

WEEE



Recycling

Electrical Bring Day Toolkit

This pack is your guide to holding an electrical recycling bring day in your facilities.

The pack will provide you with all the information you need. From set-up and risk assessments through to a free collection and marketing materials - everything needed to run a successful event is included.

By holding an event you can help the environment and save money!

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Introduction

Each year in the UK we produce over 1.2 million tonnes of waste electrical and electronic equipment or WEEE. That is the equivalent of 150 thousand double decker buses! That makes WEEE the fastest growing waste stream in the UK, growing by about 5% every year.

Why recycle waste electricals?

In the UK over 50% of waste electrical goods end up in landfill, where lead and other toxins contained in the electrical goods can cause soil and water contamination. This can have a very harmful effect on natural habitat, wildlife and also human health. All of the electrical items that we use (anything with a battery, plug, or charger) can easily be recycled.

What are the benefits of recycling waste electricals?

Electrical goods contain various hazardous metals such as Lead, Cadmium and Mercury as well as recoverable metals, glass and plastics. Recycling these items helps to save natural resources and create local jobs.

What is a WEEE bring event?

An event where you encourage employees, general public, neighbours and friends to bring in old or unwanted items of WEEE. These items will then be sent for recycling. All for free.

Why hold a bring event?

- Save money by clearing out office WEEE for free
- Provide a convenient location to recycle
- Get the community involved
- Help the environment
- Boost local recycling tonnages
- Generate positive press coverage

Use this toolkit to help set up and deliver a WEEE bring day step-by-step



Choosing a venue

If you have a variety of buildings or facilities that could host a bring event some of the most important things to consider are:

- ♦ How many people regularly go there? -The more the better!
- ♦ Is the venue easily accessible for people and the collection crew? -Employees are unlikely to bring in items if it is difficult to do so.
- ♦ Is there enough room inside for the bring day? - Make sure you can accommodate the items on the day.
- ♦ Are there alternative recycling facilities nearby (for example a recycling centre)? -The general public that can easily use this wouldn't benefit much from this special collection as employees in other buildings.

While none of these are “deal breakers” if your venue can't easily accommodate these points you may want to look for

Why limit yourself to one bring day? After one bring day is successfully done you could think about holding additional days at other venues.

Setting out the Venue

When holding a bring day for your building there are two main things to consider the placement of: a drop-off point for the electricals and where the electricals will be collected from.

Suggestions for a drop-off point

- Community buildings
- Community events
- Schools
- Workplaces
- Retail outlets

Suggestions for the storage of WEEE before a collection

- Can the collection truck effectively access the WEEE
- Will the collection crew be able to remove the WEEE from site easily (i.e. up/down stairs, through many doors).
- Is there enough room to store the items until collection?
- Does the venue have public liability insurance?

Storage can be loosely collected or collected in available bins or containers.

Loose collection

- Preferred collection method
- Make sure the items are stored in such a way not to cause a trip hazard
- Ikea bags or garden waste bags are a effective yet cheap way to corral the items



Bins or other containers

- 1100 litre Euro bins can be used if it has a “drop back” for hand unloading
- Smaller bins can also be used (240L) however you will need many more of these bins.

Remember:
A suitably set up venue results in smoother collections



Choosing a date and time

It is most effective to give people at least a month's notice about when the event will take place. This gives people enough time to plan ahead and sort out items they may need to get rid of. As well as allowing enough time to publicise the event effectively.

Any day will be effective but Mondays should normally be avoided.

Make sure this date has a free collection available.

Contact 123 Recycle for Free (0800 085 1050) and book in your free collection. Note the time of collection. An afternoon collection can be requested to allow your employees enough time in the morning to bring in items.

You can also contact your local re-use centre to see if they would like any of the electrical items which you have collected. Find your local re-use centre here;
www.londonreuse.org/

Remember: "Many hands make the work light", get colleagues involved in the project from the start to help with event coordination.

Promoting the event

There are numerous ways that you can advertise the event with little or no cost. Posters, email, social media, and press release templates are all available in the appendix of this pack.

Posters

What you will need to add to the poster:

- Date and time of event
- Location

Where to put the poster:

- At the drop off location
- Bulletin boards
- Lunch or staff rooms
- Windows, walls, door
- Anywhere else people will see it!



Email

Emails to everyone in the building is a great way to remind them of the upcoming event. It is recommended that a reminder email is sent out a week prior in the run up to the event and a second email is sent the day before the event.

Social Media

Social media is only relevant if you are engaging the wider community. However this can be a powerful tool in reaching your residents.

Self promotion after the event

Events such as bring events offer a simple way to show residents your commitment to green initiatives. By submitting a press release to local publications you can effectively broadcast this events success.

Let us know about your event

West London Waste Authority are committed to support WEEE bring events when possible. Let us know that you are arranging an event and we can help you to promote it by putting it on our website and letting people on our mailing lists know.

For more information and advice and to let us know about your event contact us.

Email: info@westlondonwaste.gov.uk

Tel: 020 8814 3040

On the Day

The most important thing on the day is to make sure that people know where to bring the items. A stall or table can be set up to make sure people notice this area but are not required.

Stall

As well as providing an eye catching display to make sure people know where to put items stall can also offer additional benefits.

- Opportunity to publicise other green or recycling initiatives
- Engagement with colleagues not normally reached
- Outreach to residents
- Tie in with existing displays

A table or stall can be as elaborate or as plain as needed some common things to display are:

- Posters
- Leaflets
- Other educational materials
- Business Cards



Presence at the Stall or Collection Area

While maintain a presence at the stall or collection area isn't recommended all day. Presence at key times will help facilitate a successful event. As people arrive, through lunch, and at the time of collection are all critical times to talk to people about the collection.

Morning is especially important if co-workers are in a position to go home and return with any items they may have forgotten.

Remember to take lots of photos during and after the event! These can go along with any press releases and also used internally.

Good Luck! We hope you found this toolkit useful.



Appendices:

Email / Social Media Templates

Example Risk Assessment

Blank Risk Assessment

Press Release

Posters

Email Template

Subject: Special Recycling Day planned for _____

Dear All,

Each year in the UK we produce over 1.2 million tonnes of waste electrical and electronic equipment or WEEE. That is the equivalent of 150 thousand double decker buses!

Here at _____ we want to do something to help this growing problem!

We are holding a special electrical recycling day on _____, all items will be collected at _____.

You can bring any electrical item (that is convenient to bring in) and it will be collected and recycled ethically. This should be a good opportunity to have a root around and clear out some space.

Anything with a battery or plug can be recycled including: Phone chargers, toasters, kettles, irons, etc.

So remember to mark you calendars and lets make this collection a success!

Many Thanks,

Twitter

We are holding a special recycling day in the office to recycle waste electricals. Bring in your items on the xxx to xxxxxxxxxxxxxxxx.

Facebook or other news post

Did you know that in the UK we create enough electrical waste in one year to fill Wembley Stadium 6 times! What is worse this number is going up every year, in fact waste electricals and electronic equipment is the fastest growing waste stream in the UK.

_____ are hoping to help slow this rising tide of electricals by holding a special collection at their office. By bringing in any old item of waste electrical on the day of _____ you will be helping reduce this amount of E-waste sent to landfill. All items brought in will be collected and recycled responsibly.



Press Release

Recently X held a special waste electrical and electronic or WEEE collection. This event was very popular and collected X tonnes of waste to be recycled.

A local resident (or recycling officer, councillor etc), Mr/ Mrs X said “This collection was a great success. In the UK we throw away a lot of electrical waste, and this event has helped to keep it from landfill”.

Landfilling of WEEE is particularly dangerous as it contains hazardous substances such as mercury, lead, beryllium and cadmium. Additionally by being able to recycle these materials it means that less raw materials need to be used in the manufacture of new goods.

Items collected included small waste electricals such as toasters, kettles, electric toothbrushes and similar, as well as TVs, computers, and keyboards.

This collection was done at the same time as a free business collection done by 123 Recycle for Free, for more information on this free collection or how to hold your own collection go to www.123recycleforfree.com or call 0800 085 1050

Waste Electrical Bring Day Risk Assessment - Example

Risk Assessment Completed by: A Example

Date: 04/01/2013

There is a risk that...which could result in...	Impact (A,B, C,D)	Likelihood of Risk (1,2,3,4)	Controls
There will be a significant amount of manual handling	Injuries to staff or general public, particularly to back and shoulders	B	3	Encourage staff to only bring in items that can be easily handled. Team lift items and bags when possible. Leave any items which are too heavy for collection crew
People may slip trip or fall over items or parts left on ground	Injuries to staff or general public.	B	2	All electricals to be placed in sturdy bags when possible and removed from high traffic areas. Any item that breaks apart will be cleaned immediately .
Broken, sharp or dangerous objects are donated	Injuries to staff or general public or collection crew	C	2	Any sharp item will be contained in carrier bag or box and placed in sturdy bag for collection. Collection crew should be told of any dangerous items.

Key to risk assessment

IMPACT ↑	Severe	A				
	Significant	B				
	Moderate	C				
	Minor	D				
			1	2	3	4
			Very Unlikely	Not Very Likely	Quite Likely	Very Likely

Increasing Risk

→

Waste Electrical Bring Day Risk Assessment

Risk Assessment Completed by: _____ Date: _____

There is a risk that...which could result in...	Impact (A,B, C,D)	Likelihood of Risk (1,2,3,4)	Controls

Agreed and accepted by: (print name) _____

Sign _____ Date _____

Impact: A= Severe, B= Significant, C= Moderate, D= Minor

Likelihood: 1 = Very Unlikely, 2=Not Very Likely, 3= Quite Likely, 4= Very Likely

WEEE



Recycling

Clear out your electrical clutter

Do you have any broken or unwanted cables leads or small cables, electrical items?

If you do and they fit in a carrier bag you can recycle them for free.

Where

Date

