

Tesco partners with Hasbro on toy recycling trial

What is it?

Tesco and Hasbro have joined forces with not-for-profit organisation Wastebuster in a trial that allows customers to return broken plastic toys via special recycling bins in 19 of its stores in the Sussex area.

Why does it matter?

Retailers are targeting ways they can reduce their environmental impact. Broken toys will be used to create new items including coat hangers, chairs and coffee machines. Rehomed or recycled toys can be registered to earn points via the Wastebuster website, which schools can redeem for books.

Strategic implications:

Circular initiatives are continuing to drive change within retail and influence consumer habits.

STEPIC drivers/winning strategies:

Taking responsibility
Innovation and ingenuity



"We are always looking for new ways to remove, reduce, reuse and recycle plastic in our business, so we're delighted to be able to support the Recycle to Read campaign as a way to help our customers do more of this at home. As well as trialling a new way we can work together on hard-to-recycle plastics, it also helps to give children greater access to reading."

Ally Rose, category director for toys, Tesco

