

TEMPLATE EMAIL – FOR LOCAL AUTHORITIES TO SHARE WITH SCHOOLS / EDUCATION CONTACTS

Subject: Calling [Local authority] primary schools – join the Hidden Treasure Hunt electrical recycling rewards campaign

Hello,

[Optional Local Authority introduction]

We're pleased to share a new opportunity for primary schools in [AREA] to take part in a national recycling campaign helping families recycle unwanted electrical items while giving schools the chance to win technology prizes.]

Did you know that according to **Material Focus** the average UK home has around 30 unwanted electrical items sitting in drawers and cupboards? That's over **880 million unused electricals nationwide** that could be recycled and turned into something new.

The Hidden Treasure Hunt is a new initiative for primary schools and families designed to encourage pupils to search for old, unwanted or broken electrical items at home and recycle them responsibly. The campaign is led by Wastebuster, Recycle Your Electricals and Currys, in partnership with Microsoft, DHL and compliance scheme Ecogenesys.

Schools taking part also have the chance to win a share of **£20,000 in Currys vouchers for Microsoft technology prizes**.

Why join the Hidden Treasure Hunt?

- Free and easy for schools to register and take part
- A ready-to-use campaign pack including posters, parent communication templates, lesson plans and eco-team activities
- Printed campaign packs available while stocks last - register early to secure yours
- Inspire pupils and families to take action and help recover valuable materials from unwanted electrical items
- A chance to win technology prizes for your students, their families and your school*

How the campaign works:

Pupils and their families search at home for **old, unwanted or broken tech and small electrical items**.

They can recycle them at any Currys store or one of the 30,000 electrical recycling points across the UK listed on the [Recycle Your Electricals locator](#).

Families then complete a short online form on the [Hidden Treasure Hunt website](#) to [register their recycling](#) and earn a Planet Care Point for their school. Schools receive one Planet Care Point per recycling registration per day, regardless of the number of items recycled. This ensures every family can contribute and support their school, even if they only have a small number of items to recycle.

Schools do not need to collect electrical items themselves. Families recycle locally and simply register their recycling online.

Prizes and rewards!

Schools earn points and climb the [School Leaderboard](#). Prizes are awarded to the schools with the most Planet Care Points at 12:00 midday (GMT) on each award date.

Prizes include:

- A termly prize draw for schools to win £1,000 in Currys vouchers
- £100 Currys vouchers available for individuals who register their recycling
- Families recycling electricals at Currys stores are also guaranteed at least a £5 Currys voucher on purchases over £25, plus trade-in value for eligible items.*

Anything with a **plug, battery or cable can be recycled** - even the batteries and cables themselves.

We look forward to seeing what hidden treasure pupils discover in drawers and cupboards at home.

Many thanks

[LOCAL AUTHORITY SIGN OFF]

**Terms and conditions apply. See [HiddenTreasureHunt.org](https://www.hiddentreasurehunt.org) for full details.*

To find out more and register your school visit: <https://www.hiddentreasurehunt.org/>

More campaign information:

<https://www.jointhepod.org/campaigns/hth25>