

\$1.5 Million Campaign To Target Greenhouse Gas

The Victorian Government has launched a new \$1.5 million advertising campaign designed to encourage households to cut their energy use and reduce greenhouse gas emissions.

The advertisements show the amount of hidden greenhouse gas emissions produced by households – from lights, heaters and other electrical appliances – and are designed to get users thinking about how energy use impacts on the environment as well as individual household budgets.

Appliances left on stand-by account for 13 per cent of the electricity used in Australian homes.

The *You have the power, Save energy* television and print ads use black balloons to illustrate a typical household's greenhouse gas emissions – with each black balloon representing 50 grams of greenhouse gas.

State Environment Minister John Thwaites says the Government hopes to mirror the successful water saving campaign, which has seen Melburnians cut water use by 22 per cent on 1990 levels.

Victoria has one of the highest rates of greenhouse emissions in the world. Thwaites says Victorian households currently account for 30 per cent of all emissions from energy use.

[Source esaa news]