

# Briefing

## Key message

This year thousands of individuals and organisations are getting behind one simple idea: that together we can take the first step to solve climate change. Now is the time, we know what to do and we know how to do it: cut our carbon by 10%.

## Key facts

**10:10** is a national drive to cut the UK's carbon emissions by 10% during 2010.

Anyone can sign up to **10:10**, from ordinary people, schools and hospitals to councils and government departments, from corner shops to high street banks and from scout troops to premiere league football clubs.

By joining 10:10, you're making a commitment to try your best to cut your own emissions by 10%, as part of a wider national effort to significantly reduce our output of greenhouse gasses in line with what the scientists say is needed.

Nobody is going to complain if you find you can't cut the whole 10%. Every percent counts and **10:10** will celebrate any cuts you manage to make in your emissions.

The major energy suppliers have agreed to help everyone to meet their **10:10** commitment by working out the difference between this year's energy use and last year's. They'll display this information on customers' bills in way that's simple and easy to understand.

The Energy Saving Trust and the Carbon Trust have both agreed to help people reach their 10:10 goals by providing advice about energy saving measures through their free helpline and website. The Guardian and the Sun will also be providing plenty of expert advice over the next year on their pages and websites.

The Carbon Trust have agreed to help businesses and organisations to meet their **10:10** commitment by providing advice about energy saving measures through their free helpline and website.

**10:10** is a project from the team behind the climate blockbuster The Age of Stupid.

Individuals and organisations can sign up on the **10:10** website at any time until mid 2010.

The campaign launched from Tate Modern on September 1st 2009, and within three days had signed up over 10,000 people, 400 businesses, and the leaders of all three major political parties to the **10:10** pledge.