'CASH FOR TRASH'
Currys with AMV BBDO

> " A very simple idea that will make a huge difference in the e-waste category given the scale of Currys by making sustainability accessible and easy for the majority.
>
> - Campaign Ad Net Zero judge. "

Challenge
The UK is the world's second largest e-waste generator per capita, contributing to climate change due to the chemicals released when it is burned, and the toxic substances released into the surrounding soils.

Brief
Harness advertising's power to support a demand-led change in behaviour around end-of-life emission removal.

Solution
Encourage customers to bring in their old tech regardless of where the tech was originally purchased, accelerating the transition to a circular economy by designing the infrastructure needed.

Execution
- Gave £5 to every customer who brought in their old tech- rewarding them for not 'hoarding' old tech.
- Scheme proved 16 times more cost-efficient than offsetting the equivalent C02.

Results

103,000 tonnes of potential e-waste has been collected. = equivalent of the C02e of 38K petrol cars.

'Cash for Trash' now recalls 4x the volume of old tech versus its previous 'trade-in' vehicle.