

Messaging

This document sets out the generic top line messaging for the **10:10** project. Remember that it is also important to tailor your message to your specific audience – this is just the big picture stuff.

1. What is 10:10?

This year thousands of individuals and organisations are getting behind one simple idea: that together we can take the first step to tackle climate change.

All over Britain people are putting aside their differences to be a part of this powerful movement.

10:10 is the first real opportunity for ordinary people to make a meaningful difference on climate change.

2. Why should I get involved?

Now is the time, we know what to do and we know how to do it.

It's easy

We'll help you

It's already happening – don't get left behind

Everyone is doing it

Help Britain show the world how it's done

You're probably already doing it

We know we need action now, not far in the future

Carbon is the problem, cutting carbon is the solution

10:10 will make a real difference

3. What do we have to do?

Cut our carbon by 10%.

Cut your carbon by 10% in a year, and get friends/family/employees/customers to join you. Most of our carbon footprints come from transport and energy use, and we've made it really simple for you to track these.

- Go to the website and sign up
- Stick your 10:10 checklist on your fridge
- Tell ten friends about 10:10