



Executive Summary

contact: daniel@1010uk.org

Introduction

Not many things bring rival businesses together. Even fewer unite energy companies with climate activists. Enter 10:10, a national drive to reduce the UK's domestic greenhouse gas emissions by 10% during 2010.

The plan is simple: by signing up, any individual, school, business or organisation pledges to do their best to reduce their emissions by 10 per cent during the year 2010. It's easy to feel powerless in the face of a huge problem like climate change, but by uniting large numbers of people and institutions around immediate, effective and achievable action, 10:10 enables all of us to make a meaningful difference.

Launching on September 1st in the Tate Modern's iconic Turbine Hall, 10:10 will be backed by a huge publicity push and is already supported by some of the biggest names in business, the arts, sport and politics.

Timeline

10:10 has two distinct phases:

- Firstly, the gathering of **commitments** from individuals, families, businesses, and organisations from schools to football clubs, to cut 10% of their emissions by the end of 2010 (see our methodology documentation for details on how this will work).
- The second stage begins in January 2010 as we help our supporters to **implement** the cuts they have pledged to make, offering them expert advice and allowing them to share their hard-earned wisdom. This stage will be backed by regular features in our partner newspapers, together with online networking tools.

10:10 is unique because:

- It is such a simple, catchy concept
- It is universal and open to all, actively engaging every sector of British society under one banner to reduce our emissions
- It places these individual efforts firmly in the context of a national movement to tackle climate change
- It frames this collective drive around a concrete, near-term, science based target
- It is guaranteed extensive coverage across a wide spectrum of media
- It is an idea whose time has come – a fact that is clear from the huge cross-sectoral support 10:10 has already secured, even before it has launched

Why 10%? Why 2010?

Because while politicians argue about targets for 2050 and 2020, scientists say it will not be possible to meet these targets without the right action now. World emissions must peak and begin to fall within the next few years, and that means we need significant reductions in the developed world as quickly as possible. The longer we leave it, the harder it will be – so a 10% cut in 2010 is the perfect place to start.

Who is behind 10:10?

10:10 was devised by the team behind *The Age of Stupid*, with expertise and funding from a wide range of organisations including Comic Relief, Action Aid and many more. 10:10 is registered as a not-for-profit company limited by guarantee.

10:10 for Individuals

Cutting 10% really is easy for most individuals and families. It's at the level of lagging your loft, upgrading your boiler, or taking one less long-haul flight. 10:10 will walk people through the steps they need to take to make their 10% cut, with support from the Energy Savings Trust and others.

10:10 for Businesses and Organisations

For most organisations the first 10% is ambitious but achievable. It's typically about low or zero cost measures. Many businesses will see savings as a direct result of cutting their emissions. The combination of a compelling campaign message and wholehearted support from two of the UK's most prominent newspapers means that organisations can expect their participation to yield excellent publicity and CSR benefits.

What about those who don't reach 10%?

We're sure that 10% reductions are achievable for almost every business, organisation and individual. That said, any reductions in emissions are worth celebrating, and that's what this project will do. 10:10 is all about getting society as a whole to aim higher – or rather, lower. After all, we won't know what's really possible until we try.

Is 10:10 just about Britain?

10:10 is being launched as a UK campaign but the scientists say it is the right target for the whole developed world. The hope is that the campaign will be replicated in other countries, and we'll be making it as easy as possible for that to happen.

Will there be a symbol like the Make Poverty History wristband?

10:10 is producing metal tags that can be worn around the wrist or neck (or anywhere else). They are made from scrap metal salvaged from old airliners.

Is this just another greenwash campaign?

10:10 is not about hair-shirt environmentalism or forcing people to make major sacrifices for the sake of the planet. But it is about starting to make genuine changes to the way we live, changes that we need so our children can look forward to a brighter future. That's why 10:10 does not recognize any form of offsetting as counting towards the 10% target. Becoming truly 'carbon neutral' is a long way off, and 10:10 is just the first step on the journey to this destination.

How can people sign up?

On September 1st there will be a mass sign-up event at Tate Modern. But individuals and organisations will be able to sign up on the 10:10 website (www.1010uk.org) at any time until mid 2010.

How can I get more involved?

We're always happy to hear from individuals and organisations interested in partnering with us on a particular aspect of the campaign, or just offering general support.

If you're not already in touch with us, contact Daniel Vockins daniel@1010uk.org for more details on partnership opportunities.