

10:10

10:10 is an ambitious project to unite people, businesses and organisations around the world behind one simple idea: that by working together we can achieve a 10% cut in carbon emissions.

It's easy to feel powerless in the face of a huge problem like climate change, but by bringing individual actions together under one banner, 10:10 enables everyone to make a meaningful difference. This sends a strong message to world leaders that people are ready to take action, and helps create the popular mandate politicians need to make an international treaty to avoid runaway climate change.



10:10 launched in the UK in September 2009 and has amassed huge cross-societal support including Adidas, Microsoft, Tottenham Hotspurs Football club, 55,000 people, 1,500 schools, 40% of all local councils (representing 25 million people), all the cabinet and the Prime Minister.

Why 10% in a year?

Big tasks are easier if broken up into smaller, manageable pieces – and 10% this year is much more tangible and achievable than, say, 80% by 2050. Furthermore, 10% in a year, starting this year, is the kind of target that scientists say will give us the best chance of a safe future for our children and grandchildren. Cutting our carbon by 10% is just the first step but it puts us on the right track.

10:10:10 Day

10:10 has joined forces with 350.org - who last year pulled off 5,200 climate protests in 181 countries - to coordinate the biggest-ever day of local climate action, on 10th October 2010. With six months still to go, 800+ Work Parties have so far been registered, including bike repair workshops in San Francisco, school insulating teams in London, waste-land-to-veggies-gardeners in Dunedin (NZ) and solar panel insulators in Kenya. National broadcasters in two major countries are producing films about the day, with others still considering.

10:10:10 is 10 weeks before the world's politicians meet again in Mexico to try to finalise the new climate deal they failed to make in Copenhagen. 350's founder, Bill McKibben, says: "By getting to work in our communities, we can demand that our so-called leaders get to work in their parliaments, palaces and congresses". 10:10's founder, Franny Armstrong, says: "Enough protest marches, enough banners, enough websites. Let's roll up our sleeves and start solving the problem, all together. If we wait till the politicians get their act together, it will be too late."

Sign up to 10:10 at: www.1010global.org

