

## **60 Second ad transcript**

We open on a dad reading his little girl a children's bedtime story. She's tucked up in bed listening transfixed, looks worried and concerned at the course of story as children often do when listening to stories.

As dad tells the story we see close-ups of the content of the children's storybook he's holding. It shows us visuals of some of the story as it unfolds which magically come to life before our very eyes. The strange thing is though, despite the child-like tone and imagery of the story, the subject matter of the story is actually very grown-up...

Dad: **There was once a land where the weather was very very strange – There were awful heat-waves in some parts and in others, terrible storms and floods...**

**Scientists said it was being caused by too much Co2, which went up into the sky when the grown ups used energy. They said the Co2 was getting dangerous, its effects were happening faster than they thought.**

**Some places could even disappear under the sea. And it was the children of the land who'd have to live with the horrible consequences...**

**The grown-ups realized they had to do something. They discovered that over 40% of the 'CO2' was coming from ordinary everyday things like keeping houses warm and driving cars. Which meant, if they made less CO2, maybe they could save the land for the children...**

He looks up eyebrows raised and closes the book. The little girl looks apprehensive and tense at the cliffhanger he's left the story on.

Dad: **...no more tonight darling.**

Girl: **...is there a happy ending?**

The little girl nods expectantly, clearly concerned at how the story ends as he tucks her up and kisses her goodnight.

VO: **It's up to us how the story ends.**

**See what you can do, search online for Act On CO2.**

*Super: search online for act on CO2.*