

VO script 200907

LIGHTING

Caption: A GUIDE TO ENERGY SAVING LIGHTING

Sc 1 INT. LIVING ROOM - EVENING

Andy is sitting by a floor standing lamp reading his newspaper.

VOICE-OVER

Mmm, nice lighting Andy.

Andy starts and his eyes settle on the camera. Andy is pleased he has 'done it right'.

VOICE-OVER

Very atmospheric. Are those (beat) energy saving bulbs?

Andy makes a disapproving face.

VOICE-OVER

You don't like energy saving bulbs?

Andy shakes his head.

VOICE-OVER

But you do realise that a few simple changes around the home, like energy saving bulbs, can really make a difference? You know, reduce your CARBON DIOXIDE emissions – help to fight climate change?

Andy weighs this up but still looks unconvinced. He indicates to the camera 'come with me'.

Sc 2 INT. ANOTHER ROOM - EVENING

Andy switches on the light. A cold, harsh cast makes everything look over-lit and clinical.

VOICE-OVER

Ah yes, the early models were rather harsh...

Andy picks up a lamp with a triply pronged energy-saving bulb protruding from the shade.

VOICE-OVER

...and ugly. But not anymore - and let me show you why its worth swapping to energy saving bulbs...

Andy nods and exits shot.

Sc 3 INT. LIVING ROOM – EVENING

Andy enters beside a lamp in the living room.

VOICE-OVER

Now, just try changing that light bulb for
example...

Andy turns off the lamp and takes the hot bulb out. He juggles the hot bulb between his hands trying to put on a brave face.

VOICE-OVER

(ignoring Andy's
discomfort)

Yes, exactly... You see 95 percent of the energy used
in a conventional light bulb is lost as
heat. Wasted. So swapping to energy
saving bulbs makes a lot of sense.

Sc 4 INT. KITCHEN – EVENING

SHOT OF RANGE OF BULBS ON A TABLE. ANDY COMES ALONG AND LOOKS IMPRESSED BY THE RANGE AVAILABLE. HE EXPLORES THE RANGE.

VOICE-OVER

And there are lots of sizes and styles to
choose from. They'll all last around
ten times longer than the
traditional light bulb. The average price
for these is now only £3 pounds each and you will save
up to £7 per year so they will normally pay for themselves
in the first year.

ANDY CHOOSES A COUPLE OF PACKETS BEFORE EXITING.

Sc 3 INT. LIVING ROOM – EVENING

BACK BY THE LAMP ANDY FITS ONE OF THE NEW BULBS.

And if you fit all the lamps in your house with
energy saving bulbs it could save you around £600
over the lifetime of the bulbs.

Andy gives a pleased look having fitted the new bulb. He sits down to read his newspaper but listens, newspaper poised.

VOICE-OVER

In the UK alone we waste an incredible
£140 million a year by leaving lights on
unnecessarily.

Andy gives a 'some people eh' look to camera before exiting.

VOICE-OVER

So...

Andy cranes his head back in to shot having heard the 'So...'

VOICE-OVER

...remember; always switch off the lights when you leave a room.

Andy re-enters the shot and switches off the light.

Cut to black

Caption: For further information speak to your local Energy Saving Trust
advice centre on 0800 512 012 or visit the energy saving lighting section
on the website.

FIVE POINTS MADE:

95% of energy wasted as heat in conventional bulbs
Wide range of styles and sizes available
Could save £600 during lifetime of bulbs
Initial cost normally recouped in first year
UK wastes £140 million per annum