

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



 @EndOf10@floss.social

Akademy 2025  
6 September 2025



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



# Who Are We?

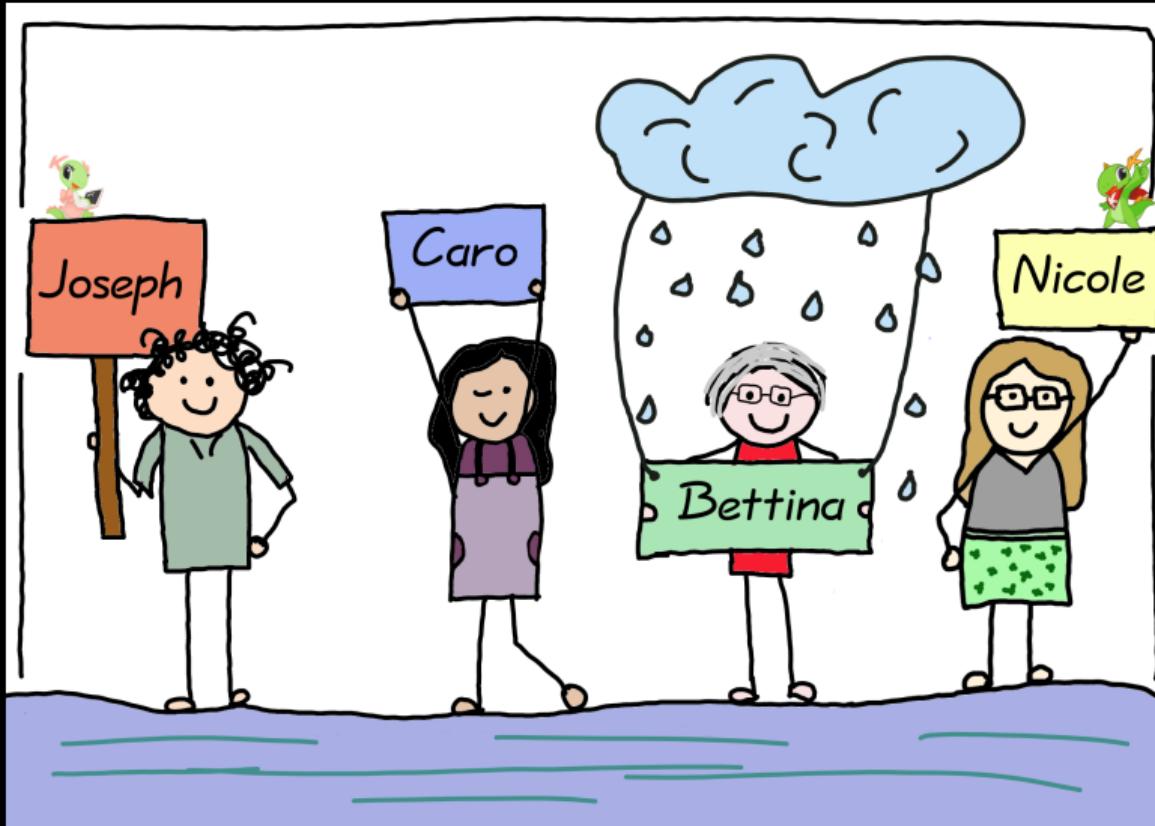


Image by Nicole Teale

## Join the BoF – Monday Room 2

<b>13:00 -</b>	End Of 10	Join contributors of the End Of 10 Campaign to discuss how you can help out and the next steps.
<b>13:55</b>	Campaign	

<https://community.kde.org/Akademy/2025/Monday>

# End Of 10 Akademy Edition – We Need You



 Akademy

## 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 an 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

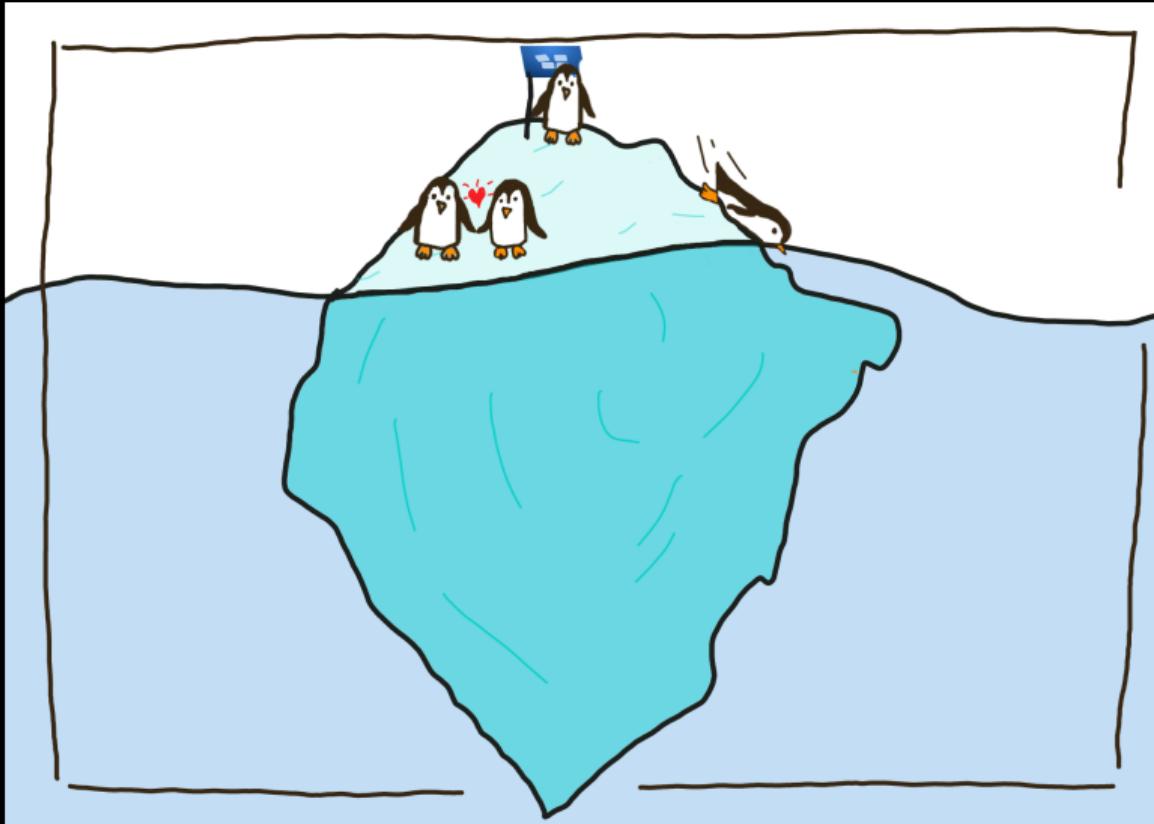


Image by Nicole Teale



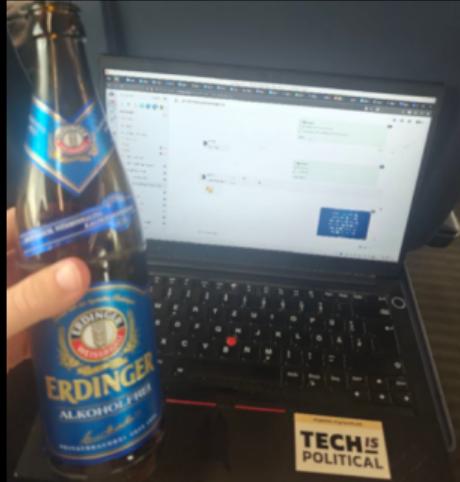
# Opt Green: KDE Eco's New Sustainable Software Project

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



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

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 CO<sub>2</sub> 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.

14:40  
40 mins  
08.11.2024

Crane Hall

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

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



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?

**GREAT SUCCESS**

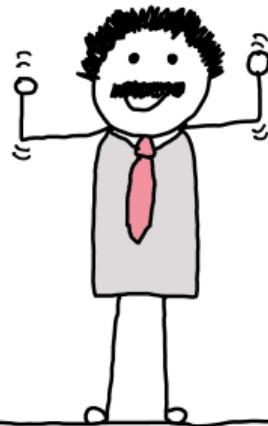


Image by Nicole Teale

# 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) Support Networks – Worldwide Directory

- 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



## 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)

neue Software!

deine Hardware

Der nachhaltigste Computer ist der, den du bereits besitzt

**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.

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 OS ZORIN GRID COMPUTERS HELP  
Zorin Blog

**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



RUNDER TISCH  
REPARATUR



**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

**LINUX**  
magazine

End of 10-Kampagne startet am 28. Mai

Van Tim Schleemann - 16. Mai 2025

Im Oktober endet der Support für Windows 10. Zeit für einen Umtast 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 mitmachen.

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



**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

**LINUXFR.ORG**

(Début de) la fin de Windows (10)

Posté par anubis le 03 juin 2025 à 14:56. Édité par Baud, Xavier Teissier 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**

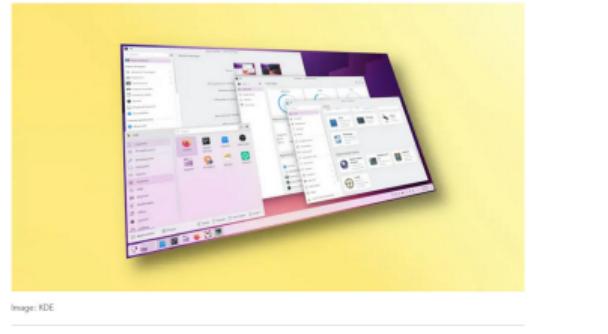
Ready to ditch Windows? 'End of 10' makes converting your PC to Linux easier than ever

**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 Markander and Joel Lee  
JUN 24, 2025 12:13 PM PDT



# 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](#)



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?**

THE IRISH TIMES

**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



**NACHHALTIG in GRAZ**

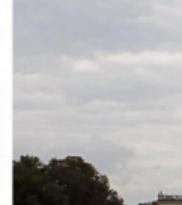
Einkaufen ▾ Initiativen ▾ Themen ▾ Termine

**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 [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](#)



Watch on [YouTube](#)

> 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-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 Bürgern\*innen  
einmal im Monat die Möglichkeit, ihre  
defekten Geräte oder Gegenstände  
kostenlos und unter der Anleitung von



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

PCs weiternutzen nach dem Ende von Windows 10

zur Seite



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



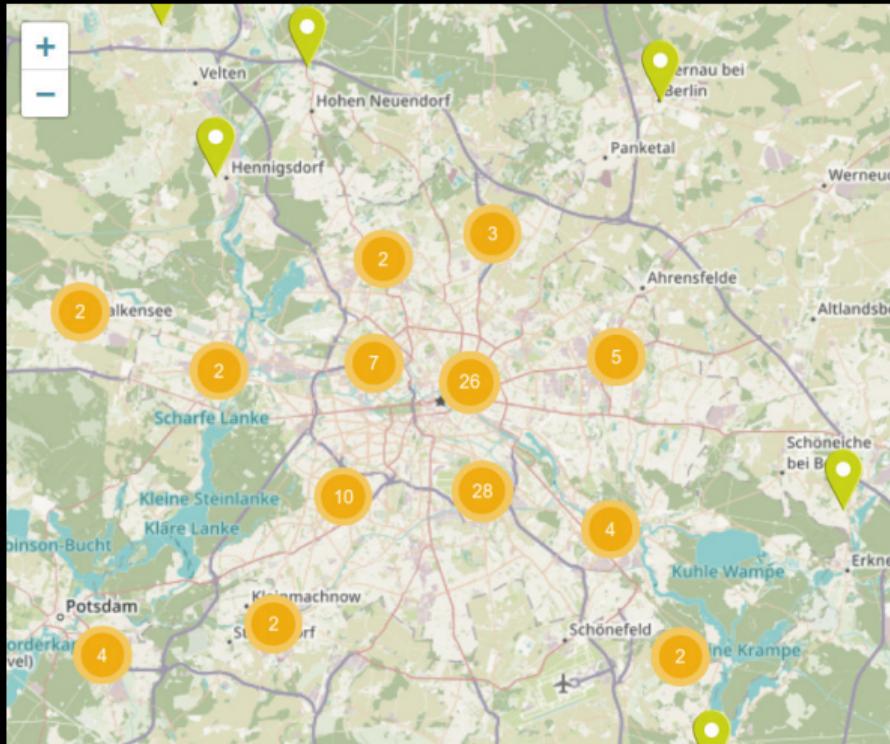
# Challenges



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?

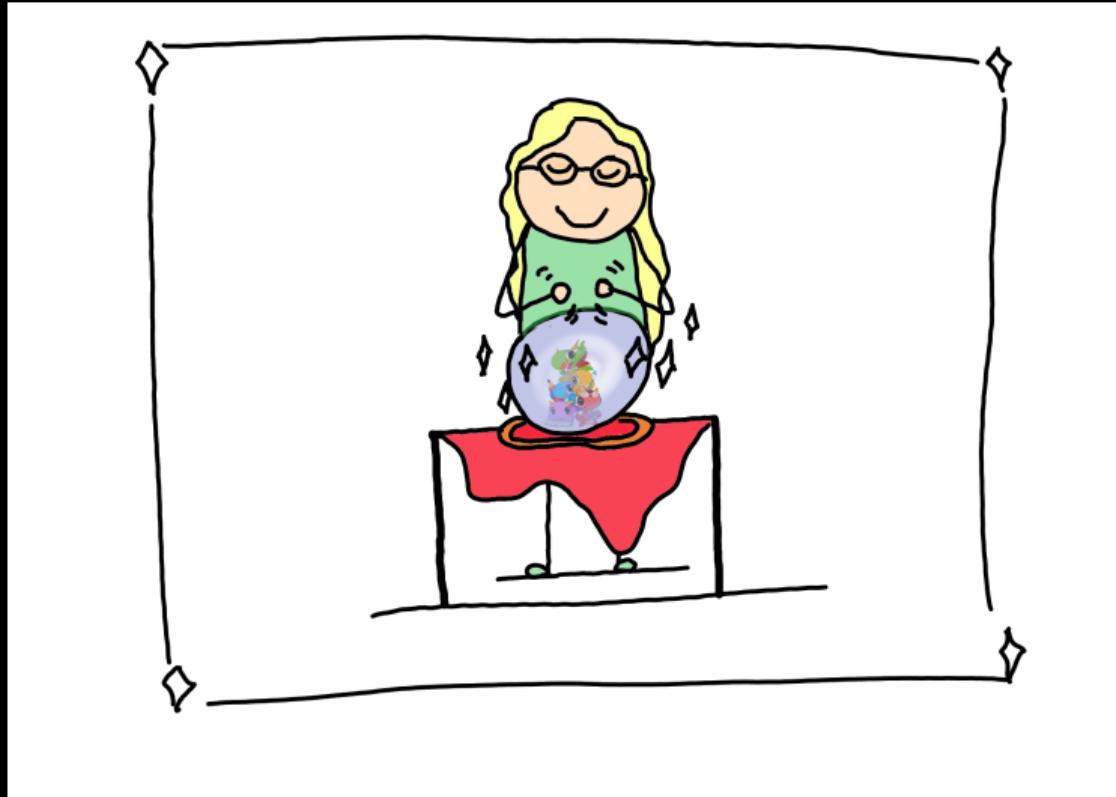


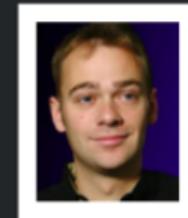
Image by Nicole Teale

# 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

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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