



Press release: the 2010 Climate Challenge

Today Project 90 by 2030 is excited to launch our 2010 Climate challenge in partnership with 9 organisations working nationally to raise awareness of expected impacts of climate change. The 2010 Climate challenge builds on the 2009 Climate challenge and through a collective effort now extends the challenge to **all** South Africans.

In partnership these 10 organisations will pool their efforts to inspire their networks to help build a groundswell of forward thinking South Africans committed to changing the way they live **today** in order to be ready to respond to **future** challenges of climate change.

The 10 partners are:

1. Project 90 by 2030 – www.90x2030.org.za
2. I am changing the world – www.iamchangingtheworld.org.za
3. 350.org - www.350.org
4. Wild Life & Environment Society of SA (Wessa) - www.wildlifesociety.org.za
5. Bicycling Empowerment Network (BEN) - www.benbikes.org.za
6. Well worn theatre company - www.wellworn.org.za/
7. Green Office - www.greenoffice.co.za
8. Activist! - www.activist.co.za
9. For love of water (FLOW) – www.forloveofwater.co.za
10. Ms Earth South Africa - www.misearthsa.co.za



The 10 campaign themes within 5 overarching Challenge themes:

Theme 1: Energy efficiency (simply using less)

1. For schools - On-line submission of targets for carbon footprint reduction projects in schools that will aim for at least 10% reduction by the end of 2010. Prizes awarded by the end of the campaign for those who achieve their targets.
2. For companies - On-line challenge to achieve a target of 10% energy savings by means of physical technology changes in their operations. Prizes awarded by the end of the challenge for those who achieve their targets.
3. An on-line campaign for all South Africans to sign up to support the supply of 4 million free domestic solar water heating systems instead of investing taxpayer's money into dirty power generation. We provide a detailed outline of how this can be achieved.
4. A photo campaign where people send in photos taken of innovative energy efficiency actions they are taking themselves or see around them. Monthly prizes awarded for best picture submitted and final overall winner at the end of the campaign.
5. Most innovative energy efficiency idea campaign – domestic, industrial or city-focused. Monthly prizes awarded for best idea submitted and final overall winner at the end of the campaign.

Theme 2: Renewable Energy (RE is normal, available and visible!).

6. A campaign to have 10 community-based, 10 company and 10 school sites fitted with renewable energy supply by the end of December 2010.

Theme 3: Water (let's use water more efficiently today!)

7. On-line submissions of challenge targets to save water and reduce water footprints by at least 10% by December 2010. Prizes awarded by the end of the campaign for those who achieve their targets.
8. A campaign to cut out bottled water and use the tap instead.

Theme 4: Conscious travel (flying & driving less, walking, cycling & hiking more)

9. On-line submissions of challenge targets to reduce travel carbon footprints by at least 10% by December 2010. Prizes awarded by the end of the campaign for those who achieve their targets.

Theme 5: Waste (let's decrease the waste going to landfill)

10. On-line submissions of challenge targets to reduce carbon footprints on waste, reducing the amount of waste sent to landfill by at least 10% by December 2010.

All partners are committed to driving at least one of the above campaigns. All on-line campaigns will be managed and audited so that submissions can be verified independently.



For details of the overall campaign see:

www.90x2030.org.za/2010climatechallenge

Back story to the 2010 Climate challenge:

In 2009, Project 90 by 2030 and Robert Zipplies undertook to join forces and wave a red flag alerting fellow South Africans to the expected impacts of climate change. In the course of the epic journey of 2900km on an electric bicycle from Cape Town to Durban, Zipplies and Project 90 team members talked to many South Africans from diverse communities and gained a unique insight into common perspectives on climate change. Zipplies has now joined the Board of Project 90 in order to work more closely with us and we have asked 9 other organisations who all essentially share the view that we need to challenge ourselves to re-think the way we live, the way we relate to the environment and to reflect on the demands we make on limited natural resources every day.

For further details contact any of the campaign partners via their websites above or the Project 90 by 2030 main office at 021 674 5094 or on email: info@90x2030.org.za