

The Climate Cost of your Commute

Overview

This campaign aims to raise awareness among third-level students about the environmental impact of their transport emissions, particularly from single-car commutes to college. Through thought-provoking visuals showcasing the CO₂ emissions generated by their journeys, the campaign encourages students to recognize the effects of their travel choices.

The goal is to inspire behavioural changes toward more sustainable modes of transport, while also reinforcing the positive environmental impact for those already making eco-friendly choices

the
NECKKK
of you to drive to college when
a 30min car journey emits 276
balloons of CO₂ into the sky



Why to get Involved?

- Brings awareness to peoples carbon footprint
- Using public transport is cheaper
- Active and public transport has environmental benefits
- Active transport has physical and mental health benefits
- Avoid being stuck in traffic and stressed about parking place

Conclusion

We aim to raise awareness of commuting emissions creatively, encouraging students to switch to sustainable transport. By placing posters across campus, this project supports the transport sector's 2030 reduction targets. Students can drive change when equipped with the right knowledge and motivation