10:10 for Further & Higher Education: Full Details

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What exactly are we aiming to reduce by 10%?

Joining **10:10** is a commitment to aim for a 10% reduction across four key areas of your carbon footprint:

Grid electricity: This includes all electricity sourced from the national grid. Your electricity supplier should be able to provide accurate records of this, but if your bills are based on estimated meter readings you should ensure you have carried out an accurate meter reading before the start of your **10:10** action year. Note that **10:10** does not recognise green tariffs as counting towards your 10% reduction.

On-site fossil fuel use: For most institutions this means gas for heating and kitchen use, but it also includes other on-site fuels such as coal and heating oil. Your fuel suppliers may be able to provide accurate records but if data is missing for any of this fuel use, then your institution should (a) start tracking usage and (b) attempt to reduce it by 10% relative to a best estimate of the previous year's total.

Vehicle fuel use: This applies only to vehicles your institution owns, not to commuter journeys, trips taken by taxi, hired vehicles, etc. Institutions that don't currently track this consumption in litres can use standard indices to convert the amount spent on vehicle fuels into litres. If your institution does not currently keep track of this, it should (a) start tracking it and (b) aim for a 10% reduction relative to a best estimate for last year.

Air travel: The aim here is to reduce the carbon footprint of your institution's air travel by 10%. If your institution does not currently measure this (many don't), then you should (a) start measuring it, and (b) aim for a 10% reduction relative to a best estimate for last year. A good start is to simply avoid one in ten trips made by air.

Is that 10% in each of the four areas, or 10% overall?

The simplest way to meet the **10:10** challenge is to make the 10% saving in each of the four categories just described. However, institutions that prefer can choose instead to aggregate the emissions from all four categories (using the **10:10** calculator - available from 1 July 2010 – or standard CO_2 conversion figures) and aim for a 10% reduction in the total.

What about our other emissions?

The four areas described above cover the majority of the carbon footprint of most institutions. Focusing on these allows us to keep the **10:10** ask simple and easy to understand. Of course, the ultimate aim is to reduce your institution's overall carbon footprint by 10%, so if your institution also releases refrigerant gases or methane, for example, you should do your best to reduce those by 10% too.

When do we need to make the cuts?

The **10:10** target is a 10% reduction in emissions over a twelve month period (your action year) compared with the twelve months immediately before (your baseline year).

Your institution can choose any date between 1 July 2009 and 31 June 2010 to mark the end of the baseline year and the start of the action year. Many institutions will find it easiest to align their **10:10** years with their financial or carbon accounting years (e.g. April to April). Others may choose an earlier or later start date because they've already starting cutting emissions or because they need some extra time to prepare.

What if our institution is growing?

The ultimate aim of **10:10** is to achieve a 10% cut in your institution's total emissions, compared to the total emissions of the previous year.

However, institutional emissions are often tied to turnover. If an institution rapidly gets bigger, its emissions will tend to shoot up; if it contracts, its emissions will tend to fall.

For this reason, the **10:10** target for institutions is relative to revenue or revenue budget. So if your institution grows or contracts during your **10:10** action year, your target for emissions cuts will grow or decrease to reflect that. This is known as a reduction in carbon intensity.

For example, if your turnover increased from £100k in the baseline year to £105k during the action year, that's an increase in revenue of 5%. So you'd increase your baseline carbon footprint by 5% and aim for a 10% cut from the resulting figure.

Can we sign up one branch of our institution but not another?

There are established rules in the GHG Protocol and ISO 14064 to define how much of an institution is included when signing up for a scheme of this nature (e.g. mergers, part ownerships, etc). **10:10** adopts these.

What about carbon offsets?

10:10 does not recognise any form of carbon offsetting as counting towards your 10% cut. That's because the whole aim of **10:10** is to reduce emissions directly – within the UK.

How will our **10:10** progress be measured?

A key part of signing up to **10:10** is committing to keep track of your use of electricity, fuels and flights so that you can measure progress in reducing emissions.

Once you have this data you can use our simple online tool (available from 1 July 2010) to see how your savings are adding up. There's no obligation to use the tool, but we think you'll find it useful and it helps ensure you're working out your emissions cut correctly.

Will we be audited or put in a league table?

No, there will be no independent audits – unless you want to commission one yourself – and no league tables. However, we do ask that before you make any public claims about the emissions savings achieved as part of your **10:10** action, you (a) run your figures through our online tool, and (b) make sure the documentation supporting your data is available to **10:10** on request.

How will our **10:10** participation and progress be communicated?

We strongly encourage every institution signing up to **10:10** to use our logo to communicate its participation during the action year. The more you show off the logo, the clearer it will be that you're doing your best to reduce emissions. And you'll be helping to spread the word about the **10:10** project, too.

During the action year, we'd very much like to hear of any successful, innovative or funny ways that your institution has discovered to reduce its emissions. **10:10** will help publicise the best stories through our national media partners. **10:10** recognizes all cuts as a success but those institutions achieving the full 10% can expect to feature prominently in coverage of the project.

At the end of your action year your institution will be listed on the **10:10** register of successful participants and you can continue to use the **10:10** brand if:

(a) you report your emissions data to **10:10** using our online tool, and
(b) our online tool shows that an emissions reduction of at least 3% was achieved.

What about longer-term cuts?

10:10 is about making headway on the journey to a genuinely low-carbon economy, so we encourage institutions to approach the short-term challenge in a way that recognises the need for further cuts in the future.

More specifically, institutions should try to ensure that the emissions savings made during their **10:10** action year are locked in for the long term – and that the action taken will complement rather than impede longer-term further cuts.

In practice this means thinking carefully about investment decisions – for example, opting for best-in-category efficiency ratings when installing new boilers, fridges and other equipment, as opposed to models that are only slightly more efficient than the ones being replaced.

One of the advantages of joining **10:10** is that it helps you to get ahead of the pack in terms of sustainability. This will not only cut your energy costs in the short term but will put you at a strategic advantage in the longer term. Britain is committed to emissions cuts of at least 34% by 2020 (relative to 1990) and the coming years will see high-carbon institutions being squeezed harder and harder by laws put in place to make sure this target is met.

Do we need to do anything else if we sign up?

Joining **10:10** is not just about reducing your own institution's emissions: it's about becoming part of a national drive to reduce the entire country's carbon footprint. As such, an important part of the **10:10** commitment is spreading the word and seeking to get other people and organisations involved.

One key way that schools, colleges and universities can spread the word is by encouraging their staff, students, suppliers and alumni to sign up to **10:10** as individuals. Helping them hit the target – by, for example, implementing the government's cycle-to-work scheme, having a weekly meat-free day in the canteen, or supporting lift-sharing or car-pooling – will reduce emissions directly as well as increasing engagement with your institution's emissions cuts.