



Material Focus with Nottingham City Council, Reconome and Framework

Target population	126,100 households
Funding amount	£13,017
Project duration	January 2024 – August 2025
Project type	Reuse
Project aim	To design and implement a scalable pilot in Nottingham City, encouraging people to donate their devices for digital inclusion.
Outcome	Of 139 devices collected and assessed: <ul style="list-style-type: none">• 105 were tested for reuse• 24 were refurbished, graded and donated to the charity Framework• 81 were recycled as unusable



Collection approach

Material Focus worked with Nottingham City Council (collection and recycling) Reconome (refurbishment and disposal) and Framework (redistribution, free internet data, and free training for residents).

The partners set up six donation points across Nottingham City where people donated items such as laptops, tablets, smartphones, chargers and other tech.

Trained staff at those points ensured data security and a positive experience for donors. Secure donation boxes were reassuring for staff and encouraged participation. Donors were personally thanked.

Communications approach

- The communications approach included securing local media coverage, such as BBC TV, to promote the pilot.

Future plans

The need for, and viability of, a second pilot in another town will be assessed, applying learning from the first scheme to improve the process.

“It was really good to see residents engaging, and [to get] as much local media coverage as we did. I think it’s a great project. We collected usable tech and four boxes of unusable but recyclable tech and cables.”

Abby Simms, Nottingham City Council Strategy, Engagement & Behaviour Change Officer