



Frequently Asked Questions of 10:10

There are a bunch of questions that people often ask before they sign up; reading the 10:10 Supporters Communication pack will help with most of these, but here are some questions we often encounter at events like yours.

What is 10:10?

10:10 is an ambitious project to unite every sector of British society behind one simple idea: that by working together we can achieve a 10% cut in the UK's carbon emissions in 2010.

Why 10% in 2010?

Because while politicians argue about targets for 2050 and 2020, the scientists say world emissions must peak and begin to fall within the next few years. That means we need deep cuts in the developed world as quickly as possible. The longer we leave it, the smaller our chance of avoiding disastrous warming. 10% is approximately the right amount for Britain to cut next year if we are to play our part in keeping global temperatures from soaring out of control.

What does it mean to sign up?

For individuals it means what it says on the tin: pledging to cut your emissions by 10% by the end of 2010. We'll be offering lots of advice on how to do it and 10:10 has teamed up with the major energy companies who'll help by showing customers how they are doing on their bills.

What about companies?

Companies commit to getting as close to the 10% target as possible – with a minimum cut of 3% – and to encouraging customers, staff and suppliers to sign up too. Cutting your first 10% is the easy part, but even businesses already well on the road to becoming low-carbon operations will be making at least 3% annual cuts. 10:10 is about aiming high and finding out what's possible – and becoming part of a business community that is doing the same.

There are also specially designed targets for schools and other organisations. Any further questions on business methodology or the terms of their commitment, please contact us at hello@1010uk.org – we can answer any questions through there, and we have specialist advice for businesses, schools, hospitals, charities and councils. There is almost no one we do not accept as a sign up (everyone emits carbon in some form or another) and we can field just about any inquiry.

Is there a symbol like the Make Poverty History wristband?

Yes there is; there is a tag, which can be worn in any way you like, recycled from a Boeing 747. We had it sawed up, melted down and made into hundreds of thousands of 10:10 tags so people can show that they are committed to preventing catastrophic climate change in a way that suits them. Aluminium, from which airplanes and the tags are made, is normally a very energy intensive metal to mine and produce, but because we have recycled it from an airplane it costs far less; and because it's aluminium it's light and strong, meaning it's easy to transport as well. There is a video on the website, and a great story behind the plane, both of which you can see on the website www.1010uk.org/tags.

Does signing up require a major change in your lifestyle?

No. 10:10 is about getting started on the transition to a low-carbon society, and unless you've already reduced your emissions heavily, reaching 10% will be easy. It's all about not wasting energy at home and cutting down on unnecessary journeys and it will save you money. We have a family checklist which will give you helpful pointers, available here, or if not, on the website.

Aren't individual efforts just a pointless drop in the ocean?

Not if they're part of a mass movement. 10:10 makes the efforts of individuals meaningful by ensuring that lots of people will be pledging to make the same cuts, and shows politicians that we as a people are taking the threat of climate change seriously. If it works, and we're hopeful it will, then it will be the first time in history that a developed country has cut its emissions in peacetime.

What's the point of just getting people in the UK to sign up when the country accounts for only 2% of world emissions?

10:10 is being launched as a UK campaign but scientists say it is the right target for the whole developed world. The hope is that the campaign will spread to other countries, and we'll be making it as easy as possible for that to happen.

What happens after 2010?

10:10 is a year-long campaign to get the ball rolling on the move away from fossil fuels. We hope that this will be the beginning of a journey that finishes in a world that is no longer threatened by runaway climate change. But for now the important thing is that we stop talking about what happens in the future, and start cutting the carbon.

Is this just another greenwash campaign?

No. To really make 10:10 happen we have to get everyone on board, from primary schools and residents' associations to local authorities and big brands - perhaps even government departments, if they are brave enough to try. This is a project to start making genuine changes to British society, changes we need so that we can leave our children a future we can be proud of. That's why 10:10 does not recognize any form of offsetting as counting towards the 10% target. Although we have relationships with the major power companies, we are not funded by, nor do we take direction from them in any way. This is a campaign aimed at making reductions that are substantially more ambitious than the government's targets, and the response to date speaks for itself. To put it another way, if just one of organisations – Guy's and St Thomas's Hospital – were to meet their target of a 10% reduction that would mean a reduction of 10,000 tonnes of CO₂. And that's just one sign

up out of over 2,000 organisations and businesses. The people running 10:10 are committed climate change campaigners in this to make a real difference.

How many people have signed up?

We'll send out regular emails with details of how many have signed up, but as of the 12th October 2009 there are 31,410 people, over 1100 businesses, over 550 organisations (that's hospitals, charities, NGOs, etc) and over 300 schools, universities, student unions and colleges. It's increasing every day, and we're working on a sign up page which can be tracked online.

Has anyone I know signed up?

You can view a list of recent sign ups on the website, and a set of logos and pictures of VIPs as well. Big name sign ups include Kevin McCloud, Sara Cox, Colin Firth, Delia Smith and many others. Big corporations include Royal Mail, O2 (the mobile network), Microsoft, Ocado, and Tottenham Hotspur Football Club (don't mention them if you're at an event populated by Arsenal Fans however).

What happens if I think I can't meet my 10%?

Don't worry, we won't be banging down your door! We consider any reduction a cause for celebration, but obviously 10% is the target they are aiming for. There is a lot of information on the website about how to go about it, and we'll be sending out emails with more advice on how to do it. If you have copies of the checklist to hand, you can give them one of them to stick on their fridge door.

What happens with my data when I sign up here?

When you sign up, your personal details are held in an encrypted file which the people here can't view. It's sent back to 10:10 HQ in London where it is decrypted and added to the database. We will never sell or give your details to anyone except for our partner organisations who share the same goals as us – and only if you tick the 'help me on my way to 10%' when they sign up, in which case you will be emailed no more than once a week. If you tick the 'help me on my way to 10%' their name (and nothing else) will appear briefly on the website as a recent sign up.

I've already made a big commitment to reduce my carbon emissions; I'm not sure what else I can do.

Don't worry; the campaign is aimed at people who haven't previously been made aware of climate change or how to reduce their emissions. There is nothing to stop you signing up to receive news and information about the campaign however, and nothing to stop you organising your own events; email hello@1010uk.org.

I would like to do some press coverage of 10:10, who do I contact?

If you are approached by local (or even national) media, feel free to pose for photographs, tell them what you are doing there (and try and persuade them to sign up). For quotes, statements or questions about a particular issue please refer them to press@1010uk.org