

30 second 'Reflections' TV ad transcript

We open on a lorry and a van in a traffic jam. We see a plane fly over a road containing a van, lorry and motorbike riding past.

Voiceover: SCIENTISTS SAY CO₂ EMISSIONS FROM PLANES, LORRIES AND OTHER FORMS OF TRANSPORT ARE CONTRIBUTING TO CLIMATE CHANGE.

We now follow the plane as it continues its journey across the sky. Suddenly the plane begins to distort and bend in shape - we soon realise that we have in fact been watching a reflection of a plane in a car door. We continue to pan out to reveal a car parked on the side of the road.

Voiceover: SUPRISINGLY, MORE CO₂ COMES FROM OUR CAR TRAVEL THAN FROM ANY OTHER KIND OF UK TRANSPORT.

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