

THE 10:10 FESTIVAL-GOER

10:10 is an initiative encouraging everyone to reduce their CO2 emissions by 10% in 1 year, starting in 2010..

Carbon dioxide (CO2) is a greenhouse gas causing climate change. You don't necessarily notice it, but every choice you make involves carbon: means of transportation of course, but also what you eat, what you buy...

10:10 is not about sacrifices, and at a festival you can act and easily reduce your emissions without losing the fun! Just use some of the ideas below and get started.

These 10 ideas are meant to help you get active in the fight against climate change, and become a **10:10** festival goer!

1 **Faster Better Cheaper**

Avoid driving your car and reduce your emissions by using train, bus, carshare etc. Some festivals provide free shuttles and offer discounts on public transport. Plan your low-carbon travel beforehand – you'll save money and avoid the parking hell!

2 **Dancing, sorting, recycling...**

Take care of your festival site and use the recycling bins. More and more festivals are making efforts to sort the waste, help them by choosing the right bins!

3 **Think local, it tastes great**

Take the opportunity of the festival and the region to discover local food. It will be as tasty or tastier for you, and will reduce emissions as it hasn't travelled a long distance. If available, try organic food!

4 **Eat responsibly, think sexy veggies.**

Meat causes huge CO2 emissions (animal raising, transformation, transportation). Tasty vegetables, along with pasta, potatoes, fries, bread, soy-based food etc. will give you all the energy you need to have a blast at the festival!

5 **Packaging is depressing.**

Plastic means fossil fuels and lots of CO2, so do your best to avoid it. Choose a sandwich for instance – no packaging, no plate, no waste!

6 **From disposable to sustainable**

Avoid plastic cups as much as you can – at most festivals you can now find reusable cups, yours will be a great souvenir when you go back home! Or bring your own cup to the festival.

7 **A box for your butt**

It's easy to get a portable ashtray for your cigarette butts – with just a small box, you won't need to throw them away anywhere and you'll keep the grounds clean. It takes up to 12 years for a cigarette butt to decompose...

8 **Do you like grass?**

Take care of it, and respect your environment. Where you see fences, they've usually been put there to protect a delicate site that will be hurt by you walking on it.

9 **Be a smart consumer**

All those fancy souvenirs are tempting: t-shirt, cap, accessories... Is there anything fair-trade, with organic cotton, etc? Many labels can help you there.

10 **Share the love**

At the festival, tell people about 10:10 and share ideas with the cute girl or the handsome guy standing next to you. Be the change you want to see! Once you're back at home, check out 1010global.org, sign-up and tell your friends.

