



The Hidden Treasure Hunt - Local Authority campaign summary

Overview

The Hidden Treasure Hunt is a schools campaign empowering school students to uncover and recycle their old and broken electricals stashed away at home - reducing electrical waste and building lasting habits.

The campaign is led by Wastebuster, Recycle Your Electricals and Currys, in partnership with Microsoft, DHL and compliance scheme Ecogenesys.

The Hidden Treasure Hunt brings schools and families together to uncover and recycle their old and broken electricals stashed away at home - reducing electrical waste and building lasting habits. With £20,000 in Currys vouchers for Microsoft tech prizes available for the schools that have the most people registering their recycling to help them climb the [leaderboard](#)*.

Why This Matters

Small electrical items are frequently stored in homes or disposed of incorrectly.

This leads to:

- Loss of valuable materials such as lithium, copper and gold
- Increased fire risk from batteries and electricals in household waste getting crushed or damaged in bin or recycling lorries
- Missed opportunities to reuse and recycle items when these are incorrectly binned

The Hidden Treasure Hunt uses child-led behaviour change to drive correct recycling at household level, supported by schools and existing recycling infrastructure.

Why local authorities are getting involved

- Increases recycling of small electrical items and reduces incorrect disposal and fly-tipping
- Improves battery safety awareness and reduces fire risk in waste streams
- Delivers environmental education and behaviour change through schools
- Demonstrates visible leadership on sustainability and community engagement
- Accesses local participation data to support reporting and strategy development

How the Hidden Treasure Hunt works

1. **Schools sign up**
Schools register and gain access to free assemblies, curriculum-linked resources and family engagement materials to launch the Hidden Treasure Hunt in their school community.
2. **Rummage**
Pupils and families hunt at home for old, unwanted or broken tech and small electricals. Anything with a battery, plug or cable counts, encouraging households to uncover the “hidden treasure” stored in drawers and cupboards.
3. **Recycle**
Drop off items to a Currys store or another authorised local electrical recycling drop-off point listed on the [Recycle Your Electricals locator](#).
4. **Register**
Families register their recycling online by scanning the QR code in store or uploading evidence of their drop-off. Each registered recycling action earns a Planet Care Point for the nominated school.
5. **Track impact and rewards**
Points contribute to a national schools leaderboard, allowing schools and communities to track their collective impact and take part in termly prize draws and end-of-year rewards.

More details can be found on the campaign homepage:
<https://www.hiddentreasurehunt.org/>

Your local authority comms toolkit includes:

- A local authority media release template to promote the campaign locally with space to make it more bespoke to your area.
- Newsletter and email copy for your school and education contacts.
- Participation data to support monitoring, evaluation and reporting - this is available via [The Pod](#) platform run by Wastebuster.
- Local authority officers can register for a basic access account to request this data and related campaign information here:
<https://www.jointhepod.org/registration/non-teacher-registration>

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