

Rhyme and recycle

An e-waste poetry challenge. 

Submit your work by midnight,
November 5th

time after time



Registered charity no. 1158700



Did you know that electronic waste is the fastest growing type of waste in the world?

By 2040 carbon emissions from the production and use of electronics will reach 14% of total emissions. Yet circular tech and 'e-waste' isn't on the cultural radar in the same way as fast fashion.

The issue of e-waste can be hard to connect to, especially when it feels overwhelming or like you don't know where to start which is why we're looking for poetry to help us talk about it.

#TimeAfterTime is a campaign to lead the charge in action on e-waste, brought to you by award-winning creative charity Hubbub and Virgin Media O2. Learn more about the campaign [here](#).

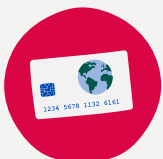
What is the poetry challenge?

We are looking for pieces of poetry for the world's first e-zine on e-waste to focus on the lifecycle of the tech we own.

Your poem should fit under one of the following themes and engage and inspire young people to learn about e-waste:



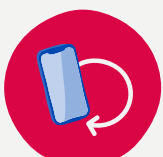
Manufacturing of Tech – reflecting on the global resources and labour it takes to make tech and how easily we forget about these factors when it comes to looking after our electricals.



Consumerism – How many unused electricals do you have in your home? Research estimates there are 880 million items unwanted and unused in UK homes – that's 30 per household! Consider our relationship with different types of tech and the value we give to different items.



Extending the Lifespan of a Product – Recycling, selling, donating or binning (👉) deciding what to do with our tech isn't a decision many of us spend time on – how can we highlight this through poetry.



Living in the technology era – Many people see their phone as one of their most important items, it goes with us everywhere and connects us to everyone – until a new model comes along. What does this mean about its value?

What you need to do

We'd like to see anything that creates these conversations through poetry, song lyrics or spoken word. If you have a visual or multi-media idea, we're open to that too – we love surprises!

Submit your proposal by 23:59 on November 5th using this [link](#).

We'll reach out to successful entries by November 15th. There are cash prizes of £50 for those selected for the e-zine! This competition is open to people aged 18-24, we will ask for proof of age from selected entries.

Key facts to help inform your piece

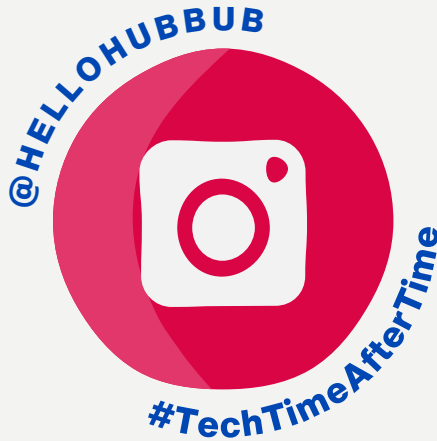
Here are some stats about e-waste that you can use to anchor or inspire your piece. You can also look at our [Notion pack](#) with everything from TikToks about e-waste to additional resources.

- By 2040, carbon emissions from the production and use of electronics, will reach **14%** of total emissions. ([World Economic Forum, 2019](#))
- There is **100 times more gold** in a tonne of smartphones than in a tonne of gold ore. Up to 7% of the world's gold may currently be contained in e-waste. ([World Economic Forum, 2019](#))
- The earth's richest deposits of valuable materials are sitting in landfill sites or people's homes: **there are more technology critical metals in household drawers than in Europe's largest mines**. ([Professor Andy Abbot, University of Leicester](#))
- YouGov polling suggests that **45%** would rather upgrade their phone than repair it. The same is true for **48%** of tablet owners and **31%** laptop owners. **40%** of **18–24-year-olds** replace their smartphone within two years. ([YouGov, 2020](#))
- **27%** of young people didn't know you could recycle old smartphones, and nearly **4 in 10 (39%)** of young people believe there is nothing of value inside a mobile phone that is worth recycling. ([Hubbub polling, 2022 and 2023](#))
- **More than 1 in 3 young people (36%)** have unused phones sitting in drawers at home – all losing value and could be recycled or used. ([Hubbub polling, 2022](#))
- Less than half (**47%**) of young people realise that phones thrown in the general bin will end up in landfill or incinerated. **4 in 10 of Gen Z** have thrown a phone in the bin at home. ([Hubbub polling, 2022 and 2023](#))

Hello from Hubbub

We're a creative charity that designs campaigns to inspire action that's good for the environment and for everyone. Our campaigns raise awareness, nudge behaviours, and build support to create a world where everyone makes good choices for the environment. We focus on things people are passionate about like food, fashion, green spaces, and communities. We've previously published satirical Fast Fashion magazine called FAUX - [check it out here](#).

Entries will be seen by campaign partner Virgin Media O2, Hubbub will not share entrants' personal details with any external third parties. Our privacy policy can be found [here](#). If you have any questions about the campaign or the hackathon, get in touch with us on:



We've reposted some *TimeAfterTime* videos from creators like *BigManny*, *BigMiko* and *CharityShopLife*

