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10-10-10: Let's get to work

A Global Working Party for climate protection

No more than 350 parts per million CO₂ (ppm) in the atmosphere in the long run! This is what scientists recommend and what the global action day is about. We can still reach this target if we act now: let's get to work on 10-10-2010. Mobility can contribute to climate protection. 18 action ideas suggest how this can be done.

18 action ideas for 10-10-10 collected by ITE members

Freight transport: the shorter the better

1. Do it yourself

Perhaps the best idea for those who want to act consistently: meet for social gardening. Grow your own products!

2. Sponsorship Party "eggs and hens"

Support local trading connections and reduce long distance transport: organise a party where visitors sponsor a hen (living on a nearby farm). People pay a monthly fee and get a set number of eggs – and perhaps get to visit the farm and "their" hen. Go even further and promote the delivery of a weekly box of fresh local vegetables.

3. Regional meal

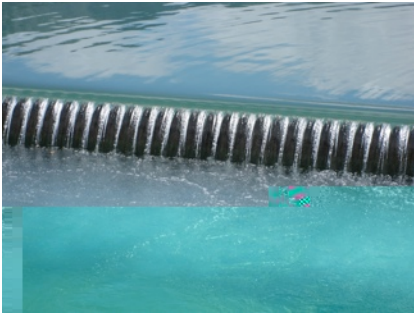
Have a party / a breakfast / a brunch made of regional seasonal produce (...but yes, you may import coffee and tea).

4. Climate-friendly restaurants and bars:

Ask your favourite restaurant / bar to offer at least 3 regional and seasonal meals on 10-10-10. Or make them write on their menu how far their products came from (example: "our lamb comes from Piemont; potatoes from farmer xy; 10 km; bread from the baker in the village; rosemary from our own garden").

5. Promote climate-aware shops

Before 10-10-10, look out for a shop owner who promises to sell mainly regional products. Inform the press about their promise and invite the public to visit this shop on 10-10-10. It is quite probable that the shop owner will increase sales on 10-10-10 than on average Sundays and will be incentivised to invest in regional produce.



Car-free Sunday

6. Car-free road for one day

- In Salzburg, a highly frequented main road was closed for a whole weekend! They unrolled some lawn and had a big party on it, beergarden included.
- In Langenlois (Lower Austria) they have a regular “reducing-transport-party“ in the town centre. This includes games and competitions for children, an exhibition of electric cars or special freight-transport-bicycles. People can also test-drive various (including crazy) vehicles. Also included is music and catering (regional products) <http://www.vspar.at/vsparLL.htm>
- Offer free bike-servicing during a street-party. Mostly, there are just minor problems to fix on a bike to help people use them more – a free repair service on 10-10-10 might help. <http://www.vspar.at/Aktionen/LLRadservice.htm>

7. Car-free picnic

Organise a public picnic where everybody has to come car-free. The participant who walked or rode the longest way gets a prize.

Feet instead of cars

8. Meet pedestrians needs

Most towns still don't do enough for pedestrians. Highlight an intensively used or dangerous crossing by pouring finger paint on people's feet and crossing the street. This will mark the crossing that is needed. Send photos to the local authorities.

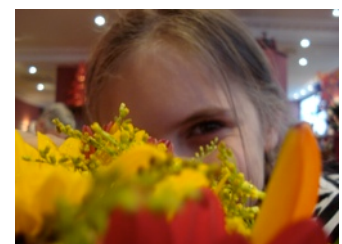
9. Greener city for pedestrians

- Trees along main roads reduce greenhouse gases and pollution, give shadow and are attractive for pedestrians. The NGO “Green city“ has created “moving alleys“. Several potted trees are taken to a road that is in need of some more greenery and left there for several months. Then, they get moved to another road.
- A nice and comfortable bench - alongside a potted tree - is placed at a hectic crossing. Passers-by are encouraged to have a rest. <http://www.greencity.de>

Children get climate-friendly

10. “Walking bus”

Children are often driven to school and don't even know how to walk to school or to their friends houses. Organise a Sunday walk to a kindergarten or primary school. At marked points along the way, an adult - parent or teacher - meets the participating children and guides them on their way. Children living on the way are picked up. On arrival at their destination, the children are presented with a certificate or small gift.



11. Who will be first to walk 350 km?

A bet for children or youth groups (maybe schools) would be to see which group manages to walk 350 km, or even further, within a week? Participants get a booklet to register every walked kilometre (testified by someone else). The winners are announced and honoured on 10-10-10 (or 10-10-10 could be the celebrated start of the walking bet) .

Never without my bike

12. Motivation to use bicycles instead of cars

With the help of the local press: during the week before 10-10-10, cyclists are randomly photographed while passing through a town. On 10-10, the winners are decided by a draw and their pictures are published. <http://www.vspar.at/Aktionen/LLGeblitzt.htm>

13. Premium cycle stands for premium customers

Modern and attractive cycle stands are an indicator of the esteem cycling customers are held in. Shop owners could put up some new, modern and attractive cycle stands on 10-10-10 in prime positions near their shops to show their appreciation of cycling customers. Local authorities could put them up in town centres, near bus stops...

14. Powerful bicycles

In Berlin, a group is planning to demonstrate the energy of bikes in a very special way: On 10-10-10, they are going to have rock-music and a dance-floor powered by bikes!

No priority for car infrastructure – the road-network is dense enough!

15. Protest against new road infrastructure

Organise actions or road blocks to protest against new road-building or airport projects. Climate-killers should no longer get additional infrastructure!

16. Mark your slogan along highways

In mountainous regions, highways can cause high environmental damage and produce more CO₂ (and air pollution) than in the lowlands. Mark your message with stones or any other objects or torches on a meadow near the highway causing the problems. You could write “350” by using torches.

Save fuel - reduce speed

17. Slow bikers first – “Flashmob” at roundabouts

Cyclists and pedestrians arrive unannounced, unexpected and like ghosts at a roundabout. They cycle and walk round it again and again, slowly for about 5 minutes. Photos are taken, videos are made. Cars must wait. Then, all participants disappear, in all directions. All appointments for this action should be made by email, sms, or social networks. You can repeat the “flashmob” several times and at several places in your town.

18. Information on fuel saving

Organise an information desk in the town centre to advise car drivers who wish to, to drive more economically. If possible, cooperate with experts and offer a free tyre pressure test – as this small aspect has an enormous influence on fuel consumption.

PLEASE: Don't forget to take photos or videos! If possible, show “350” on them. Send them to www.350.org. All contributions will be collected and shown as a huge mosaic from all over the world.