

WHY LA10T EXISTS FAQ

[Mandatory | Public Facing]

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- **Why was LA10T created in the first place?**

LA10T was created because future generations will live with the consequences of today's everyday decisions.

Carbon emissions, water wastage and landfill growth were not caused by a single moment, they were caused by millions of small, unrecorded choices made repeatedly over time.

LA10T exists to make those choices visible, conscious and shared before it is too late.

- **What problem did earlier generations fail to solve?**

They treated sustainability as:

- A policy issue
- A corporate issue
- Someone else's responsibility

But the real problem was simpler and harder:

- behaviour had no system to be seen, verified or valued.

LA10T was built to solve that invisible gap.

- **Why focus on carbon, water and landfill specifically?**

Because these are the three pressures that define whether the future remains liveable:

- Carbon emissions determine climate stability
- Water wastage determines food, health and survival
- Landfill overflow determines whether land and oceans recover or collapse

What cannot be seen, cannot be changed at scale.

- **Did people in the past already know these problems?**

Yes, knowledge was not the issue.

The failure was that knowing did not translate into shared action.

LA10T was created so awareness could finally become participation and participation could become collective momentum.

- **What does “acting consciously” mean in LA10T's system?**

In LA10T, acting consciously means:

- Making lower-impact choices where possible
- Learning and improving over time
- Participating without needing perfection

The white paper is clear:
LA10T recognises behaviour, not outcomes.

- **Why does individual action matter when the problem is global?**

Because global problems are built from repeated individual behaviours.
When conscious actions remain isolated, they fade.
When they are visible and shared, they spread.
LA10T exists to turn isolated effort into social norm.

- **What will future generations ask about this era?**

They will not ask what people believed.
They will ask: “When you knew the impact of carbon, water and waste, did you act consciously or did you look away?”

LA10T exists so people can answer that question honestly.

- **What does being part of LA10T say to the future?**

It says:

- You did not wait for incentives
- You did not wait for perfection
- You chose to participate when participation still mattered

That choice will matter more than any claim or promise.

- **Why should people feel proud to be part of LA10T?**

Because pride does not come from being flawless.
It comes from taking responsibility while there was still time.

LA10T recognises that responsibility.

- **Why doesn't LA10T pay people to act sustainably?**

Because responsibility should not depend on payment.
The white paper is explicit:
LA10T is not a financial system, it is a behavioural visibility system.

EcoCoin and badges exist to:

- Recognise participation
- Reinforce consistency
- Make effort visible

Not to price the planet.

- **What do EcoCoin and badges represent in the future's eyes?**

They represent proof of participation.
Not wealth.
Not status.
But evidence that someone chose to act consciously when it counted.

- **Why does LA10T focus on community instead of individuals alone?**

Because sustainability cannot succeed as a solo effort.
Carbon, water and waste cross borders, households and generations.
LA10T was designed as infrastructure for collective behaviour, not personal scoring.

- **Why does LA10T encourage sharing and inviting others?**

Because responsibility spreads through example, not enforcement.
Inviting others is how conscious behaviour becomes normal, not exceptional.

- **What happens if people choose not to participate?**

Nothing is forced.

But absence has consequences:

- Conscious actions stay fragmented
- Norms remain unchanged
- Pressure shifts to the next generation

LA10T exists to prevent that silence.

- **What is the single belief LA10T is built on?**

If conscious behaviour remains invisible, the planet pays the price.

LA10T was created so that:

- Conscious action is seen
- Participation is shared
- Responsibility becomes normal

- **What does LA10T ultimately ask of people?**

Not perfection.

Not sacrifice.

Just this:

“Will you be counted among those who acted consciously when it still mattered?”