



Press release



5 June 2008

Driving home climate change message for World Environment Day

International Association of Public Transport (UITP) and United Nations Environment Programme (UNEP) launch second stage of TV campaign

The second wave of the TV advertising campaign on the role of public transport in fighting climate change conducted by UITP and UNEP - officially launched today to coincide with World Environment Day - is taking on global dimensions.

Throughout the month of June, a total of 468 spots -with an average of 16 spots per day - will be broadcast on major international stations like BBC World, CNBC, CNN, EuroNews, Sky News, E Entertainment, TV5 and Bloomberg.

Looking through the world through a little girl's eyes and in the style of a child's drawing, the ad is entitled 'The voice of reason (Aged 6)'. "The voice of reason often comes from the simplest sources. Convincing people to leave their cars at home is no easy task. But judging from the success of this ad, it has clearly struck a chord with people because it speaks to them in a simple and emotional way about the impact of their transport choices," stated UITP Secretary General, Hans Rat.

The ad, produced by McCann Erickson, has been short-listed as a finalist of the CARE Awards of the European Association of Communications Agencies (EACA). It will also be presented during the Cannes Lions international advertising festival later this month, as part of the ACT Responsible exhibition.

In addition, over 60 companies and organisations, many of them members of UITP, are currently using or planning to use the animation on national TV, the internet or on board public transport vehicles.

First unveiled in February in the framework of the Climate Neutral Network - an UNEP initiative that aims to catalyse a global response to global warming - it was originally available in English, French, German and Spanish. Since then 16 new language versions are foreseen: Arabic, Australian English, Cantonese, Catalan, Danish, Dutch, Farsi, Greek, Hebrew, Hungarian, Italian, Japanese, Polish, Portuguese, Romanian and Ukrainian.

The internet version of the advertisement is available on www.uitp.org/theworldisyourhome. Additionally it is available on a free-to-air basis for local adaptation and use thanks to the generosity of McCann Erickson and the animation company Tandem.

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- UITP is the international network for public transport authorities and operators, policy decision-makers, scientific institutes and the public transport supply and service industry. It is a platform for worldwide co-operation, business development and the sharing of know-how between its 3,100 members from 90 countries. UITP is the global advocate for public transport and sustainable mobility, and the promoter of innovations in the sector. For more information on UITP and public transport, visit www.uitp.org.
- UNEP is the voice for the environment within the United Nations system. UNEP acts as a catalyst, advocate, educator and facilitator to promote the wise use and sustainable development of the global environment. www.unep.org
- World Environment Day, commemorated each year on 5 June, is one of the principal vehicles through which the United Nations stimulates worldwide awareness of the environment and enhances political attention and action. The slogan this year 2008 is 'Kick the Habit! Towards a Low Carbon Economy'. For information, visit www.unep.org/wed/2008/.
- For information on UNEP's Climate Neutral Network, visit www.climateneutral.unep.org.
- UITP's recent position paper, 'A low carbon future with public transport', is available on <http://www.uitp.org/mos/focus/FP-Climate-en.pdf>.

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