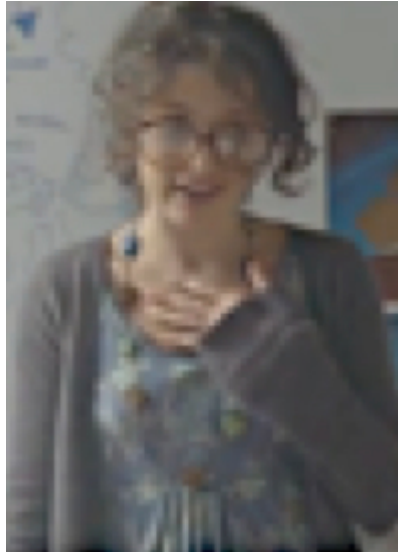




Written by [Raven Clabough](#) on October 5, 2010

Environmental Advertisements Promote Fear Tactics

Liberal environmentalists apparently care so much about the Earth that they will resort to the lowest levels of humanity in order to achieve their tree-hugging goals. As part of the effort to promote the “10:10” campaign, a movement that encourages people to reduce their consumption of carbon by 10 percent in 2010, the “10:10” London-based group created a mini-film that is horrifying in nature, as it portrays violence, child murder, and terrorism, all to promote environmentalism.



The *New York Times* explains, “On paper, the project had everything going for it — the screenwriter of *Four Weddings and a Funeral* and *Bridget Jones’s Diary*, music by Radiohead, on-screen talent including Gillian Anderson, a partnership with *The Guardian* newspaper, which got the exclusive, unveiling the video with a gushy blog post that called it ‘attention grabbing’ and ‘pretty edgy.’ ”

There seems, however, to be fine line between “edgy” and gruesome.

In the first scene of the mini-film, a teacher requests that her class engage in the “10:10” campaign, and asks that the students encourage their parents to do the same. She offers the class a variety of measures that could be taken to reduce the level of carbon emissions, such as “getting your dad to insulate the loft, or taking your next holiday by train instead of flying, or buying energy-saving light bulbs.”

The seemingly cheerful and delightful teacher (above) goes on to say, “It would be great to get a sense of how many of you will do this.” All of the students raise their hands but two, Phillip and Tracy. The teacher addresses the two by claiming, “That’s fine, it’s your own choice.”

However, just as she is about to dismiss the class, she presses a red button that annihilates the two students who were unwilling to participate in the campaign, resulting in an explosion of blood over the class and the teacher. As she wipes the blood off of her face, she proceeds to instruct them on their evening’s homework.

Truly horrifying.

Following the classroom scene, a corporate man addresses his staff to “check up on that ‘10:10’ thing.” He first compliments those who have already offered “brilliant ideas” that would help the office to reduce carbon emissions.

Similar to the classroom scene, the executive then asks his staff who intends to participate and who is not “quite convinced by it yet,” of which latter group there are approximately five people. Seemingly unperturbed by this show of hands, the executive remarks, “Cool, it’s no problem. Your choice. Those of



Written by [Raven Clabough](#) on October 5, 2010

you who are planning something here or at home should probably get working on it.”

Just before he dismisses the staff meeting, he is approached by his secretary, who hands him what looks to be a remote control for a toy car. The executive uses the control to kill the five unwilling participants, by way of explosions that cause a shower of blood over the entire staff.

Perhaps most disturbing is the executive’s cheery demeanor after the murder, as he smiles brightly and says, “Have a great weekend, everyone.”

A nearly identical scene follows, featuring what appears to be a general manager of a sports team addressing his coach and football team, though this is England so the sport is actually soccer. The athletes explain to their GM their intent to reduce carbon emissions by encouraging their fans to use public transportation to get to the games. As the GM seems disinterested and asserts that the “10:10” campaign appears to be a distraction from the sport, he is treated to the same disturbing death as the students and staff members.

Following the mini-film, a narrator chimes in:

“‘10:10’ — Hundreds of thousands of people, schools, businesses, hospitals, movie stars, knitting circles, scout troops, presidents and governments — all tackling climate change in more than 40 countries. Care to join us? No pressure.”

While the narrator is speaking, words flash on screen that read:

“500,000 tonnes of CO₂ Saved in First 6 Months”

“May 2010 UK Government Commits to 10% Cut”

“10:10 Cities: Oslo, Lisbon, Mexico City, Paris, Chiang Mai, Lyon, Brighton, Sibenik, Bordeaux, Subiaco, Cannes, Bourges”

“10:10 Campaigns: Now in 40+ Countries”

For those interested in seeing the film for themselves, watch the video below, (but be forewarned that it is filled with obviously fake theatrical blood):

{youtube width="500" height="300"}h8EUtB45RvE{/youtube}

According to Britain’s *Telegraph*, the mini-film reveals another side to the environmental movement.

“The environmental movement has revealed the snarling, wicked, homicidal misanthropy beneath its cloak of gentle, bunny-hugging righteousness.”

The Blaze asserts that the advertisements “give a scary glimpse into the mind of today’s global warming alarmists.”

Fortunately, the advertisements have spurred fierce public outcry. In fact, the backlash has prompted environmental activists to distance themselves from the violent videos. As a result, the group behind the advertisements removed the videos from the Internet almost immediately after they debuted.

According to members of the “10:10” London-based group, the intent of the advertisements were comedic.

“With climate change becoming increasingly threatening, and decreasingly talked about in the media, we wanted to find a way to bring this critical issue back into the headlines whilst making people laugh. Many found the resulting film extremely funny, but unfortunately some didn’t, and we sincerely apologise to anybody we have offended,” said the group on its website. It added, “Oh well, we live and learn.”

However, as pointed out by conservative pundit Glenn Beck, very little learning is actually accomplished. These advertisements are just recent examples of an increasingly violent and intrusive movement.

For example, an anonymously written June 2, 2009 article posted on a leftist website was forced to be



Written by [Raven Clabough](#) on October 5, 2010

removed when the public grew outraged at its message: "At what point do we jail or execute global warming deniers?"

Similarly, in 2008, James Hansen of NASA publicly advocated trials of global warming skeptics, alleging that they are guilty of "high crimes against humanity."

The murderous advertisements are just recent installments of the environmental movement that reveals the groups' principles of land before people. Public backlash forced the "10:10" group to try to erase the advertisements from peoples' memories by scrubbing the Internet clean of the evidence, though it seems an impossible feat to force people to forget such a video.

Likewise, some will see to it that the public does not forget the "10:10" Project's message. As noted by *The Blaze*, "The public disgust surrounding the video outweighed its message and its producers pulled it from the web. Equally unfortunate for them, however, is the rampant re-posting of the video by bloggers around the world."

Fox News' Megyn Kelly interviewed Marc Morano, executive editor and chief correspondent for [climatedepot.com](#), a group of global warming skeptics, to assess that group's reaction to the mini-film. Morano explained, "The global warming fear promoters are a desperate group. President Obama has failed them, the United Nations has failed them, the Senate is failing them, the public has failed them...they needed to do something to get attention...in as gory and disgusting a manner as possible, and it spectacularly backfired."

Morano continues that the mini-film "expresses a very deep sentiment in their movement of wanting to get rid of and silence global warming skeptics." He adds that it "has been an actual intellectual strain to silence skeptics," such as when *Grist Magazine* called for Nuremberg-style trials for global warming skeptics.

Morano sees the mini-film as a rallying cry to action, with the potential to incite violence. "Global warming fear promoters have used intimidation," he notes. For example, UN officials have called it "criminally negligent" and "morally irresponsible" not to believe in man-made global warming. According to Morano, the British government has used taxpayer dollars to help fund the "10:10" project. Additionally, the group has been funded by major corporations, including Sony and Kyocera, as well as environmental groups.

Awaiting the reaction from the group's sponsors, Morano concludes, "Let's hope eco-snuff films aren't the future here."

Photo: The 10:10 "teacher."



Subscribe to the New American

Get exclusive digital access to the most informative,
non-partisan truthful news source for patriotic Americans!

Discover a refreshing blend of time-honored values, principles and insightful perspectives within the pages of "The New American" magazine. Delve into a world where tradition is the foundation, and exploration knows no bounds.

From politics and finance to foreign affairs, environment, culture, and technology, we bring you an unparalleled array of topics that matter most.



Subscribe

What's Included?

- 24 Issues Per Year
- Optional Print Edition
- Digital Edition Access
- Exclusive Subscriber Content
- Audio provided for all articles
- Unlimited access to past issues
- Coming Soon! Ad FREE
- 60-Day money back guarantee!
- Cancel anytime.