


What's Been Happening In The "End Of 10"? A Preliminary Retrospective



 @EndOf10@floss.social

Academy 2025
6 September 2025



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



Who Are We?

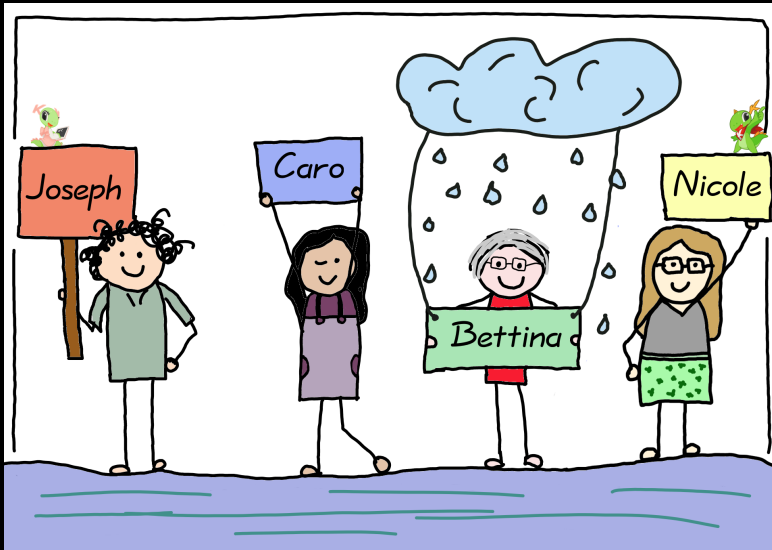


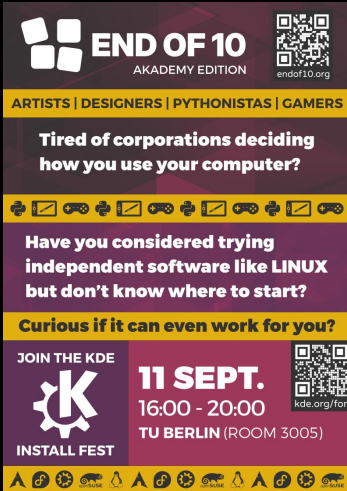
Image by Nicole Teale

Join the BoF – Monday Room 2

13:00 - 13:55	End Of 10 Campaign	Join contributors of the End Of 10 Campaign to discuss how you can help out and the next steps.
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<https://community.kde.org/Akademy/2025/Monday>

End Of 10 Akademy Edition – We Need You



END OF 10
AKADEMY EDITION
endof10.org

ARTISTS | DESIGNERS | PYTHONISTAS | GAMERS

Tired of corporations deciding how you use your computer?

Have you considered trying independent software like **LINUX** but don't know where to start?

Curious if it can even work for you?

JOIN THE KDE
K
INSTALL FEST

11 SEPT.
16:00 - 20:00
TU BERLIN (ROOM 3005)

kde.org/for



End Of 10 - Akademy Edition

END OF 10
AKADEMY EDITION

Tired of corporations deciding how to use your computer?

Whether you're an artist, designer, illustrator, gamer, or Pythonista, have you ever thought about trying independent software like Linux but don't know where to start?

At Akademy this year we are teaming up with the [End of 10](#) campaign in organizing a large install event to introduce people to [KDE](#) software.

We will focus on installing Linux with [KDE Plasma](#) and [KDE apps](#) for new users and plan to use this moment for feedback, demands, suggestions, and features related to the [KDE Goals](#) initiative:

<https://invent.kde.org/websites/endof10-org/-/blob/master/static/assets/posters/2025-09-11-EndOf10-Akademy.png>

<https://akademy.kde.org/2025/eo10-akademy/>

Today – Tip Of The Iceberg

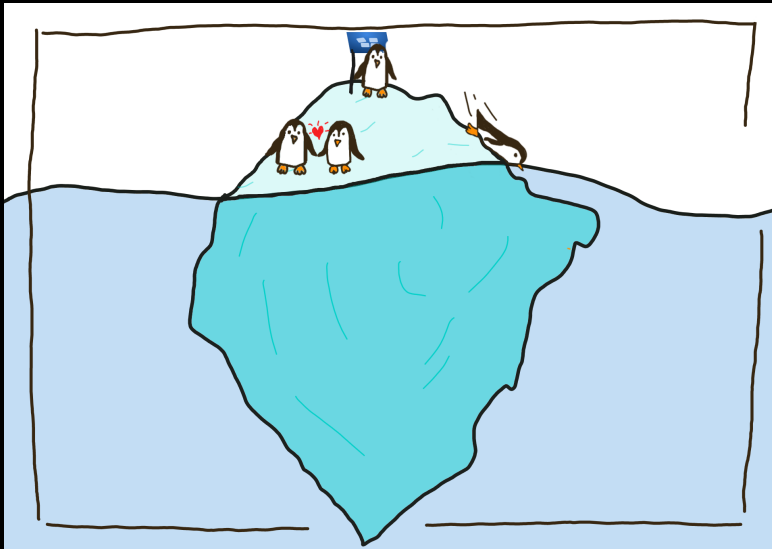


Image by Nicole Teale

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

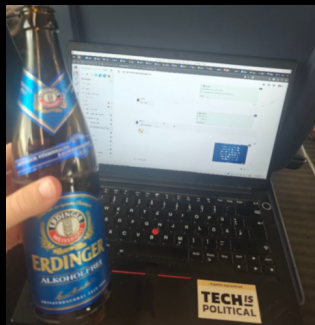
29 May 2024 | Joseph P. De Veagh-Geiss

[#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/

First BoFs (2024) – SFSCon, 38C3



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

14:40

40 mins
09/11/2024

Crane Hall

Windows 10 security updates end on 14 October 2025 KDE's 29th birthday and also, ironically, International E-Waste Day (you cannot make these things up!). Hundreds of millions of functioning devices will become e-waste. This means manufacturing and transporting new ones, which is perhaps the biggest waste of all: hardware production alone can account for over 75% of a device's CO2 emissions over its lifespan.

Free Software is a solution, and if we work together Windows 10 could truly be the last version of Windows users ever use! Let's take this opportunity to coordinate a global, unified Free Software campaign over the next year to raise awareness about the environmental harm of software-driven hardware obsolescence, at the same time upgrading users from Windows 10 to GNU/Linux directly to keep those devices in use and out of the landfill. Let's think big and act boldly! What should this campaign look like? Who is the target audience and how can we best reach them? What obstacles for new users exist and how can our communities best address them? Join the BoF to co-ordinate, together.

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

13:00

15:00

Day 4

B&B Workshop Area JOSEPH en

ASSEMBLY - EVENT

Let's coordinate a global Free Software campaign over the next year to raise awareness about the environmental harm of Windows 10 end-of-life, while upgrading users from Windows to GNU/Linux directly.

Rate event

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

<https://events.ccc.de/congress/2024/hub/en/event/bof-coordinating-a-windows-10-to-linux-upcycling-campaign-across-free-software-communities-worldwide/>

Building A Team – And A Website

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 Veauugh-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)
- Gerardo Zamudio (Outreach)
- KDE Translation Teams
- *and many more!*



END OF 10

Support for Windows 10 ends on
October 14, 2025.

Microsoft wants you to buy a
new computer.

But what if you could make your
current one fast and secure again?

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

<https://invent.kde.org/websites/endof10-org/-/issues/37>

What Worked?



Image by Nicole Teale

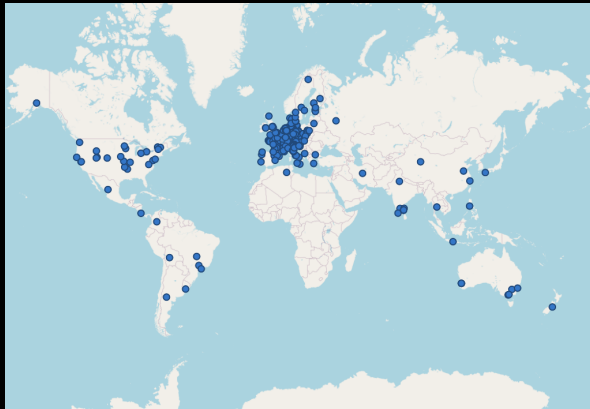
The ABCs of the Campaign Strategy

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) Support Networks – Worldwide Directoy

- 300+ places listed
- 225+ events listed
- 40+ countries on every continent!



<https://endof10.org/>

Strategy (A) 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.



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



- Presentations & repair in **shared spaces**
- **Personal contact** to elderly non-techies
- **Presentation** to 30 people
- Regular **opening hours** once a week
- New user **install event**

New User Install Event

Möckernkiez, Berlin

- Questionnaire & oral guidance
- 9 computers switched
- Demo Linux computer
- "There was a bunch of brave people there" ("Es waren ein Haufen mutiger Leute da")



Strategy (B) Outreach – Advertisements (e.g., Öko-Test, Linux Magazine)



The advertisement features a laptop on the left. The screen shows a bright sun rising over a landscape with pink and orange clouds. Handwritten text 'neue Software!' with an arrow points to the screen. A green circle with white text 'Der nachhaltigste Computer ist der, den du bereits besitzt' is overlaid on the screen. Below the laptop, handwritten text 'deine Hardware' with an arrow points to the laptop base.

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>

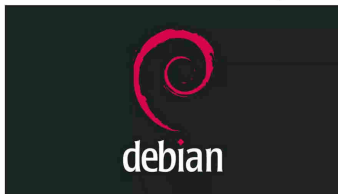
 **Umwelt Bundesamt**

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

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

Strategy (B) Outreach – Promotion by Supporting Organizations

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



Zorin Blog

ZORIN OS

ZORIN GRID

COMPUTERS

HELP

**Windows 10 Is Reaching
Its End of Life. Keep
Your Computer Working
With Zorin OS.**

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

Distributed Promotion is Working



End of 10-Kampagne startet am 28. Mai

Von Ties Schürmann • 16. Mai 2025

Im Oktober endet der Support für Windows 10. Zeit für einen Umstieg auf Linux. Dazu möchte die Kampagne End of 10 animieren. Der offizielle Start ist zwar erst am 28. Mai, schon jetzt aber kann man aktiv mithelfen.

Windows 11 läuft nur auf neuerer Hardware, was wiederum im Oktober zahlreiche Rechner in Elektroschrott verwandelt. Weiterleben kann man das immer noch funktionierende Hardware mit Linux.



Logo der Kampagne "End of 10"

The Register

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



(Début de) la fin de Windows (10)

Posté par anubis le 03 juin 2025 à 14:56. Édité par Bbaud, Xavier Teysier et Arkem. Modéré par devnewton. Licence CC By-SA. Étiquettes : windows_10, linux, campagne

La prise en charge de Windows 10 se termine le 14 octobre 2025, forçant ses utilisateurs à passer à Windows 11 qui requiert des performances beaucoup plus élevées tout en poursuivant la prise de contrôle de ses utilisateurs.

La campagne « End of 10 » (fin de [Windows] 10) initiée il y a quelques mois vise à dénoncer le gaspillage de ressources (en forçant le remplacement anticipé de machines), et incite à un passage à Linux.

tom's **HARDWARE**

Windows 10 support is ending — but End of 10 wants you to switch to Linux

You could switch to Windows 11... or you could ditch Windows altogether.

ZDNET

Ready to ditch Windows? 'End of 10' makes converting your PC to Linux easier than ever

With support for Windows 10 ending in a few months, the 'End of 10' digital collective has resources and advice for those making the jump.

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 instead of buying a new machine just for Windows 11.

By [Mikael Markander](#) and [Joel Lee](#)
JUN 24, 2023 12:13 PM PDT

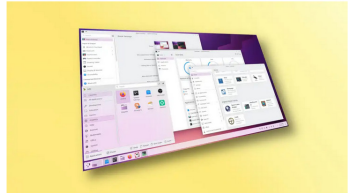



Image: KDE

Also With Non-Tech Media

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

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

Hören 67:33 Audio herunterladen Abonnieren




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

THE IRISH TIMES

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



NACHHALTIG in **GRAZ**

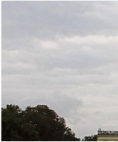
Einkaufen ▾ Initiativen ▾ Themen ▾ Termine

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




taz

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




Cyber Insecurity muss nicht sein

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  

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"



> 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

BUND Berlin • Klima & Ressourcen • Abfall • Repair Café



BUND-Repair Café Schöneberg

Nächste Repair Café Termine 2025:
15. September, 20. Oktober und
17. November, jeweils von 17-20 Uhr.

Das BUND-Repair Café Schöneberg bietet interessierten Bürger*innen einmal im Monat die Möglichkeit, ihre defekten Geräte oder Gegenstände kostenlos und unter der Anleitung von



Zero Waste News für Berlin



ReMap BUND

KARTE PROJEKTE VERANSTALTUNGEN BLOG

MITTRACER

Home > Projekte > PCs weaternutzen nach dem Ende von Windows 10

PCs weaternutzen nach dem Ende von Windows 10



ZUM BILDE

Reparaturhauptstadt Berlin

Gemeinsam raus aus der Wegwerfkrise



25. Juni 2025
Kiezraum
Kreuzberg

INKOTA
BUND



repami?

Kategorie wählen

Suchen

Events

Das große Reparatur- und Tauschfest am 19. Juli 2025

Wann: Samstag, 19. Juli 2025, 13-19 Uhr

Wo: Zukunftskiez am Dammweg 216, 12057 Berlin

Eintritt: frei

repami?

Netzwerk Qualitätsreparatur

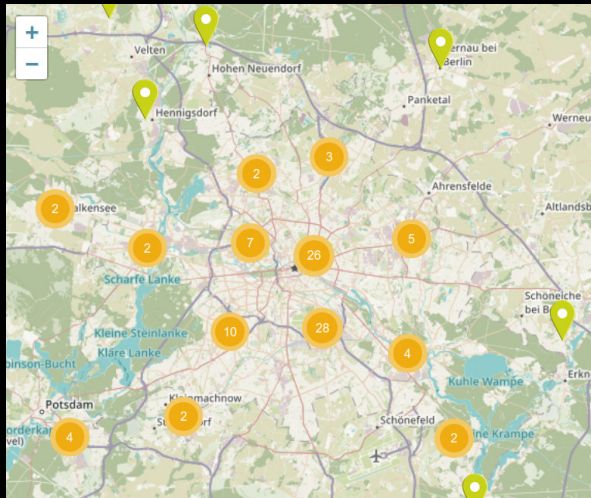
Challenges



Image by Nicole Teale

Outreach To Repair Organizations – Did it Work in Berlin?

- Many Berlin RCs, **only one** listed
- Personal contacts to **5 RCs**
- **Reasons** for not offering Linux



Challenges For New Users – Linux for the Elderly



- Requires **personal** contact
- **Neighbors, friends, family**
- **Installation** is a hurdle
- **No contact** to Linux groups
- Ensuring **longer-term support**
- Involve **organizations**

Challenges For New Contributors – Barriers to Getting Involved?

- Learning **FOSS structures**
- Unfamiliar & less mainstream **communication channels**
- Building **new teams & community**



See **FAQ**: <https://endof10.org/faq/>

What Comes Next?

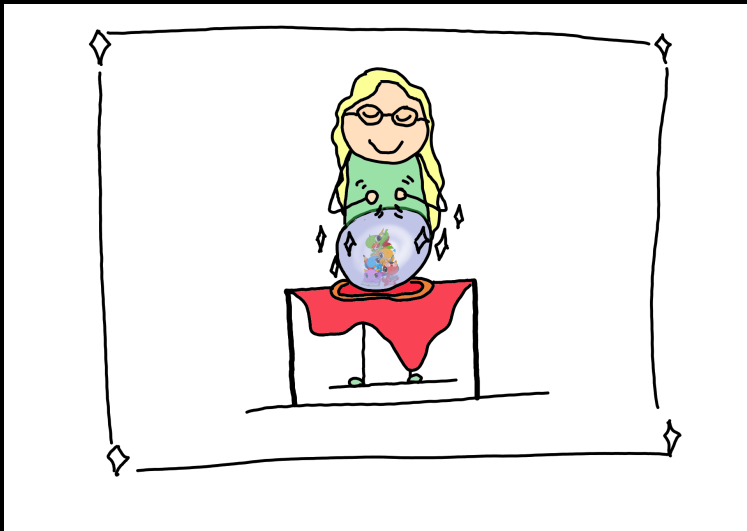


Image by Nicole Teale

14 October is KDE's 29th Birthday – Global KDE Install Parties?

- Worldwide events with **KDE Network**
- Who **wants to help?**

KDE was announced

In 1996, **Matthias Ettrich** announced the creation of Kool Desktop Environment (KDE), a graphical interface for Unix systems, built with Qt and C++ and designed for the end user. The name "KDE" was a pun on the graphic environment **CDE**, which was proprietary at the time. Read **the original announcement** of the KDE Project.

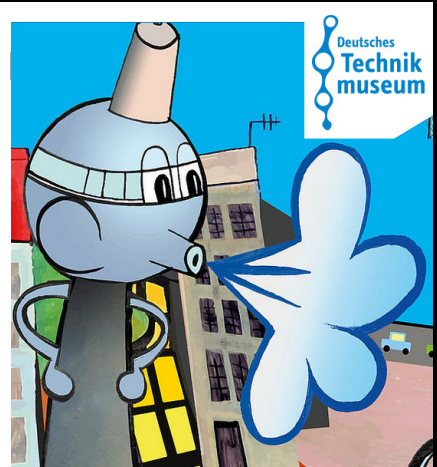


Matthias
Ettrich

<https://timeline.kde.org/>

New Networks – Upcoming Activity In Berlin

- Technikmuseum
- Digitalzebra
- Sprengelhaus



Repair Collectives – Bug Reports?



<https://ankursinha.in/2017/05/17/a-well-filed-software-issue-considerably-improves-the-chances-of-the-issue-being-fixed-quicker.html>

From “End Of 10” to “i-Waste” Campaign?



<https://arstechnica.com/gadgets/2023/07/with-macos-sonoma-intel-macs-are-still-getting-fewer-updates-than-they-used-to/>

KDE Eco Proposal – “Grüne IT Wachsen Lassen”

Computer upcycling in schools



KDE Eco

@be4foss@floss.social

9th graders learn Linux for the environment!

Last week in [#Hannover](#), [#KDEEco](#) joined Akademie der Spiele, an event for 200+ students with 20+ career/cultural workshops.

Students salvaged dozens of computers with [#OpenSource](#) [#FreeSoftware](#).

<https://floss.social/@be4foss/112999467563097293>

Funding Notice

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The publisher is responsible for the content of this publication.