



FIGHT FOR PLANET A

OUR CLIMATE CHALLENGE



IMMEDIATE ACTION IS AT THE HEART OF THIS ENGAGING NEW FORMAT



HD 3 x 60'
Lune Media

Following five diverse households, ***Fight for Planet A: Our Climate Challenge*** takes a positive approach to reducing our carbon footprint and helping to protect our planet for future generations.

Exploring the ways in which we can all help reduce both our individual and collective carbon emissions, this empowering and motivating series features shocking statistics, revealing stunts, and many pro-active tips and strategies for everyday Australians who want to be part of the solution in tackling climate change.

Working with the five participating families, comedian and host Craig Reucassel focuses on three critical pillars: exploring where our energy comes from, the effects of transport and travel emissions, plus the carbon footprint of our food and what we eat.

Craig also meets with schools, farmers, manufacturers, food producers, forward-thinking communities, politicians and the great Australian public, leaving no stone unturned in this journey to find positive solutions to the global challenge that confronts us all.

Fight for Planet A: Our Climate Challenge demonstrates the importance of informing and entertaining people whilst driving real-world awareness and change – at a time when people are searching for ways to get involved and make a difference.

AUDIENCE ENGAGEMENT INSIGHTS



**RANKED #1
IN ITS TIMESLOT**



**UP 48% ON THE
TIMESLOT AVERAGE**



**EP 1: HIGHEST
PERFORMER ON BOTH TX
& CATCH UP COMPLETE
AUDIENCE 1.1 MILLION+**



**SCORED STRONGLY
IN ABC Q&D STUDY;
QUALITY: 91%
DISTINCTIVENESS: 88%**

MEDIA

'Critic's Choice...packs a punch'

[The Age](#)

'Reucassel is determined to leave us with hope'

[The Age](#)

'A solutions-based show that aims to empower viewers to cut their own emissions at home and in their communities'

[The Guardian](#)

'Fighting the good fight...a skilful balancing act'

[Sydney Morning Herald](#)

'Takes a step further, breaking down the complex climate change issue'

[Canberra Times](#)

'With no planet B, we've got to play our A-game'

[Herald Sun](#)

'That's the beauty of **Fight For Planet A**; it takes a big issue and brings it down to a household level...you end up feeling a little bit less helpless'

[The Advocate](#)

'One for the true believers...there are no second chances when it comes to our planet'

[West Australian](#)

'Fast-paced, informative, with real people, real situations and real ways that we can actually do something to help...worth watching with the kids'

[Packenham Gazette](#)

SOCIAL



Love Craig Reucassel from the days of Chaser on JJJ. And now here he is giving Australians the real facts
[@DrSallyL](#)



Such an important series... let's hope it lights many fires in many bellies
[@Katy_Okay](#)



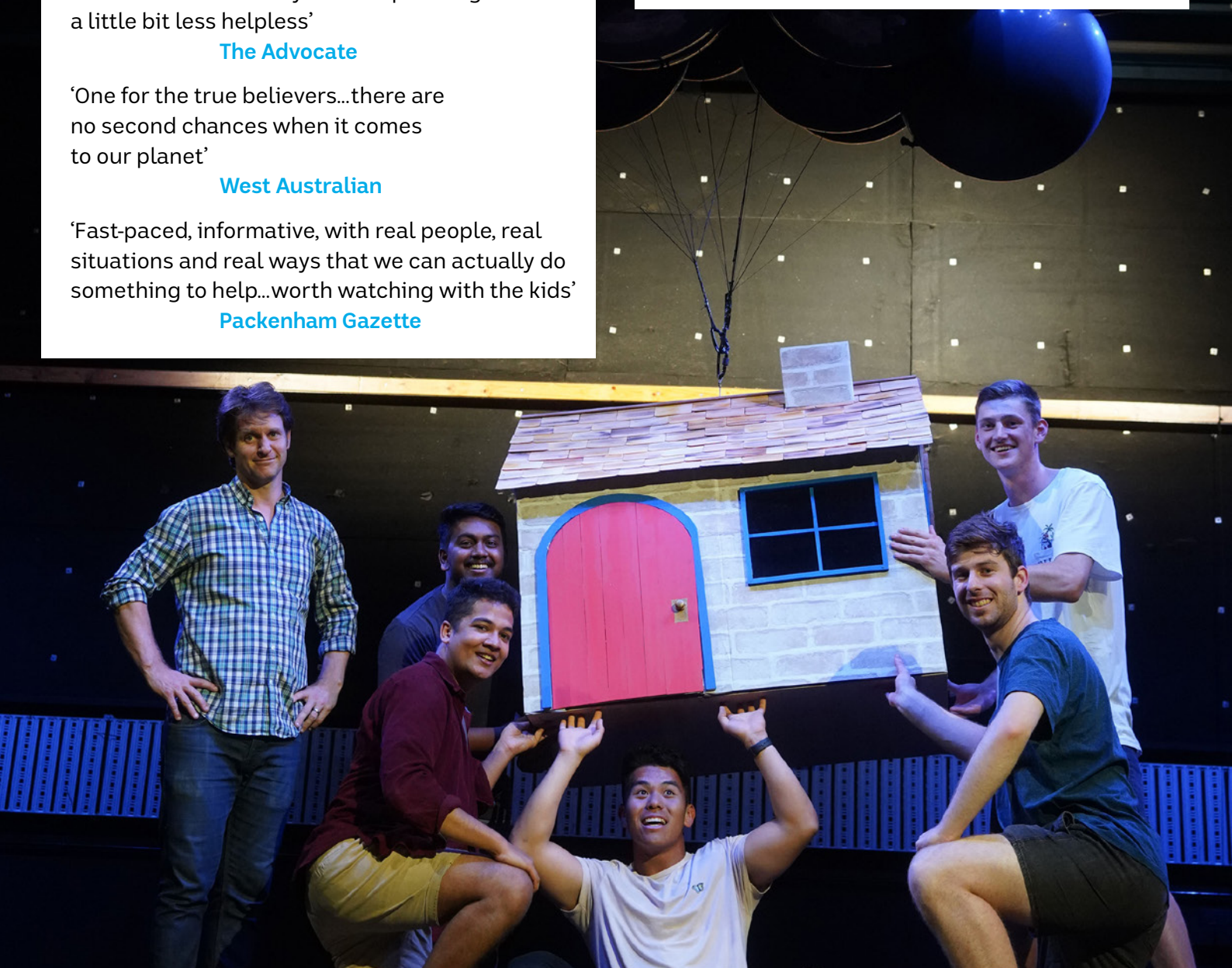
Must watch program
[@MilesGeorge1](#)



What a wake up call
[@Lyndylousauces](#)



I highly recommend for anyone and everyone
[@mystic_madds](#)



EPISODE 1: ENERGY

Australians created an astounding 539 million tonnes of carbon emissions over a 12-month period – placing us as one of the highest carbon emitters per capita in the world.

Comedian and host Craig Reucassel looks at where those emissions are coming from and how we can reduce them...starting with our energy emissions. With four helpers, he heads out to show audiences how high our carbon emissions are when compared to other countries like China and the U.S. To learn how long carbon has been increasing in our atmosphere, Craig travels to the furthest tip of Tasmania to meet a straight-talking scientist.

But do everyday Aussies know about our high carbon emissions and what do they think about it? Craig invites five different Australian households to *Planet A* headquarters to show them how much carbon they are creating every two hours. They join him on a climate challenge to see what changes they can make it their own lives to reduce their carbon footprint.

Their first step is to reduce the amount of energy they use in their homes. Some find simple DIY solutions, while others make adjustments to their home appliances and some invest in solar. All have surprising results.

On the road, Craig visits:

- the forward-thinking town of Daylesford to learn about their approach, working together to power their community with renewable energy
- the Hunter Valley, to examine the shocking impact of coal mining on community health and well being
- Parliament House; worried about the lack of defiant action by our government, Craig speaks to the Minister for Emissions Reduction about the plan of attack.



EPISODE 2: TRANSPORT

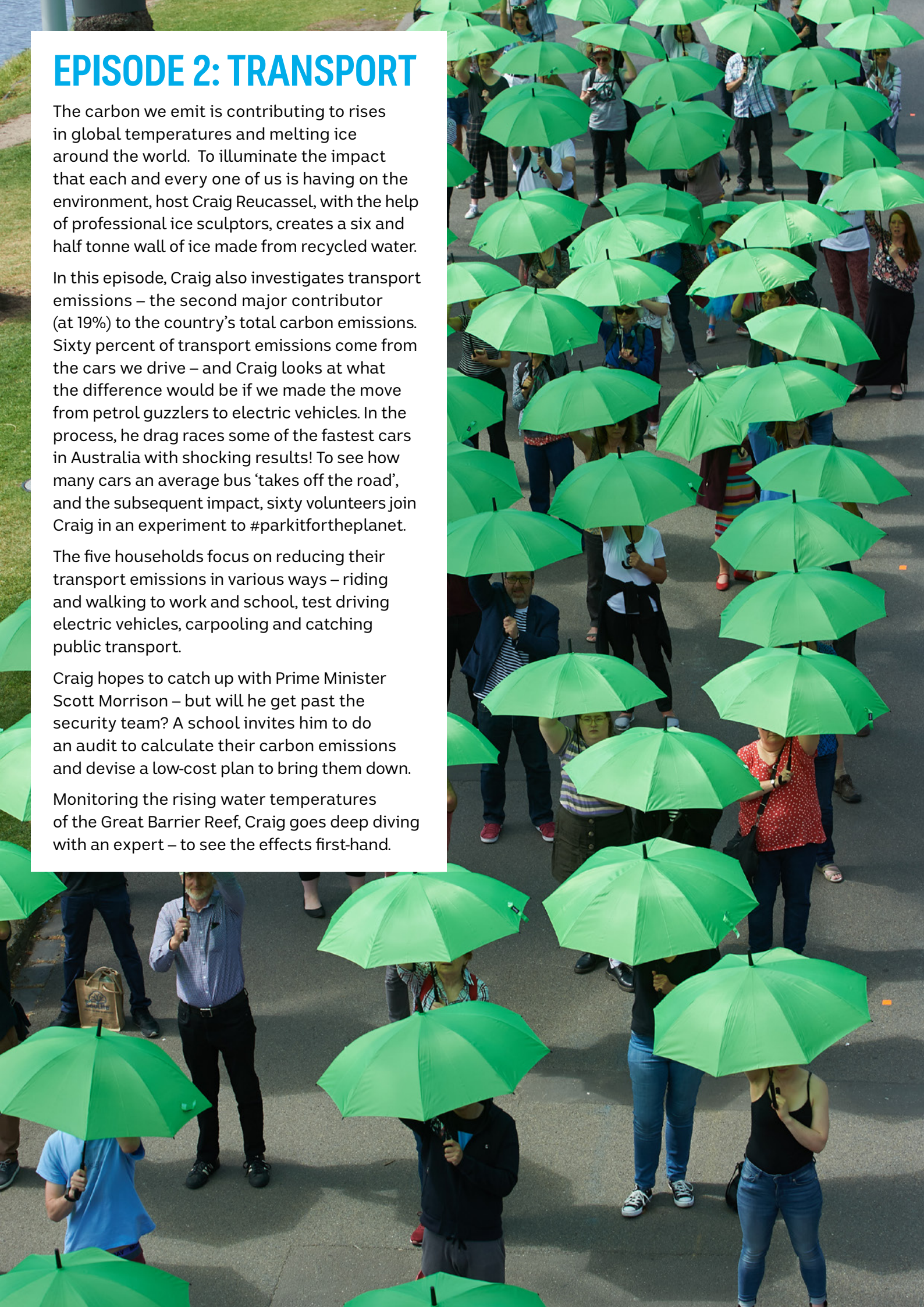
The carbon we emit is contributing to rises in global temperatures and melting ice around the world. To illuminate the impact that each and every one of us is having on the environment, host Craig Reucassel, with the help of professional ice sculptors, creates a six and half tonne wall of ice made from recycled water.

In this episode, Craig also investigates transport emissions – the second major contributor (at 19%) to the country's total carbon emissions. Sixty percent of transport emissions come from the cars we drive – and Craig looks at what the difference would be if we made the move from petrol guzzlers to electric vehicles. In the process, he drag races some of the fastest cars in Australia with shocking results! To see how many cars an average bus 'takes off the road', and the subsequent impact, sixty volunteers join Craig in an experiment to #parkitfortheplanet.

The five households focus on reducing their transport emissions in various ways – riding and walking to work and school, test driving electric vehicles, carpooling and catching public transport.

Craig hopes to catch up with Prime Minister Scott Morrison – but will he get past the security team? A school invites him to do an audit to calculate their carbon emissions and devise a low-cost plan to bring them down.

Monitoring the rising water temperatures of the Great Barrier Reef, Craig goes deep diving with an expert – to see the effects first-hand.



EPISODE 3: FOOD

We all have a food footprint, with the average Australian diet producing almost 3 tonnes of greenhouse gases per year. In this episode, host Craig Reucassel looks at the carbon footprints of the various foods we eat, and learns about the importance of where food comes from.

This week, some of the households focus on reducing the amount of red meat in their diets, while others replace meat with plant-based options, or by putting kangaroo and duck on the household dinner menu – and this proves challenging for some of the kids in the group.

Craig creates a fun challenge to test the general public's knowledge – which foods produce the least greenhouse gases compared to the ones that produce the most? Looking at the future of food production in Australia, Craig meets with farmers at the forefront of climate change

and finds how the recent drought has affected their livelihoods. To understand why meat production has such a large impact on our carbon emissions, Craig visits a university scientist and gets more than he bargained for. He also visits the Sunshine Coast of Queensland to learn about a special seaweed which can reduce the amount of methane created via the beef and lamb industries – but can it be scaled up to feed all the livestock in Australia?

Craig returns to visit the primary school committed to changing their ways, to see how much impact their plan has had on reducing their carbon emissions. Finally, the five households finish their carbon challenge and return to the *Planet A* headquarters to see the results of their efforts – have they reduced their household carbon emissions, and will they bring the house down?



MEET THE HOST

Craig Reucassel is a popular speaker, writer and comedian, best known and highly respected for his work on ABC's TV program *War on Waste* and the satirical comedy series *The Chaser*.

Calm, quick witted and balanced in his approach to complex issues, Craig's deep knowledge and passion for climate change solutions makes him the perfect host.



MEET THE HOUSEHOLDS

HOUSEHOLD #1: THE MULTIGENERATIONAL FAMILY

Located in coastal, regional area, energy consumption is this family's biggest challenge

HOUSEHOLD #2: THE UNIVERSITY SHARE HOUSE

Living in a regional university town, food is one of this group's most consistent challenges

HOUSEHOLD #3: YOUNG, URBAN PARENTS

Located in the southern capital of Melbourne, transport and food are currently challenges for this growing family

HOUSEHOLD #4: SUBURBAN FAMILY OF FIVE

Located in the northern capital city of Brisbane, high energy consumption and food are the biggest challenges for this energetic tribe

HOUSEHOLD #5: URBAN FAMILY WITH PETS

Located in Sydney, the Lindsays energy consumption is a major challenge

