



GLOBAL CALL TO ARMS

10:10 – The UK Campaign

10:10 launched in the UK at the Tate Modern art gallery on **September 1st 2009**.



In the five short months of 10:10 UK's existence, it has become one of the fastest growing and possibly the most high profile climate campaign this country has ever seen. More than **57,000 people, 2,000 businesses** and **1,000 schools** have committed to cut their emissions by 10% this year. This includes some big names like **Microsoft, Pret A Manger, Royal Mail, Adidas, Sony, Edinburgh University, the Science Museum, all the leading politicians and the Prime Minister**. Plus a third of the UK's local councils have signed up and therefore will be providing services to 25 million residents using 10% less energy.

So 10:10 is already **reducing UK emissions** and **uniting UK society** behind the simple idea that by working together we can achieve a 10% cut in twelve months. As the former director of London School of Economics, Anthony Giddens put it *"10:10 is taking action, not simply talking about doing so. Its great virtue is that it shows we can take action on CO2 here and now."*

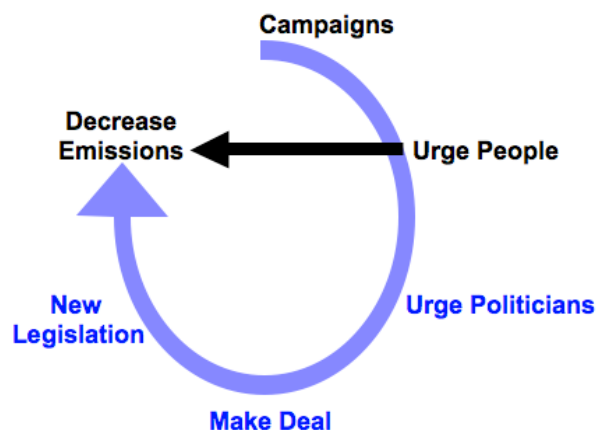
More about the UK campaign including the impressive list of supporters and signups in the document '10:10 The Story So Far' downloadable at:
http://www.1010uk.org/1010/what_is_1010#what_is_1010

The focus of almost all the climate awareness efforts to date can be summarised like this:

campaigns -> urge people -> urge politicians -> make deal -> introduce legislation -> cut emissions.

Clearly this strategy didn't achieve its primary aim - though there were any number of positive offshoots - in that the politicians did not make the right deal. The beauty of 10:10, if we may be so bold, is that it offers a radical re-alignment of the basic premise: people are given the opportunity to play an active role in actually solving the problem, rather than being asked to apply a small amount of pressure to a political system they may well have given up much belief in. 10:10 cuts four stages out of the process above, to become:

campaign -> urge people -> cut emissions



Not only is this a much faster route to the first result we all want to see - national emissions being cut - but it potentially helps achieve the ultimate goal of influencing the global deal, and therefore international emissions being cut: the public making the first move in this way would give the politicians the political space they need to make the right deal. Ultimately, the politicians can't solve climate change without the public and the public can't solve climate change without the politicians. We must tango.



	Success at Mexico = Strong treaty	Failure at Mexico = No strong treaty
Do do 10:10	<ul style="list-style-type: none"> -> Emission cuts already started -> Less resistance to new legislation -> People with skills for low carbon future -> People feeling positive for taking action -> Companies, organisations and individuals on track for low carbon future 	<ul style="list-style-type: none"> -> Some emissions cut -> People with skills for low-carbon future -> People feeling positive for taking action -> Higher awareness on need for deal -> Deal more likely in future
Don't do 10:10	<ul style="list-style-type: none"> -> Deal requires emissions cuts anyway, but started 3 years later, in 2013 	<ul style="list-style-type: none"> -> Emissions not cut -> No progress -> At square one -> Climate crisis more likely

Watch Age of Stupid Director and 10:10's founder Franny Armstrong's final thoughts from the UN climate conference:
http://www.youtube.com/watch?v=MfPOIUMPd7A&feature=player_embedded

Even if world leaders had reached a fair, ambitious and binding international treaty in Copenhagen, society would still need to cut emissions so there would still be a need to run the 10:10 campaign. Whether we have a global deal or not we need to start cutting our emissions and 10:10 is a great first step. Science tells us 10% in 2010 is the right kind of target across the developed world and the only reason. 10:10 has not been expanded as a global campaign to date, has been lack of capacity from the UK organisation.

10:10 Global

We are now ready to open source the strategy and tools of 10:10 so that around the world, together, we can facilitate ambitious but feasible emission cuts as well as a cultural shift in attitudes towards climate change. We aim for ordinary families to work together with schools and businesses and TV shows and churches and knitting groups to actually knock 2 or 3 or 8 or even 10% off their country's total emissions.

We already have inspiring stories pouring in from around the world which help motivate other people to do 10:10. Norway launched their campaign in October 2009 and they've already signed up the City of Oslo (Norway's capital) to do 10:10. And a small group in Portugal started 10:10 as a local initiative with a few houses and it's very quickly grown to have a strong online community.

Looking for leaders

There is an opportunity for credible organisations and volunteers to run 10:10 in their own countries. 10:10 has been an energised and desirable campaign in the UK and we are willing to share our strategy, resources and guidance to organisations that can act as a "Hub" in their own countries.

Hubs will act alongside the 10:10 Global staff to lead their own national version of the campaign. This means that as a Hub you will be the main point of contact for 10:10 in your country and all country-specific communication goes through you. Typically a Hub will be a non-profit organisation with experience of running national level campaigns, but if you're a super keen individual or if your organisation can bring something new to the table then we want to hear from you too. Often a Hub will be a coalition of interested groups and people.

We're pleased we already have Hubs in Germany, France, New Zealand, Norway, Ireland and Ghana. However if you're in one of these countries and interested in being involved please still get in touch as you may like to join the coalition.

10:10:10

The date 10:10:10 is looking to be one of the most exciting events of the year. Working with our friends at 350.org we're going to make the tenth day of the tenth month of the millennium's tenth year a real starting point for concrete action. In every corner of the world we hope people, businesses and communities will take practical action to cut their carbon emissions; people will put up solar panels, insulate schools, erect windmills, mend bikes in community co-ops, launch local gardens, fix broken electrical equipment, swap clothes they no longer need and then have one big party at the end of it (with locally sourced organic food & wine of course). We'll make sure the world sees this huge day of effort—and we'll use it to send a simple message to our leaders: "We're working—what about you? If we can cover the roof of the school with solar panels, surely you can pass the legislation or sign the treaty that will spread our work everywhere, and confront the climate crisis in time. 10:10:10 aims to be the biggest global day of climate action ever seen. If you want to organise a 10:10:10 event but not be a country Hub please join our mailing list for more news.



Why sign up to be a Hub?

You can lead a positive, solution-based climate campaign that reaches beyond the usual green suspects.

10:10 is a new tool designed to be used to help gain access to the large majority of the population for whom climate change remains a distant, abstract concern. Many of the people signed up to 10:10 previously felt like climate change was a problem they were unable to do anything about,

and one that is for others to solve.

Case studies of people and businesses cutting 10% on The Guardian's 10:10:
<http://www.guardian.co.uk/environment/10-10>

Further benefits you will gain from running 10:10 in your country include:

- a 10:10 global email address
- your own country specific 10:10 web and facebook pages
- the opportunity for a high profile launch in your country
- mailing list rights to all the members you sign up (provided you agree to relevant data protection laws)
- we will link you up to volunteers in your country that approach us
- a toolkit full of our key resources
- access to a private wiki with a complete guide on being a Hub
- the opportunity to post content on the 10:10 global website
- a 10:10 tag (made from a Boeing 747)
- support and advice every step of the way from 10:10 Global (minimum fortnightly Skype calls)
- ability to send mailing list messages to 10:10ers in your country

What do country Hubs do?

A country Hub leads the 10:10 campaign in their country. They also act as the spokesperson for the 10:10 action in their country. There is one key principle and that is **inclusivity: every person and organisation is welcome to join***. You need to be willing firstly to work with unusual signups and secondly you need to be willing to co-ordinate with other interested campaign groups and volunteers in your country. In most countries we envisage 10:10 being run by a coalition.

Below is a rough outline of what you might be doing for the first few months while 10:10 Global takes off. We will be on hand to give you plenty more specific advice on how to achieve these jobs as we go along.

	Getting Started	Building your base	Preparing for the Launch	LAUNCH!*	Lead the campaign	10:10:10
As soon as you are signed	The first thing you will need to do is take a look at all our key materials and translate them (if necessary).					
	Build up a team of volunteers (or staff) to help launch the campaign					
March-April		Start adding content to your own 10:10 web page				
		If possible you should get a major media partner on board (like the Guardian in the UK)				
		You might want to consider linking with in-country key advisors like carbon reduction research groups or successful NGOs				

April-May			Start signing up “groups of 10”: schools, leisure centres, churches, hospitals, local authorities.			
			Sign up iconic businesses, celebrities and partners who are influential.			
June				Big public launch event! (We will provide you with lots of hints on how to make this successful)		
June onwards					Start communicating with your signups on how they can cut 10% of their emissions	
					Keep signing up new signatories from across society.	
October						GLOBAL DAY OF ACTION!

FAQs

- **How much time and or resources do we need to run 10:10?**

We will provide you with most of the resources to get started but after that you will need relevant skills in your team for managing a webpage, campaign management, press communication, translation, public relations and communications, fundraising and finance.

Ideally these skills would be backed up by some paid staff but we know that not always possible. If you can be sure there will be at least one core staff member/volunteer who is able to see 10:10 through for the next nine months then please apply.

- **We want to be the branded “owner” for our country, is that possible?**

10:10 is an inclusive campaign so we do not restrict any groups or individuals from being involved, using the logo and spreading the ideas of the 10:10. However as the country HUB you will have a unique role as leader of the campaign in your country and we will direct all our communications through you.

- **Do we have to follow all the policies of the UK campaign? Some policies don't make sense in our country...**

No. We are using the metaphor of “open-source” for the 10:10 Global campaign meaning anyone anywhere can use the project idea in the way that you feel is most culturally relevant and affective. We only ask one thing (like open-source software) we are releasing this campaign in the good faith that you will respect the principles behind it, see the [Ten Tenets of the 10:10 Campaign](#) (at end of document).

- **I'm just an individual/ small group- how can I/we join in?**

Great! We need all the help we can get to go global- please send us an email julika@1010global.org letting us know your country and capacity, then we will let you know how you can help or link you up with the Hub in your country if they are already registered.

- **Can you provide any income for 10:10 Country projects?**

Unfortunately no. As much as we would like to help we are just a small team working to cover our own costs.

- **Can we raise funds for our 10:10 campaign?**

Fundraising to cover expenses will be an important dimension of the campaign, especially if you are planning a launch event. We will provide you with advice and tips on funding sources and approaches. However we do not anticipate that running 10:10 in your country will *need* to be a high budget campaign and there are many strategies that you can use to avoid costs. 10:10 can in no circumstances be used for profiteering for your organisation.

- **What kind of “key” resources will you be supplying?**

We will share with you all of the resources that made 10:10 so successful - that means our documents advising on communication strategy; background information on what 10:10 is; breakdown on our methodology; a launch event planning kit; logos and graphics; checklists and all our advice bundles on how individuals, families, businesses and organisations can cut their carbon; an archive on UK mail outs; a signup widget, and FAQ documents for campaigners. In fact we are putting together an entire private wiki just to guide you through the campaign.

- **Can we publicise our own activities to 10:10 signups?**

You are welcome to link the 10:10country web page and facebook to your own organisation.

- **Can Franny/Eugenie or other famous UK 10:10ers come to our launch?**

We can't promise anything- especially if you are from a country that they would need to fly to, but we will try our best to get as many eminent people to your launch as possible! There may also be scope for a satellite or skype link-up.

- **How do we order 10:10 tags for our campaign?**

If you need less than 5,000 tags and you are in the EU we can sell you some of the UK tags at the price it costs to produce them plus postage costs. If you need more than 5,000 tags or you're outside the EU we suggest you look at getting some produced locally. We can provide templates for this.

- **What happens to the campaign after 2010?**

We are not sure what is going to happen after Dec 2010 but we'll be asking the whole 10:10 community what they think towards the end of the year. You will be free to continue running the 10:10 campaign in your country if you choose.

- **What do I have to agree to if I want to be a Hub?**

The main thing is you agree and can abide by the Ten Tenets of the campaign (see overleaf). Once you apply to be a Hub we also have a Memorandum of Understanding outlining the agreement between us.

OK, I want to apply to be a Hub.

Please apply through the form under "want to help" on: <http://www.1010global.org/>

This sounds like too much work I'd rather just help out.

Great. Have you signed up everyone and every business you know to cut 10% of their emissions? Could you put the 10:10 widget on your site to help sign people up? <http://www.1010uk.org/widget/builder>. Could you post our site to your facebook page or website?

The Ten Tenets of the 10:10 Campaign

1. 10:10 is a voluntary emissions reduction campaign for any person, organisation or business to commit to cutting 10% of their emissions in a 12 month period starting in 2010.

2. 10:10 is an inclusive campaign. Every person, business and organisation is welcome to join.

3. Offsetting or emissions trading can in no circumstances be part of 10:10, as the aim is to reduce emissions directly.

4. Successes are celebrated, rather than failures highlighted, so as not to discourage people/organisations from signing-up for fear they will be criticised for failing to achieve 10%

5. Everyone who signs up should be actively encouraged to spread the word

6. Emissions savings should wherever possible be locked in for the long term

7. All campaigning organisations are free to run with 10:10 if they choose

8. 10:10 must not be used as a vehicle for personal or organisational profiteering.

9. 10:10 is a campaign for immediate reductions of greenhouse gas emissions and should not be used to push any other moral, social or political agenda.

10. People can add principles and policies but they can't change these basic Ten Tenets.

