



## 10:10 Organisations Introduction

see [10:10 Organisations Methodology](#) for full details

**10:10** is a mass movement that is signing up people and organisations from every corner of British life for the start of the journey to a low-carbon society. So if you want to establish your organisation as a leader in tackling the most important and pressing issue of our times; stay one step ahead of oncoming legislation to limit emissions; save money on your energy bills; and respond to the moral challenge of climate change; then **10:10** is for you.

### What exactly do we have to do?

By signing up to **10:10** you commit to support the national drive to reduce Britain's emissions steeply in 2010. That means urging your staff, members, visitors and service users to cut their emissions by 10%, helping to distribute our tags, and doing everything you can to reduce your own operational emissions by 10%.

Carbon footprints can be measured in different ways, but for **10:10** purposes, we're talking about four key areas of your operational emissions: grid electricity, on-site fuel use (gas, for most of us), road transport and air travel.

### Why should we sign up?

Signing up to **10:10** means your organisation is blazing the trail towards a low-carbon future. Most civil society and public sector organisations have a mandated responsibility to serve the public interest. Today, in addition to your core activities, this must also mean doing everything in your power to address the terrible threat of climate change.

Using less energy will also be good for your budget. You'll save money now as your bills shrink and you'll save money in the future as laws force everyone else to catch up with you.

### Why 10%? Why 2010?

With climate change, everyone talks about long-term targets: Britain's committed to an 80% cut by 2050, and at least 34% by 2020. But scientists say it won't be possible to meet these targets without the right action now – and that means cuts of around 10% in the very near future.

For most organisations 10% is ambitious but achievable. It's the low hanging fruit: eliminating waste, increasing efficiency, that sort of thing.

### What if we can't hit 10% in a year?

In practice, **10:10** for organisations means guaranteeing a cut of at least 3% of your carbon emissions in a single year - while aiming to go further.

We hope you will manage to do more but we recognise that many progressive organisations that have made significant cuts already will find it hard to achieve further deep cuts in 2010, which is why we will celebrate any cuts of 3% or greater.

**10:10** is all about giving it everything we've got. Until we do that, we won't really know what's possible anyway.