

Hello hooomans - I am Hypnocat, and it is my mission to puuuur-suade you to recycle your electricals.

Most of us have a "**drawer of doom**" – full of old chargers, cables and broken electricals we no longer use. On average, each UK household has 15 cables stashed away. But did you know every one of these cables contains valuable, critical and finite materials like **copper**?

Copper is essential for phones, transport, clean energy and medical equipment. It's 100% recyclable, AND recycling it uses up to 85% less energy than mining new copper – a win for the planet! And with copper becoming more scarce, demand soaring, and the detrimental environmental and social impacts of mining for raw materials – how can we all help? The solution is surprisingly simple; **harness what we already have**.



Enter **The Great Cable Challenge**! To mark International E-Waste Day, we are again challenging the UK to tackle the millions of cables and other electricals sitting idle in our homes, to save the copper from going to waste!

So bag up your old cables – or any old electricals in your ‘drawer of doom’! – ready to recycle this October. Not sure where to start? Check out our handy **Cable Guide** for more information!



Why are we talking about cables?

And why is the copper in them so important?

Cables are full of copper

Cables – and any electrical with a plug, battery or cable – contain some of the planet’s most valuable resources, like copper. Copper is a material essential in everyday things that we take for granted – such as our phones, our transport, clean energy, lifesaving medical equipment and our green future.

But we're currently wasting it

We hold onto or throw more cables than any other electrical item. The average UK home is holding onto an average of 15 cables and bins a further 8, that could be recycled into something new instead. Research by Material Focus found there’s enough copper inside unwanted and binned electricals to fulfil the UK’s annual demand for copper!

Copper is infinitely recyclable

Copper is 100% recyclable – the copper in your old penny could be as old as ancient Egyptians! And recycled copper is actually better for the planet too, as it uses up 85% less energy than mining new copper

What to do with old cables?

You can recycle your cables, and any other electrical item, at:

- your local recycling centre,
- retailer,
- community drop-off point,
- kerbside collection (if you have one) or,
- on-street bring bank.

If your cables still work, you may be able to take it to a local charity shop (check in-store for more details first) or donate them on a second-hand platform like Olio or Gumtree.

What's in your electricals?

3D scans by visual tech pioneers @lumafield reveal the treasure in our gadgets: copper, lithium, stainless steel, gold and more. By recycling anything with a plug, battery or cable we can recover these materials and turn them into new products – from bicycles to life-saving medical equipment. And with 16,000 donation and recycling points on Recycle Your Electricals Recycling Locator, it's never been easier!

Use a Recycling Locator to find your nearest drop-off point today: https://bit.ly/3txc2bO

Do I need to only recycle cables during The Great Cable Challenge?

No, you don't have to only recycle cables! While The Great Cable Challenge focuses on recycling cables, we encourage you to repair, donate or recycle any old, unwanted electricals items – that includes anything with a plug, battery or cable.

By reusing or recycling more of these items, you'll be making an even greater impact.

What happens to my electricals when taken to the Recycling Centres in Warwickshire?

Small domestic appliances (such as vacuum cleaners, irons and hairdryers) and large domestic appliances (such as cookers and ovens) are taken to EMR Ltd in the West Midlands who test the goods for safety and suitability for reuse.

Those not suitable are broken down into their component parts for recycling. They are then made into new products.