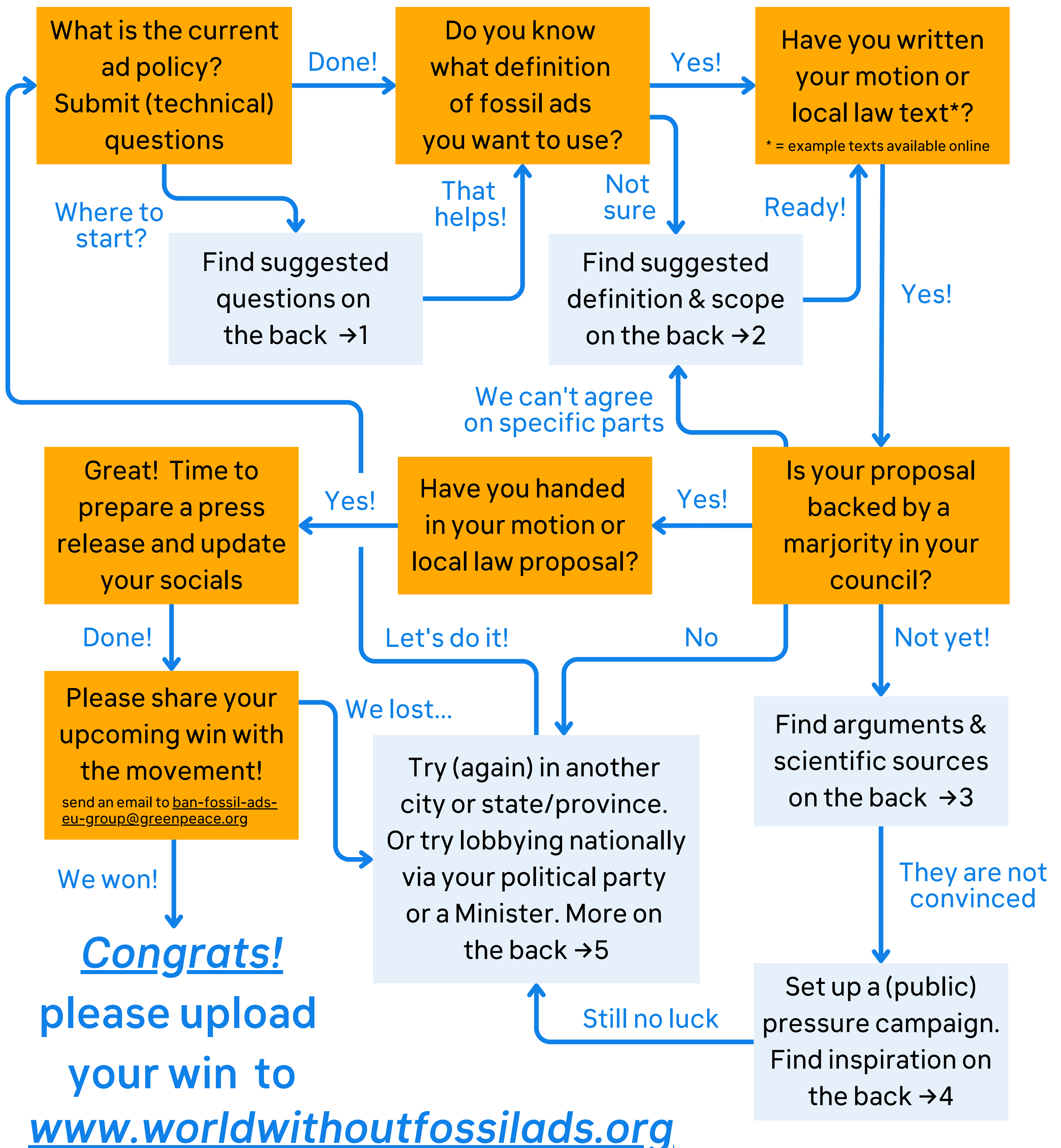


HOW TO BAN FOSSIL ADS

in your municipality

Is your city ready to be a real climate frontrunner? You can prevent fossil ads from greenwashing our public spaces, promoting extra air pollution and undermining the urgency of the climate crisis. Let's free our streets from fossil ads, so we can reclaim public space, breathe clean air and grow the societal support for the just, swift and green transition we need!

Start!



and find other active campaigns, research and the full version of this toolkit there!

HOW TO BAN FOSSIL ADS

Tips and suggestions

→1: Find out what the current ad policy is in your municipality.

Depending on the procedure in your country, submit (technical) questions, contact civil servants or in another way find answers on questions like:

1. What kind of **advertising contracts** currently exists, with who and until when?
2. What kind of **ad policy** exist currently and how can council members **influence** it?
3. Is the municipality board aware of the **negative influence** on health and climate?

→2: Decide on your definition and scope.

Recommended definition: Advertising by or for the **fossil fuel industry** (companies and interest groups in the coal, oil and/or gas sector), the **aviation sector** and **fossil products and services** (fossil fuels, airline holidays, airline tickets, fossil electricity contracts, gas contracts, cruise travel and cars, motorbikes, mopeds and scooters with a fossil or hybrid fuel engine).

As **sponsoring** is an increasingly important and visible part of fossil PR, consider whether you want to explicitly include fossil sponsoring, e.g. in public space or on municipal land.

→3: Have your arguments ready, including replies on common counterarguments.

Fossil advertising promotes the use of the **most polluting products** and the **greenwashing** message of the fossil industry. Fossil ads mislead consumers and policy makers about the impact of fossil fuels, legitimize polluting industries and undermine the urgency of the climate crisis. Just in the EU, airline and automotive ads cause an **additional 41 - 122 MtCO₂-eq of emissions**, comparable to the GHG emissions of Denmark (46) and Belgium (117) respectively. The **IPCC** stated in their 2022 report that **40-70% of necessary emission reductions** can be reached through government policy sparking fast changes in behaviour, suggesting regulation of fossil ads. The **Potsdam Institute** recommends fossil ad regulation to trigger **social tipping points** (changes in mindset and behaviour fast enough to divert as much as possible from physical tipping points in our climate system).

What about freedom of speech? → Most lawyers agree that other human rights, like the **right to health**, outweigh the freedom of commercial enterprises to promote their polluting and climate harming products and businesses. Many countries have prioritized the right to health over the freedom of commercial speech of tobacco companies.

What about revenue? → Many other advertisers exist. Let's make room for real green ads or green space in cities instead of putting citizens in danger of air pollution, enhanced climate breakdown and misleading ads. Banning fossil ads is a **cheap but effective policy proposal** that can be deployed right away and which contributes to the support needed for additional green policy proposals municipalities need to put in place.

Do we really need a ban, or can we use softer approaches? → The fight against tobacco ads has shown us that **partial bans don't work**. WHO puts it like this: 'the industry simply diverts resources' as 'partial bans fail to include all indirect or alternative forms of promotion'. We need to integrally ban fossil ads to trigger the mindset change necessary and to strip the fossil industry of their licence to continue with 'business as usual'.

→4: Set up a (public) pressure campaign.

Need to convince specific political parties? Consider which part of their **constituency** you can mobilize to e.g. sign a letter to them to support a fossil ad ban. Check our website to see successful campaigns by Australian, Canadian and Dutch **doctors** calling for a fossil ad ban from a public health perspective.

→5: Consider regional or national steps.

Enhance your influence by banning fossil ads in your **state/province**. Contact your party board and make a fossil ad ban part of your **national party program**. Lobby with the national Minister of Climate or Health to ban fossil ads. Check our website for international examples on local, national and EU level campaigns.

[Read more on www.worldwithoutfossilads.org](http://www.worldwithoutfossilads.org)