

30 second 'Ice Caps' TV ad transcript

Voiceover: Scientists say rising CO₂ emissions are trapping heat and warming up the earth.

We see the image of an icy landscape melting.

We slowly pull back from the scene, and gradually see that the icy landscape is, in fact, ice on a car windscreen.

We carry on pulling back to reveal the car.

Voiceover: In the UK, car travel is the single biggest contributor to our personal CO₂ emissions.

LEGAL SUPER: UK Government data, 2009

Voiceover: But together we can begin to make a difference by driving 5 miles less a week.

ENDFRAME: Driving 5 Miles Less

[LOGO]

Search online for ACT ON CO₂

Voiceover: ANOTHER WAY TO ACT ON CO₂