



The Plan

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% 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.

10:10 launched from Tate Modern's iconic Turbine Hall on September 1st 2009, and has already gathered incredible momentum, with backing from household names from every sector of society.

Timeline

10:10 has three distinct phases:

- First, 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 documents** for details on how this will work).
- Stage two will see us collectively challenge the UK government to match the commitment made by the thousands who have signed up to **10:10** by promising similarly ambitious action for the country as a whole.
- The third 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 experiences with others on the same journey.

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 provides an unprecedented opportunity to translate individual action on climate change into a popular mandate for political action
- It is a way to encounter climate change that is positive and aspirational rather than depressing and disempowering
- It is an idea whose time has come – a fact that is clear from the huge cross-sectoral support **10:10** has already won

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 progressive organisations. **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 strong support from the UK's leading sustainability experts.

10:10 for Schools and Universities

Young people everywhere are waking up to the need to act quickly to protect their future from the threat of climate change. Schools, colleges and universities have a special duty to be at the forefront of this drive, and signing up to **10:10** means your institution is blazing the trail towards a low-carbon future. **10:10** is a great opportunity for schools to engage students and staff in a truly meaningful and motivating educational project.

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. **10:10** is about celebrating leadership, which is why we will celebrate every cut made above 3%. The combination of a compelling message, a fresh and exciting brand and extensive publicity means that organisations can expect their participation to yield excellent 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.

What about the UN meeting in Copenhagen this December?

By paving the way for the UK to make a bold commitment to immediate emissions reductions, **10:10** aims to put Britain in an historic leadership role in the run up to the crucial climate summit. Those involved in negotiating the Copenhagen deal say the chances of getting developing countries to sign will be increased if they see the rich world leading by example.

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), so that people can show that they are a part of the movement to tackle climate change. The tags are made from aerospace aluminium salvaged from old airliners. Recycled aluminium uses only 5% of the energy needed to produce it from raw materials.



10:10 can also supply larger versions of the tags for mounting on your school or workplace to tell everyone that you are involved. Contact tags@1010uk.org.

Is this 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 to protect our children's future. That's why **10:10** does not recognize any form of offsetting as counting towards the 10% target. **10:10** is just the first step on a collective journey to becoming carbon neutral that cannot be made by buying in emissions cuts from elsewhere.

How can people sign up?

Individuals and organisations are able to sign up on the **10:10** website (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 Malachi Chadwick mal@1010uk.org for more details on partnership opportunities.