

End Of 10: How the FOSS Community is Combatting Software-Driven Resource & Energy Consumption



 @EndOf10@floss.social

ecoCompute 2025
13 November 2025



<https://invent.kde.org/teams/eco/opt-green/> under "conferences/talks/"



Why?



We Aim To Reduce

- Manufacturing Costs – by extending hardware operating life
- Energy Profile – user autonomy & sensible defaults (no AI/cloud bundling, ads)
- E-Waste – and EoL environmental costs, also toxic for workers' health

Image by Muntaka Chasant: https://en.wikipedia.org/wiki/File:Agbogbloshie,_Ghana_-_September_2019.jpg

Opt Green (2024-2026) – Extending Hardware Lifespan with FOSS



Be Green

Make Green

Blog

Get Involved

Donate



Opt Green: KDE Eco's New Sustainable Software Project

29 May 2024 | Joseph P. De Veaugh-Geiss

#KDE Eco

#Sustainable Software

#Sustainable Hardware

Inspired by the successes of the "Blauer Engel Für FOSS" (BE4FOSS) project and KDE's ongoing Sustainable Software goal, KDE Eco has begun a new initiative: "Opt Green: Sustainable Software For Sustainable Hardware" (German: *Nachhaltige Software Für Nachhaltige Hardware*).

https://eco.kde.org/blog/2024-05-29_introducing-ns4nh/

Campaign Background



SFSCON NOV. 7TH-8TH 2025 REGISTER

BOF

Opt Green: Coordinating a Windows 10-to-Linux upcycling campaign across Free Software communities worldwide

Crane Hall

COHESION ITALY 21-27 NOVEMBER 2025
Co-founded by the European Union

AUTONOMA PROVINCIA BOLZANO BZ PROVINCIA AUTONOMA DI BOLZANO ALTO ADIGE BZ PROVINCIA AUTONOMA DI BOLZANO BZ

Team behind End of 10

This campaign has been made possible by the enthusiastic contributions of the following people (listed in alphabetical order by last name):

- Øjvind Fritjof Arnfred (Danish Translation)
- Albert Astals Cid (Translation)
- Tobias Bernard (GNOME Design Team)
- Xavier Besnard (French Translation)
- Joseph P. De Veaugh-Geiss (KDE Eco)
- Tobias Diekershoff (Outreach Events)
- Nico Düsing (Web Development)
- Finnjan Hofmann (Places/Events)
- Matjaž Jeran (Slovenian Translation)
- Jannick Kremer (German Translation)
- Bettina Louis (Outreach, Events, Lifelong learning)
- Harald Reingruber (Repair Cafe and FOSS Supporter)
- Bernard Sadaka (Outreach)
- Gernot Schiller (Campaign Support)
- Carl Schwan (Web Development)
- Carolina Silva Rode (Outreach Latin America)
- Nicole Teale (KDE's Opt Green)
- Geoffrey Teale (Website)
- Aaron Wey (Technical Support)
- Gerardo Zamudio (Outreach)
- KDE Translation Teams
- and many more!

(Screenshot modified) <https://invent.kde.org/websites/endof10-org/-/issues/37>

<https://www.sfscon.it/bofs/opt-green-coordinating-a-windows-10-to-linux-upcycling-campaign-across-free-software-communities-worldwide/>

<https://endof10.org/team/>

What Worked?

GREAT SUCCESS

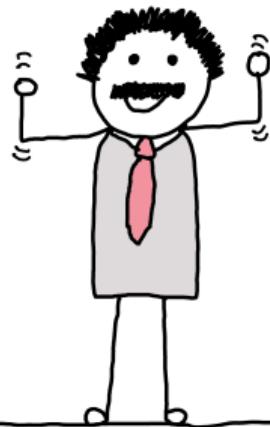


Image by Nicole Teale

The ABCs of the Campaign Strategy

Goal: Connect new users with **in-person support!**

- A – Promote existing **LOCAL NETWORKS**
- B – **OUTREACH** to users, supporters & media
- C – Build up **NEW** support networks

Strategy (A) Local Support Networks – In-Person Help



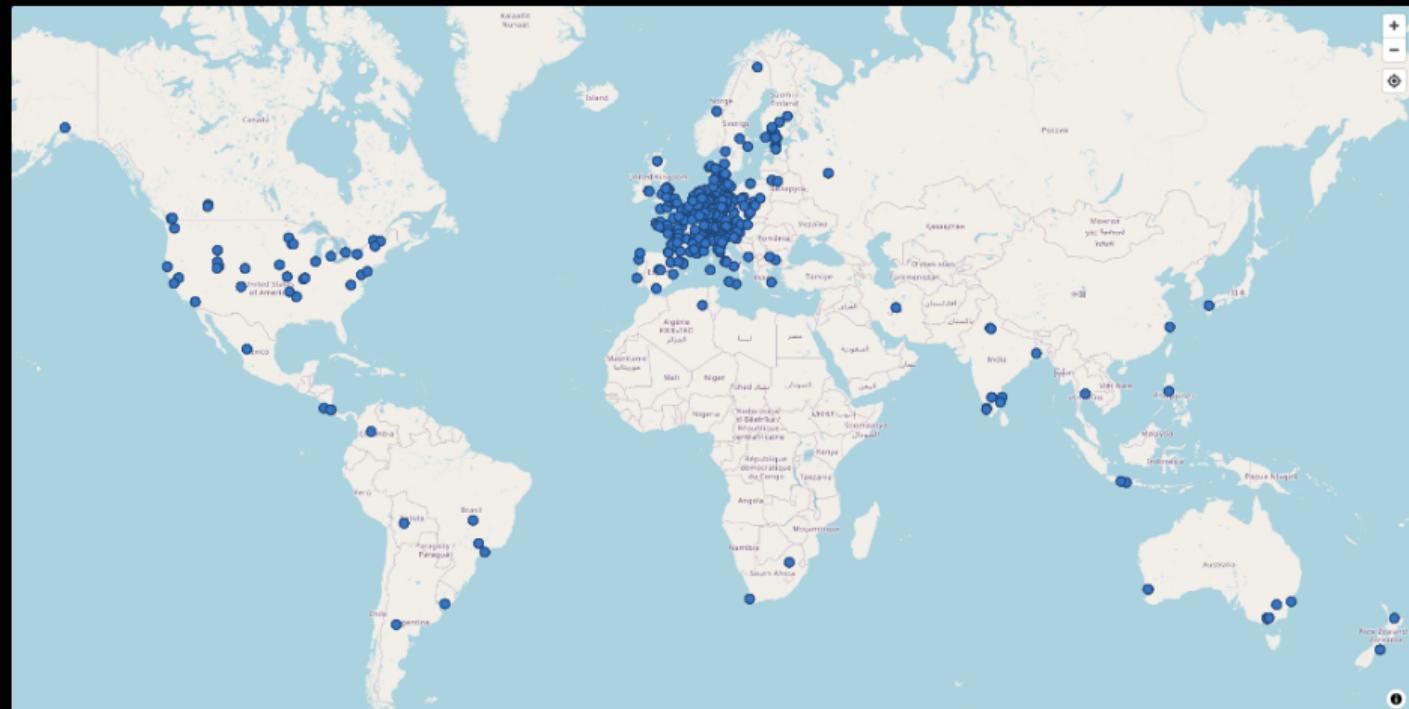
Places Events

Extended support for Windows 10
ends on October 13, 2026.

Screenshot (modified): <https://endof10.org/>

Strategy (A) Local Support Networks – Worldwide Directory

435+ places, 410+ events, 45+ countries on every continent!



<https://endof10.org/>

Strategy (A) Local Support Networks – Engaging Volunteers



- Direction
- Community
- Resources

Strategy (B) Outreach – National & International Supporters

Supporters

These organizations (listed alphabetically) have joined us in support of the campaign.



Debian Endorses "End of 10" Campaign, Calls for Broader Action on Dormant Packages



ZORIN OS ZORIN GRID COMPUTERS HELP
Windows 10 Is Reaching Its End of Life. Keep Your Computer Working With Zorin OS.



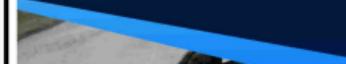
The 'End of 10' is nigh, but don't bury your PC just yet

Linux types mobilize website to help people avoid creating more e-waste



KDE for Windows 10 Exiles

Upgrade your software, not your computer



Ende des Windows 10 Supports steht bevor! Wie geht es weiter?

Am 14. Oktober beendet Microsoft den Support für das Betriebssystem Windows 10 und damit sind viele

PCWorld

Don't toss your Windows 10 PC! Try switching to KDE Plasma instead

A new campaign by KDE is encouraging Windows 10 users to try Plasma Desktop in a new machine just for Windows 11.

By Michael Markanday and Joel Lee
JUN 24, 2020 12:33 PM PDT



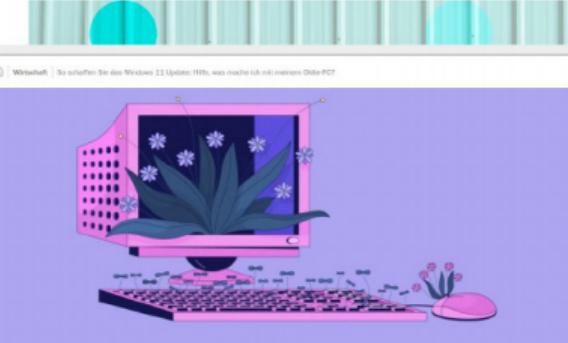
Strategy (B) Outreach – Non-Tech Media

THE IRISH TIMES

Unabhängig von Big Tech – Alternative Apps, eMail- und andere IT-Dienste

Kloiber, Manfred | 21. August 2025, 10:08 Uhr

▶ Hören 87:33 | ⑧ Audio herunterladen | ⚑ Abonnieren



Wirtschaft | So schaffen Sie das Windows 11 Update! Hilfe, was mache ich mit meinem Oldie-PC?

So schaffen Sie das Windows 11 Update! Hilfe, was mache ich mit meinem Oldie-PC?

Business
Windows 10 support shutdown offers window of opportunity for a Linux OS developed in Dublin

Zorin OS, created by two brothers, blends speed and privacy of Linux with design and ease-of-use that laptop users expect



taz Kolumne **Bewegung** von **Desiree Fischbach**

Cyber Insecurity muss nicht sein

NACHHALTIG in GRAZ

Einkaufen ▾ | Initiativen ▾ | Themen ▾ | Termine

Linux statt Microsoft?

11 STADTTEILE

Computer für Senioren: Kurs für Linux Debian

Harleshausen – Die Kurse „Computer für Senioren – Kurse für Linux Debian“ richten sich an PC-Nutzer, die von Win 10 nicht auf Win 11 umsteigen können, da ihre Hardware nicht den Sicherheitsanforderungen entspricht und sie sich



Strategy (B) Outreach – Advertisements

neue Software!

Der nachhaltigste Computer ist der, den du bereits besitzt

deine Hardware

Unterstützung für Windows 10 endet am 14. Oktober 2025.

Hunderte Millionen Computer werden unnötigerweise zu Elektroschrott, während neue produziert werden. Über 75% der Treibhausgasemissionen für diese Geräte entstehen allein durch die Produktion.

Rette deinen Computer!

Mach deinen Computer schneller mit effizienter Software und rette ihn vor der Müllhalde mit kostenloser, unabhängiger und freier Open-Source-Software.

Mehr hier:
<https://go.kde.org/endof10>

Das Projekt Opt Green von KDE Eco wird gefördert durch das UBA und BMUV.

Ad from KDE published under a CC-BY-SA-4.0. Design by Anita Sengupta.

Strategy (B) Outreach – Local New Users (e.g., Möckernkiez, Berlin)



- Cooperative apartment project
- Repair & computer support
- Personal contact to elderly non-techies
- Presentation to 30 people
- Regular weekly opening hours
- New user install event

Strategy (C) New Networks – Collaborating with Repair Cafes

NETZWERK
REPARATUR-INITIATIVEN Reparatur-Initiativen finden und gründen - Vernetzung, Beratung, Austausch

anstiftung Anmelden

AKTUELLES TERMINE & ORTE ÜBER UNS INITIATIVE GRÜNDEN STATISTIK WISSEN & KÖNNEN SCHULE & CO FÖRDERUNG [f](#) [X](#)

Das Ende von Windows10 - und wie man PCs und Laptops danach noch nutzen kann

26. Mai 2025 | Aktuelles
Aufzeichnung Webinar "Linux-Installation - so geht's"



Webinar: Linux-Installation: So geht's - für Repar... [Copy link](#)



> Präsentation und weitere Informationen
> Fragen und Antworten

Softwareobsoleszenz zum Miterleben

<https://www.reparatur-initiativen.de/post/das-ende-von-windows10-und-wie-man-pcs-und-laptops-danach-noch-nutzen-kann> (Special thanks to Varut & Herbert!)

Strategy (C) New Networks – BUND in Berlin, Reparatur- und Tauschfest

The collage includes:

- A screenshot of the BUND-Berlin website showing the Repair Café Schöneberg section.
- A screenshot of the ReMap BUND website featuring an event about continuing to use PCs after Windows 10 ends.
- A photograph of a Repair Café event at Kiezraum Kreuzberg.
- A photograph of a Repair and Exchange Festival (Reparatur- und Tauschfest) at Zukunftskiez.
- A screenshot of the Zero Waste News für Berlin website.
- A screenshot of the repami website showing an event listing for July 19, 2025.
- A large logo for repami Netzwerk Qualitätsreparatur.

Challenges



Image by Nicole Teale

Challenges For Organizers

- Difficulty reaching new users
- High variability in event attendance, unclear why
- Not a one-and-done experience
- Different user groups, different needs



Success Story: Linux for the Elderly



- Neighbors, friends, activists
- Email, Office & Videocalls
- Users of Firefox & LibreOffice
- Moving to digital sovereignty
- Continuous support offered

What Comes Next?

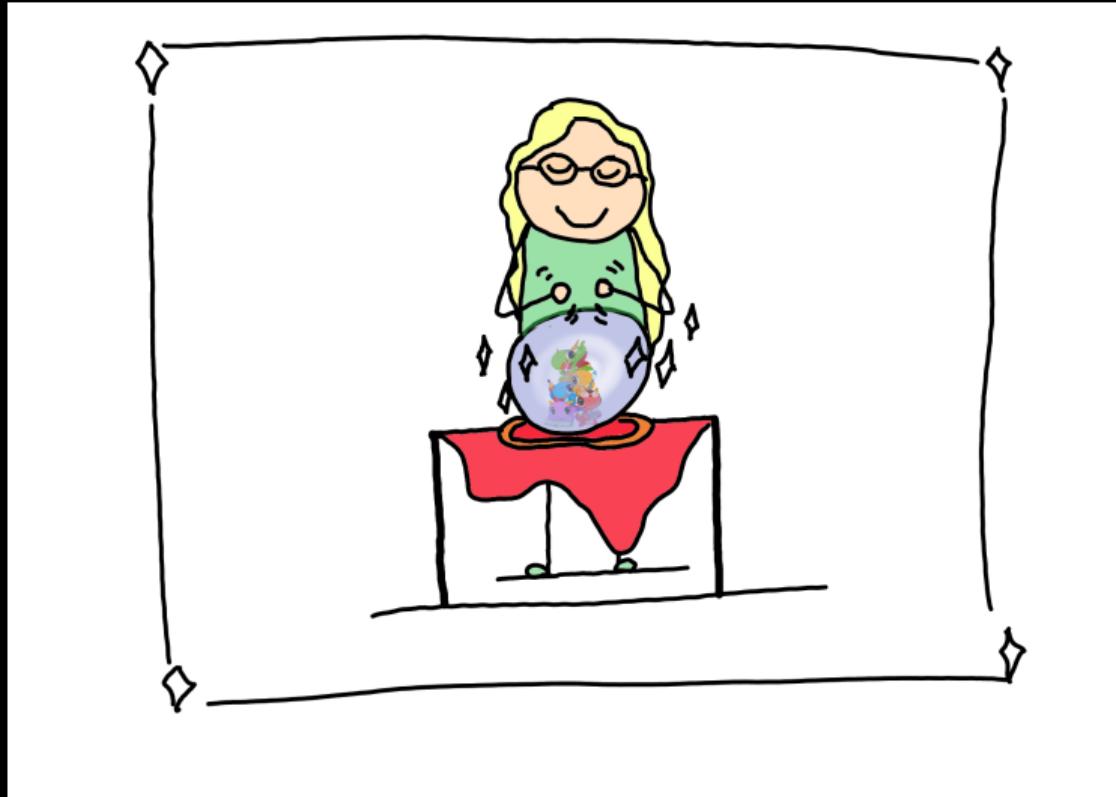


Image by Nicole Teale

Press

Ten Days until the End of Windows 10. Sort of. Why Wait, Install Linux Today!

 October 4, 2025

Tuesday 14 October is just ten days away. This means it's the end of free security updates for Windows 10 users. Well, sort of.

[Read more](#)

Thinking Long-Term – How Can You Help?

- Engaging Existing Networks
 - ▶ Beyond FOSS: RCs, environmental groups, climate camps, etc.
 - ▶ New services bring new challenges
 - ▶ New infrastructure? (forums, etc.)
- Building New Networks
 - ▶ Bridging groups (libraries, public institutions, community centers, ...)
 - ▶ Find open-minded & tech-interested contacts
 - ▶ Create space to explore & build
- Your ideas!



Funding Notice

The “Opt Green” project from KDE Eco was funded by the Federal Environment Agency and the Federal Ministry for the Environment, Climate Action, Nature Conservation and Nuclear Safety (BMUKN). The funds are made available by resolution of the German Bundestag.



Federal Ministry
for the Environment, Climate Action,
Nature Conservation and Nuclear Safety

**Umwelt
Bundesamt**

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