of the DTS and online retailers without physical, retail premises will be required to offer take back from January 2022*



Why should you promote retailer take-back?

- In order to comply..

But also

- this is a chance for your brands to **demonstrate commitment** to helping your customers reduce their environmental impact - and be genuinely **socially useful**
- not just **doing it because legislation has forced you to**
- **The way you communicate** and implement retailer take-back will strongly influence these perceptions



Minimum requirement for retailer take-back communications

We've worked with OPSS/ BEIS to develop this Communications toolkit to help ensure consistency across all consumer communications relating to retailer take-back. In the toolkit you'll find **key editable assets** that you can adapt to your own retailer branding.

We have included the following in the toolkit to ensure your comms comply with the regulations

- Strut card at till, or in-store poster - editable
- Point of sale - ideally BEIS have asked for communication at the points in the store where you sell electricals
- Website content - to explain more about WEEE regulations and advise customer on options
- The Recycle Your Electricals brand guidelines
- Proud supporter of Recycle Your Electricals campaign logo - as a png, eps
- QR code - directing people to the Recycle Your Electricals homepage

We have also included the following optional items in the toolkit

- Window decals - 'proud supporter' / 'recycle here'
- Till prompt
- Packaging options
- Online point of sale messaging
- Staff training - key points



Strut card or poster at the till [A5, A4, A3 templates]

1-1 retailers (like for like)

Buying a new electrical item from us? We'll recycle the one you're replacing for free. Everything with a plug, battery or cable can be recycled and turned into something new [alt: into anything from children's playgrounds to life saving equipment]

Simply bring the old electrical item in within 28 days, show us the receipt for its replacement and we'll do the rest.

- Proud supporter RYE logo/ retailer logo.
- Disclaimer: Like for like items accepted. We reserve the right to refuse an item that's too heavy to be picked up by one person or for health and hygiene reasons
- QR code: To find out more, scan here, or visit www.xxxxxxx.xxx



Strut card or poster at the till

[A5, A4, A3 templates]



INSERT
LOGO

Buying a new electrical item from us? We'll recycle the one you're replacing for free*

Everything with a plug, battery or cable can be recycled and turned into something useful.

Simply bring the old electrical item in within 28 days, show us the receipt for its replacement and we'll do the rest.



To find out more,
scan here,
or visit
XXXX.XXXX.XXXX

Proud supporter



Disclaimer: We reserve the right to refuse an item that's too heavy to be picked up by one person or for health and hygiene reasons. * Like-for-like items accepted



Strut card or poster at the till [A5, A4, A3 templates]

Take-back everything (eg. Currys)

If you have old unwanted electricals, we'll happily recycle them for you for free. Everything with a plug, battery or cable can be recycled and turned into something new [alt: into anything from children's playgrounds to life saving equipment]

- Proud supporter RYE logo/ retailer logo.
- Disclaimer: We reserve the right to refuse an item that's too heavy to be picked up by one person or for health and hygiene reasons
- QR code: To find out more, scan here, or visit www.xxxxxxx.xxx



Strut card or poster at the till

[A5, A4, A3 templates]



INSERT
LOGO

**If you have old
unwanted electricals,
we'll happily recycle
them for you for free.**

Everything with a plug,
battery or cable can be
recycled and turned into
something useful.



To find out more,
scan here,
or visit
XXXX.XXXX.XXXX

Proud supporter



**recycle
your
electricals
campaign**

Disclaimer: We reserve the right to refuse an item that's too heavy to be picked up
by one person or for health and hygiene reasons.



On shelf, point of sale communications - format can vary

Don't forget to recycle your old electricals when you buy something new

Longer copy option

Everything with a plug, battery or cable can be recycled and turned into something new



Point of Sale comms - format can vary



INSERT
LOGO

Don't forget to recycle your old electricals



To find out more,
scan here, or go to
our website XXXXX

Proud supporter



Website copy - minimum requirement

- Buying a new electrical or electronic item from us? We'll recycle the one you're replacing for free. Simply bring the old electrical item in within 28 days, show us the receipt for its replacement and we'll do the rest.
- You can also find local recycling points for your old electricals [here](#) [Recycle Your Electricals campaign logo + link to <https://www.recycleyourelectricals.org.uk/electrical-recycling-locator/>]



Why recycle?

- Recycling and reusing unwanted electrical or electronics can help save the planet, boost the economy and improve lives. Not only that, electrical and electronic equipment (EEE) contains materials, parts and substances which can be dangerous to the environment and harmful to human health if not disposed of correctly.
- Electrical and electronic equipment is now the fastest growing waste stream in the UK and across the world.
- Discover the impact of reusing and recycling your electricals here [Recycle Your Electricals campaign](#) (logo + link to website www.recycleyourelectricals.org.uk).

What can I recycle?

- Anything with a plug, battery or cable can be recycled or reused! The materials from recycled electricals can be used in everything from children's playgrounds to lifesaving equipment, while donated tech can help bridge the digital divide.
- You'll find this symbol on all your electrical items. It is a reminder to recycle your old electricals, rather than binning them. [crossed out wheelie bin symbol].



Website copy - minimum requirement (cont..)

Reducing waste electricals

- As part of our commitment to reducing the amount of unwanted electrical waste being incinerated or sent to landfill sites, we'll recycle your old electricals free of charge when you buy new ones. Together we can stop precious resources from being lost forever, save lives and help protect the planet.
- Every year, we collect, reuse and recycle thousands of tonnes of old electrical and electronic equipment..
- We take all your old electricals to a recycling plant for processing and separate into individual materials, so they can be turned into new, more useful things. Watch this film about how your old electricals are recycled.
- Waste Electrical and Electronic Equipment (WEEE) is regulated by the UK Government. Find out more [here](#).
- We're proud to be working with the national Recycle Your Electricals campaign.

Links: <https://www.gov.uk/guidance/regulations-waste-electrical-and-electronic-equipment>



Window decal

1-1 retailers (eg. like-for-like)

Proud supporter of the Recycle Your Electricals campaign

Take-back everything (eg. Currys)

Recycle your electricals (logo) [HERE](#)



Window decal [also available as A7]

1-1 (A)



Take-Back (A)



Window decal [also available as A7]



Packaging



Packaging



Other communications to consider

Till prompt

- If you're replacing an old electrical item, we can recycle your old one for free

Receipt reminder

- Buying a new electrical item from us? We'll recycle the one you're replacing for free

Drop off point signage

- Drop off your unwanted electricals for recycling here

Online point of sale message

- Thanks for buying from X, remember, if you're replacing an old electrical, we can recycle your old one for free.



Staff training - key points

- **Electrical recycling story**
 - Discarded waste electricals is the fastest growing waste stream in the world
 - Everything with a plug, battery, cable can be recycled and turned into anything from children's playgrounds to life saving equipment
 - If you're replacing old electricals, don't forget to recycle the old one; if it's still working you can donate it
 - Reuse and recycling locator online - search 'recycle your electricals'
 - As part of our commitment to reducing the amount of unwanted electricals being incinerated or sent to landfill sites, we'll recycle your old electricals free of charge/ when you buy a new one from us (like-for-like)
- **Explanation of RYE campaign**
 - We are developing an overview of the campaign to share with you. www.recycleyourelectricals.org.uk
- **Like for like explanation**
 - Buying a new electrical item from us? We'll recycle the one you're replacing for free. Simply bring the old electrical item in within 28 days, show us the receipt for its replacement and we'll do the rest.
- **Focal point in store to drop off**
 - You can drop off your old electricals at eg. our customer service desk
- **Health and safety considerations**
 - Discuss options for if it's too heavy to be picked up by one person
 - Discuss options/ grounds for refusal for health and hygiene reasons



For more info on retailer responsibilities
<https://www.gov.uk/electricalwaste-producer-supplier-responsibilities>
or contact
weee.safetyandstandards@beis.gov.uk



Please email us to request the toolkit
info@materialfocus.org.uk

