



UK Government

# BUY SAFE BE SAFE

E-bike and e-scooter fire safety  
campaign stakeholder toolkit

For use from 24 October 2024

[gov.uk/buy-safe](https://gov.uk/buy-safe)



# Contents

- ✔ Introduction to the campaign issue
- ✔ How you can support the campaign
- ✔ Download creative assets for use

# Background

# Introduction

- E-bikes, also known as e-cycles and Electrically Assisted Pedal Cycles (EAPCs), offer people an eco-friendly, affordable and convenient mode of transport, enabling more people to cycle and support their health and wellbeing.
- E-scooters are also increasing in popularity, although they are **illegal to use** on public roads, cycle lanes and pavements, and rental e-scooters can only be used in national rental e-scooter trial areas.
- While most e-bikes, e-scooters and their batteries are safe when used correctly, lithium-ion batteries can cause serious fires, particularly if of poor quality, when damaged or improperly used. There has been an increase in the number of fires in the UK and around the world linked to lithium-ion batteries, some of which have sadly led to people losing their lives.
- 199 fires involving e-bikes or e-scooters were recorded in 2023, resulting in 10 fatalities. In 2022, there were 93 fires, resulting in 3 fatalities ([Source](#)).

# Most likely causes of fires

- Emerging evidence suggests that the most likely cause of fires with these products are:
  - The use of conversion kits to convert normal bikes to e-bikes.
  - Using incompatible parts, including batteries and chargers.
  - Buying defective or poor-quality products, including e-bike or e-scooter batteries.
- The Office for Product Safety Standards (OPPS) is already working to address this challenge through regulatory activity and through the Product Regulation and Metrology Bill, engaging closely with the wider industry.
- With e-bikes and e-scooters growing in popularity, the potential for more fire incidents is also increasing. It is vital that consumers are made aware of fire risks associated with buying and maintaining these products.

# Communicating steps to reduce fire risks

Everyone deserves to enjoy their products without risk to themselves and others.

Framed within the 'Buy Safe. Be Safe' brand, we are working with various stakeholders to:

- **Get** consumers to adopt more positive behaviours when buying and maintaining e-bike and e-scooter products.
- **By** providing them with the right information and guidance to help them make informed choices and showing negative consequences.
- **Thereby** significantly mitigating against fire risks for e-scooters and e-bikes and reducing the circulation of unsafe and non-compliant products at the same time.

Our three core objectives are:

## Raise awareness

### Safety begins with knowing the facts

Increase awareness of causes of fires associated with buying e-bikes, e-scooters and replacement parts and after-sale maintenance.

## Increase understanding

### There are specific ways you can stay safe

Increase understanding of steps to take to prevent fires, including buying choices (what to consider when buying products) and maintenance and after-care (how to effectively look after e-bikes and e-scooters).

## Encourage action

### Help and guidance is available

Drive audiences to [gov.uk/buy-safe](https://gov.uk/buy-safe) where they can access guidance on buying safe products and after-sale maintenance, ultimately leading to positive steps from people.



# How you can support the campaign

# Support from stakeholders is key to achieving impact

We want your support as a trusted third-party organisation to highlight the fire risks associated with the lithium-ion batteries in e-bikes and e-scooters and the steps individuals can take to continue to enjoy and use these products safely. This toolkit helps you to do this and contains:

- ✓ Suggested messaging to share on your social media, website, blog and newsletter channels.
- ✓ Branded creative assets to help you communicate the risks and steps to take.

To help track the campaign, we encourage partners to use bespoke UTM links for website, email and social media activity. All you need to do is change the word 'partner' to a name linked to your organisation in the link:

[https://www.gov.uk/guidance/buy-safe-be-safe-avoid-e-bike-and-e-scooter-fires?utm\\_source=partner&utm\\_medium=referral&utm\\_campaign=buy-safe](https://www.gov.uk/guidance/buy-safe-be-safe-avoid-e-bike-and-e-scooter-fires?utm_source=partner&utm_medium=referral&utm_campaign=buy-safe)

Please let us know how you supported the campaign and share any metrics. You can also amplify content shared by DBT and OPSS's accounts:



**DBT channels:**

[twitter.com/biztradegovuk](https://twitter.com/biztradegovuk)



[www.facebook.com/BizTradegovuk](https://www.facebook.com/BizTradegovuk)



[www.linkedin.com/company/department-for-business-and-trade](https://www.linkedin.com/company/department-for-business-and-trade)



[www.instagram.com/uktrade](https://www.instagram.com/uktrade)

**OPSS channels:**

<https://x.com/OfficeforSandS>

<https://www.facebook.com/ProductSafetyUK>

<https://www.linkedin.com/company/office-for-product-safety-and-standards/>

<https://www.instagram.com/safetyandstandards/>



# Opportunities to work together

We would welcome the opportunity to work with you to identify more bespoke ways to reach and influence consumer audiences. For example:

- **Using your own communications channels** - Using your channels to reach audiences and share messaging through social media and email marketing via customer databases, before, during and after items are purchased.
- **Online and in-store point of sale/demonstrations** – Including safe purchasing steps and maintenance messaging on websites and within stores.
- **Clearer product descriptors/packaging** – Key guidance and safety steps incorporated into product information and packaging.
- **Creating additional creative content** – Video how-to guides, tips and safety messaging, for sharing on different channels, including posters.

**Note:** We appreciate that not all of our creative and messaging may be suitable for your channels and we encourage you to adapt content to meet your requirements.

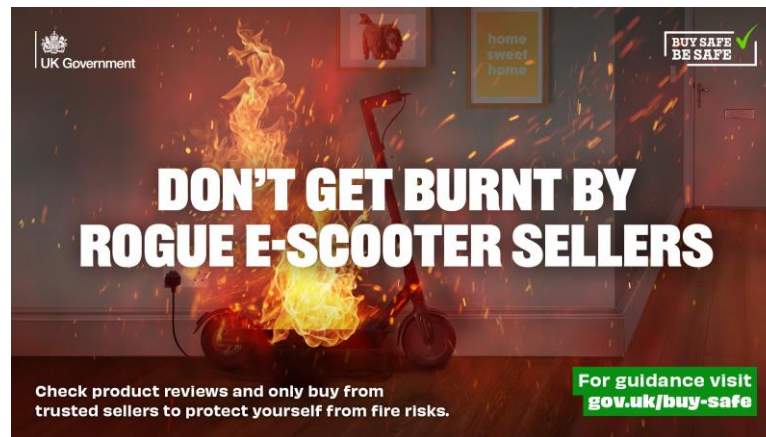
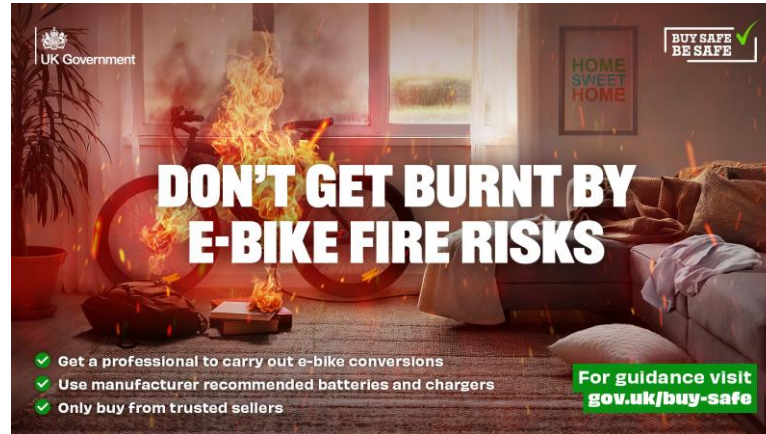
# Key campaign messaging: the most likely causes of fires



Our creative approach and messaging has been developed using insights and direct feedback from consumer groups. This includes people who own these products, are thinking about buying them, or the public more generally.

The elements which are most likely to draw attention and help audiences act are:

- Fire risks need to be shown and described clearly.
- Where these fire risks are most likely (i.e. in people's homes).
- Clear steps to reduce these risks, including guidance.



# Suggested social media content

We have provided content ideas below but feel free to develop your own using the messaging included within this toolkit:

## Option A

Did you know that lithium-ion batteries that are used for e-bikes and e-scooters can cause fires? Take these steps to protect yourself from fire risks:

- ✓ Get professional guidance when converting a bike into an e-bike.
- ✓ Use manufacturer recommended batteries and chargers.
- ✓ Only buy from trusted sellers.

For guidance visit [gov.uk/buy-safe](https://gov.uk/buy-safe)

#BuySafe

## Option B

E-bikes offer a great way to get about and thousands of people enjoy cycling safely using these products.

But the lithium-ion batteries used to power them can cause fires, particularly when counterfeit, damaged, poorly modified or incorrectly charged.

If you own or are thinking about buying an e-bike visit [gov.uk/buy-safe](https://gov.uk/buy-safe) for safety guidance.

#BuySafe

# Suggested blog and email content

## Take steps to protect yourself from e-bike and e-scooter battery fire risks

E-bikes offer a great way to get about and thousands of people enjoy cycling using these products. While most e-bikes, e-scooters and their batteries are safe when used correctly, lithium-ion batteries can cause serious fires, particularly if of poor quality, when damaged or improperly used.

You can take steps to protect yourself and others and reduce the risk of fires:

- ✓ Check product reviews and only buy from trusted sellers.
- ✓ Only use manufacturer recommended batteries and chargers.
- ✓ Get professional guidance when converting a bike into an e-bike.
- ✗ Don't let the battery get too hot through over charging.
- ✗ Don't leave your device charging unattended or when you are asleep.
- ✗ Don't charge or store your battery in the hallway or where it could block escape routes.

**For guidance visit [gov.uk/buy-safe](https://www.gov.uk/buy-safe)**

# Awgrym ar gyfer neges i'r cyfryngau cymdeithasol

Gall batris lithiwm-ion ar gyfer e-feiciau ac e-sgwteri achosi tanau.

Diogelwch eich hun rhag risg tân:

- ✓ Mynnwch ganllawiau proffesiynol wrth droi beic yn e-feic
- ✓ Defnyddiwch rannau sydd wedi'u hargymell gan y gweithgynhyrchwyr
- ✓ Prynwch gan werthwyr dibynadwy

I gael canllawiau, ewch i [gov.uk/buy-safe](https://gov.uk/buy-safe)

#BuySafe

# Awgrym ar gyfer neges mewn ebost

## Cymerwch gamau i ddiogelu'ch hun rhag risgiau tân batris e-feiciau ac e-sgwteri

Mae e-feiciau yn ffordd wych o symud o gwmpas ac mae miloedd yn mwynhau beicio gan ddefnyddio'r cynhyrchion hyn. Er bod y rhan fwyaf o e-feiciau, e-sgwteri a'u batris yn ddiogel o'u defnyddio'n gywir, gall batris lithiwm-ïon achosi tanau difrifol, yn enwedig os ydyn nhw o ansawdd wael, wedi'u difrodi neu wedi'u defnyddio'n amhriodol.

Gallwch gymryd camau i ddiogelu'ch hun ac eraill a lleihau'r risg o danau:

- ✓ Gwiriwch adolygiadau am y cynhyrchion a phrynwch gan werthwyr dibynadwy yn unig.
- ✓ Defnyddiwch fatris a gwefryddion sydd wedi'u hargymell gan y gweithgynhyrchwyr yn unig.
- ✓ Mynnwch ganllawiau proffesiynol wrth droi beic yn e-feic.
- ✗ Peidiwch â gadael i'r batri fynd yn rhy boeth trwy or-wefru.
- ✗ Peidiwch â gadael eich dyfais yn gwefru heb oruchwyliaeth neu pan fyddwch chi'n cysgu.
- ✗ Peidiwch â gwefru na storio'ch batri yn y cyntedd na lle gallai rwystro llwybrau dianc.

I gael canllawiau, ewch i [gov.uk/buy-safe](https://gov.uk/buy-safe)

**Download creative assets for use**



# Creative asset options

Assets can be downloaded via the below links and used across your channels. We have created e-bike and e-scooter versions for each key message. Please contact [ukmarketing@businessandtrade.gov.uk](mailto:ukmarketing@businessandtrade.gov.uk) if you require alternative formats and we will explore creative options.

## Static and motion 16:9



## Pull-up banners



## Posters and leaflets



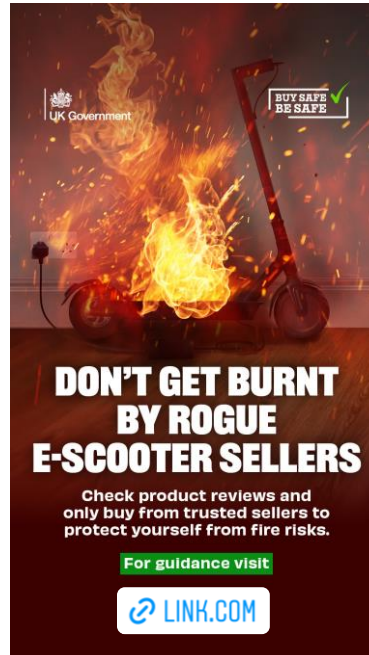


# Creative asset options

## Static and motion 1:1\*



## Static and motion 9:16\*\*



*\*Sizing limitations mean that support copy is not included in 1x1 assets. We suggest including associated messaging in the main body of your social media post.*

*\*\*Please manually include the 'gov.uk/buy-safe' website link as shown above when posting the 9:16 creative on social media.*

# Awgrym cymraeg

## Lluniau llonydd 16:9



## Posterï a taflenni





# Awgrym cymraeg

## Lluniau llonydd 1x1\*



## Lluniau llonydd 9x16\*\*



\*Sizing limitations mean that support copy is not included in 1x1 assets. We suggest including associated messaging in the main body of your social media post.

\*\*Please manually include the 'gov.uk/buy-safe' website link as shown above when posting the 9:16 creative on social media.



Department for  
Business & Trade

# Thank you for your support.

If you have questions, please contact  
[ukmarketing@businessandtrade.gov.uk](mailto:ukmarketing@businessandtrade.gov.uk)