

TEMPLATE PRESS RELEASE

[LOCAL AUTHORITY AREA] SCHOOLCHILDREN TAKE PART IN NATIONWIDE HUNT TO TACKLE E-WASTE

- **Thousands of children in (XXX - local authority area) primary schools called to join the Hidden Treasure Hunt - which aims to recycle electrical waste hidden around homes**
- **£20,000 in tech prizes available for schools that collect the most electrical waste for recycling.***

School children in [local area] are being encouraged to participate in a new campaign to tackle the UK's growing electrical waste problem - and win prizes for their school.

The '[Hidden Treasure Hunt](#)' is a new UK wide schools and families initiative, open to millions of pupils from the UK's more than 20,000 primary schools. It aims to increase the recycling of the old electrical items hidden away in drawers at home.

Participating pupils and their families can drop off their unwanted tech at any Currys store including [add local stores], where they are guaranteed at least a £5 Currys voucher.* Alternatively, taking old electricals to any local recycling points listed on the [Recycle Your Electricals postcode locator](#) will also earn schools a point. Local recycling points include: [add local recycling points].

Recent research by [Recycle Your Electricals](#) found that more than 100,000 tonnes of electricals are thrown away every year, with an average of 30 items stashed away in every UK home – or more than 880 million electrical items in total. These items contain precious materials such as copper, lithium and gold, which, when thrown away are lost forever, and could instead be re-used in other products.

Many electrical products also contain batteries, which are fuelling the rise in battery fires in bin lorries and waste centres.

Schools will be ranked on a [national leaderboard](#), with those ranked highest at the end of the 2025/26 academic year receiving a share of £20,000 of tech vouchers, which can be put towards vital learning aids like laptops, tablets and other education-friendly tech. Plus termly prize draws for schools of £1,000 for schools and £100 for those registering their recycling means everybody has a chance to win.

Anything with a plug, battery or cable can be recycled as part of the scheme – which is being supported by Circular Economy Minister, Mary Creagh MP.

Circular Economy Minister, Mary Creagh said:

“We all know the importance of recycling, but electrical items, like old smartphones and electric toothbrushes, tend to be forgotten and thrown away instead.

“With an average of 30 unused electrical items in each household, this government is determined to end the nation’s throwaway culture and reduce waste to landfill and incineration.

“By finding the ‘hidden treasure’ in old electricals, primary school kids can ensure their devices have a second life, rather than costing the earth. I encourage everyone to get involved in this exciting campaign.”

The Hidden Treasure Hunt is a national schools campaign led by Wastebuster, Currys and Recycle Your Electricals in partnership with Microsoft, Ecogenesys and DHL.

Quote from local authority to be added here “We are calling on schools, parents and children in XXX area to support the Hidden Treasures Hunt. It’s a fantastic initiative to reduce electrical waste, and make sure all the precious materials hidden inside electricals are recycled, with the added bonus of winning prizes!”

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

ENDS

Notes to Editors

How the competition works (2025–26 academic year)

1. School sign-up
 - a. Teachers register their school at JoinThePod.org to take part in the Hidden Treasure
 - b. Access free campaign packs, assemblies, lessons and pupil-led activity guides.
2. Bag and drop
 - a. Families gather unwanted electricals and tech (anything with a plug, battery or cable).
 - b. Items can be taken to: Currys stores (families receive a £5 “Cash for Trash” voucher when they spend £25+) or one of the other ~30k local drop-off points listed on the RecycleYourElectricals.org. Recycling Locator.
3. Register and track
 - a. Anyone can register their drop offs at collection points at HiddenTreasureHunt.org, nominating their school.
 - b. Each recycling registration earns one Planet Care Point (regardless of the number of items dropped off), updates the national leaderboard in real time, and automatically enters both the registering individual and their nominated school into that term’s prize draw.
4. Prizes and Rewards
 - a. Schools and individuals who register their recycling are automatically entered into a prize draw each term. At the end of the summer term, a national leaderboard competition will award major prizes to the top-ranking schools, based on the total Planet Care Points earned by their community.
 - b. Final leaderboard positions for the academic year 2025/26 will be based on the school's rankings at 12:00 midday BST on the competition close date: 5 June 2026.

Rewards

- Spring Term Prize Draw 2026: 2 schools win £1,000 in tech vouchers, 10 individuals/ families win £100 in vouchers
- Summer Term Leaderboard & Prize Draw 2026
 - 1st place school: £10,000 in tech vouchers
 - 2nd place school: £3,000 in tech vouchers
 - 3rd place school: £2,000 in tech vouchers
 - Plus: 1 school wins £1,000 in tech vouchers (prize draw)
 - And: 10 individuals/families each win £100 in vouchers (prize draw)
- Total rewards distributed during the campaign: £20,000

Currys Cash for Trash and Trade In

For more information, visit:

<https://www.currys.co.uk/services/delivery-installation/recycling.html>

Media inquiries

For more information, images or interviews, please contact:

- Wastebuster: katy@wastebuster.co.uk
- Currys: corporatepr@currys.co.uk
- Material Focus: media@materialfocus.org.uk
- Ecogenesys: karen@createmcr.com
- DHL Team at Another Word: DHLSupplyChain@anotherword.com

Media assets

Media assets can be downloaded from: <https://wastebuster.sharepoint.com>

URLs

- hiddentreasurehunt.org – campaign homepage
- jointhepod.org – schools' campaign platform
- <https://recycleyourelectricals.org.uk>

Boilerplates

Wastebuster and The Pod

Wastebuster is a not-for-profit Community Interest Company founded in 2006 that delivers innovative environmental education and behaviour change programmes for children and young people. Wastebuster works with schools, local authorities, and partners across the public and private sectors on themes including waste, recycling, energy, water, biodiversity and climate. Wastebuster's award-winning schools programme, The Pod, supports educators through curriculum-linked resources and national campaigns including Switch Off Fortnight, Waste Week, Water Week, What's Under Your Feet? Recycle to Read and The Hidden Treasure Hunt. The Wastebuster/ Pod network includes over 78,000 educators and 24,000 schools across 94 countries, reaching more than four million young people and families each year. Wastebuster is an accredited NGO partner working with the United Nations and supports the delivery of the UN Sustainable Development Goals. <https://www.wastebuster.co.uk/>
<https://www.jointhepod.org/>

Currys

Currys plc is a leading omnichannel retailer of technology products and services, operating online and through 702 stores in 6 countries. We Help Everyone Enjoy Amazing Technology, however they choose to shop with us.

In the UK & Ireland we trade as Currys and in the UK we operate our own mobile virtual network, iD Mobile. In the Nordics we trade under the Elkjøp brand. We're the market leader in all markets, able to serve all households and employing more than 25,000 capable and committed colleagues.

We help everyone enjoy amazing technology. We believe in the power of technology to improve lives, helping people stay connected, productive, fit, healthy, and entertained.

We're here to help everyone enjoy those benefits and with our scale and expertise, we are uniquely placed to do so.

Our full range of services and support makes it easy for our customers to discover, choose, afford and enjoy the right technology to the full. The Group's operations include one of Europe's largest technology repair facilities, a sourcing office in Hong Kong and an extensive distribution network, centred on Newark in the UK and Jönköping in Sweden, enabling fast and efficient delivery to stores and homes.

We're a leader in giving technology a longer life through repair, recycling and reuse. We're reducing our impact on the environment in our operations and our wider value chain and we aim to achieve net zero emissions by 2040. We offer customers products that help them save energy, reduce waste and save water, and we partner with charitable organisations to bring the benefits of amazing technology to those who might otherwise be excluded.

Material Focus

Material Focus is a not-for-profit organisation whose goal is to stop the nation throwing away or hoarding all their old, small electricals. Material Focus is delivering the UK-wide Recycle Your Electricals campaign. The campaign is revealing the value hidden in electricals and is making it easier for us all to recycle and reuse the small electricals we no longer need by providing more recycling points as well as providing practical information on how households can reuse and recycle. The campaign is funded by producers of electrical appliances which pays for a range of activities, including communications, behaviour change activities, increased recycling projects and research. Ultimately the aim is to support actions that will help the UK increase the levels of reuse and recycling of waste electricals.

Ecogenesys

Ecogenesys (formerly REPIC) is an industry-leading, approved compliance scheme for Waste Electrical and Electronic Equipment (WEEE) and Packaging. Founded by producers, for producers, Ecogenesys operates as a not-for-profit, member-owned compliance scheme.

As the UK's leading WEEE producer compliance scheme, we are actively engaged in leading and shaping the future of extended producer responsibility, both domestically and across Europe. We work on behalf of our members to promote the reuse and recycling of electrical items.

Building on over twenty years of REPIC's success, Ecogenesys now also supports its valued members and other organisations with additional services, including training and research consultancy, to help navigate the continuously changing landscape of regulation and environmental sustainability.

DHL

DHL is the leading global brand in the logistics industry. Our DHL divisions offer an unrivalled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfillment solutions, international express, road, air and ocean transport to industrial supply chain management. With approximately 400,000 employees in more than 220 countries and territories worldwide, DHL connects people and businesses securely and reliably, enabling global sustainable trade flows. With specialized solutions for growth markets and industries including technology, life sciences and healthcare, engineering, manufacturing & energy, auto-mobility and retail, DHL is decisively positioned as “The logistics company for the world”. DHL is part of DHL Group. The Group generated revenues of approximately 84.2 billion euros in 2024. With sustainable business practices and a commitment to society and the environment, the Group makes a positive contribution to the world. DHL Group aims to achieve net-zero emissions logistics by 2050.

