

Briefing

Key message

This year thousands of individuals and organisations are getting behind one simple idea: that together we can take the first step towards tackling climate change. Now is the time, we know what to do and we know how to do it: cut our carbon by 10%.

Key facts

10:10 is a national drive by individuals and organisations to cut carbon emissions by 10% during 2010.

Anyone can sign up to **10:10**, from ordinary people, schools and hospitals to councils and government departments, from corner shops to high street banks and from scout troops to premiere league football clubs.

By joining **10:10**, you're making a commitment to try your best to cut your own emissions by 10%, as part of a wider national effort to cut emissions in every sector of society.

Nobody is going to complain if you find you can't cut the whole 10%. Every percent counts and **10:10** will celebrate any cuts you manage to make in your emissions.

The major energy suppliers have agreed to help everyone to meet their **10:10** commitment by working out the difference between this year's energy use and last year's. They'll display this information on customers' bills in a way that's simple and easy to understand.

The Energy Saving Trust and the Carbon Trust have agreed to help people reach their **10:10** goals by providing advice about energy saving measures through their free helplines and websites. Over the next year, our national media partners will also be providing plenty of expert advice on how to cut your carbon footprint.

10:10 is a project from the team behind the climate blockbuster *The Age of Stupid*.

We will introduce **10:10** to the nation from the Tate Modern's iconic turbine hall on September 1st between 4 and 7pm, where high profile supporters from across society will sign up to cut their emissions. Members of the public will join celebrities, business leaders and other VIPs on what we hope will be a momentous day in the battle against climate change.

From the 1st onwards, individuals and organisations will also be able to sign up on the **10:10** website at any time until mid 2010.