Sample motion: ban fossil fuel advertising via local law or local policy

The municipal council of [city], assembled on [date], during the discussion of the agenda item [Current Motions],

Noting that:

[If the municipality has not yet banned fossil fuel advertising via contracts:]

1) Fossil fuel advertising drives consumption and the burning of fossil fuels, thus leading to higher emissions;
2) Allowing fossil fuel advertising in public spaces contradicts the municipality's climate goals;
3) [If applicable, insert here if the municipality does not meet advisory standards, e.g., WHO air quality guidelines, or if there has been a recent climate disaster];
4) The municipality of The Hague has banned fossil fuel advertising through a provision in the [local regulation/ordinance];
5) Travel companies ANVR and TUI legally challenged the local ad ban in court, but the court upheld The Hague's ban (District Court The Hague ruling, 25 April 2025, ECLI:NL:RBDHA:2025:6874).

[OR: if you want a less strict commitment for the municipality, you could consider to ban fossil advertising in the next contracts that the municipality has with advertisers:]

1. Fossil fuel advertising drives consumption and the burning of fossil fuels, thus leading to higher emissions;
2. Allowing fossil fuel advertising in public spaces contradicts the municipality's climate goals;
3. [If applicable, insert here if the municipality does not meet advisory standards, e.g., WHO air quality guidelines, or if there has been a recent climate disaster];
4. Several municipalities in the Netherlands have banned fossil fuel advertising through their contract policies, meaning that every time a new contract is signed, they avoid fossil fuel industry advertising.
5. The municipality is free to choose who to work with and can define this in its tenders, when the municipality has valid, justifiable reasons to do so. These reasons must be clearly stated in the tender documents.

Considering that:

1. Advertising falls under freedom of expression but may be prohibited if it harms a greater good, such as the environment or public health;

2. The Dutch court in The Hague case acknowledged that fossil fuel advertising contributes to climate change and negatively impacts public health;

3. Banning fossil fuel advertising from public spaces does not necessarily lead to loss of income for the municipality or operators, as such ads can be replaced by other

advertisements [preferably from sustainable and/or local businesses];

4. A six-month transition period is applied for the fossil fuel advertising ban, giving operators and advertisers time to adapt;

5. We wish to prohibit commercial advertising for fossil products and services [and not ideological advertising].

Requests the executive board:

1. To submit a council proposal in time for decision-making, and to amend the [advertising ordinance]/[physical environment ordinance] OR [advertising/tender policy] by:

   a. Adding the following paragraph under Article [number]:
   "Fossil fuel advertising is commercial advertising clearly intended to promote the following products and/or services: fossil fuels, air travel packages, airline tickets, gas contracts, grey electricity contracts, cruises, and/or combustion engine vehicles."

   b. Adding the following paragraph under Article [number]:
   "Fossil fuel advertising visible from a publicly accessible place is prohibited, unless it concerns:
   a. Company names, logos, and advertisements on or near the premises where the related activities take place;
   b. Directional signs on industrial estates."

2. To have this ban take effect as of [1 January 2026];

3. To inform advertising operators in [municipality] about the change in [local regulations] and [advertising policy], aiming to exclude fossil fuel advertisements from locations such as public transport stations, bus/tram stops, standalone advertising displays, billboards, and other applicable places — thus giving operators ample time to prepare for the regulatory change;

4. To urge the national government to implement a nationwide ban on fossil fuel advertising, covering not just outdoor spaces but also (social) media, cultural and educational institutions, and sports;
5. [To report to the council in [nth] quarter of [year] on the progress of these actions, as well as on any foreseeable (financial) impacts.]

And moves on to the order of business.

Submitted by:
[x]
[x]
[x]