



Fossil **Ad** Ban

For our health
**Fossil
Ad Ban**
For our planet

Resident Toolkit

Welcome.

This toolkit has been created to give residents the resources to support the Fossil Ad Ban campaign.

It contains:

Guide: How to approach councillors and politicians

FAQs

Promotional materials

Welcome to the Fossil Ad Ban (FAB) family.

Let's ban some fossil ads ;-)

How to Approach Councillors & Politicians

1. Go to fossiladban.org and use the form to email **federal government and your local council**.
2. Look at your local council webpage and **read the biographies of your councillors** to find which one is best to approach. The ideal councillor will care about climate, be aligned politically with the Mayor, and have a track record of successfully winning climate action.
3. Use this [email template](#) to **write a personal email** to that councillor. Make sure to point out that you are a local resident and you are concerned about the impacts climate change and air pollution are already having in your area.
4. If you have time, add the details highlighted in yellow, that **outline council's policies**. The relevant sections are usually in a Sponsorship, Event or Advertising policy, which will all be on the council's website. These will often already prohibit a range of businesses such as alcohol and gambling - and it is easy for fossil fuels to be added. If your council does not have those policies, you can point out that this is a gap that potentially opens them up to reputational damage from promoting unhealthy or dangerous products. If you do not have time to check the policies, leave out this section.
5. After emailing your councillor, **follow up with a phone call** and see if they are willing to put up a [Notice of Motion](#) calling for a Fossil Ad Ban. A Notice of Motion is voted on at a council meeting.

How to Approach Councillors & Politicians

6. If the councillor is willing to **put up a Notice of Motion**, please let us know at hello@commsdeclare.org. We can then contact the councillor and help draft a Notice of Motion if required. Every council has put up a motion that is based on their circumstances. For example, it may call for a staff report on how a Fossil Ad Ban can be implemented. Others just ban sponsorship deals with fossil fuel companies, but don't mention advertising. [All the motions are in this folder](#). Please note we want these motions to be successful, so the councillor needs to tailor it to get other councillors to support it.
7. At this stage we may need to **lobby other councillors** for support. If it looks like the other councillors would not vote for the motion, then it is best for it not to proceed.
8. If a councillor is going to put a Notice of Motion to a council meeting, please **spread the word through your local networks** and ask that supporters email the Mayor via fossiladban.org. Social media templates are located in this toolkit. Please tell us before the council meeting at hello@commsdeclare.org so we can also support the motion.
9. **Attending the council meeting** is a very powerful way to gain support for the motion. Please attend in person with other supporters and speak at the meeting if possible.
10. If you win, **please celebrate** and thank the councillors and Mayor on social media.

The FAQs ↴

WHAT ARE FOSSIL FUELS?

A fossil fuel is a hydrocarbon-containing material formed naturally in the earth's crust from the remains of dead plants and animals that is extracted and burned as a fuel. The main fossil fuels are coal, crude oil and natural gas.

WHAT'S WRONG WITH FOSSIL FUELS?

Fossil fuels are amazing and have had many benefits however,

- Air pollution from burning fossil fuels claims 8.7 million lives globally each year – more than tobacco.
- Air pollution from burning fossil fuels contributes to the premature deaths of more than 2,400 Australians every year, twice as many as road accidents (1,123 in 2021).
- They release toxic pollutants into our air, soil, and waterways.
- Fossil fuels are responsible for 89% of greenhouse gas emissions - the main cause of global warming which is driving more intense and frequent heat waves, storms, bushfires, and droughts.
- Without urgent action, climate change will cause around 83 million human deaths by 2100.
- Australia is the world's third largest exporter of fossil fuels.
- Per capita, Australia's emissions are the highest in the OECD, mainly because of coal and liquified natural gas.

WHY A FOSSIL AD BAN?

- Australia can become a renewables superpower but we are falling behind, in part, because of the disproportionate influence of the fossil fuel industry - [as recognised by the IPCC](#).
- Their advertising boosts demand and pretends that fossil fuels are harmless and essential to Australian life.
- These campaigns often spread disinformation, drown out alternative information and distort politics.
- The [fossil ad ban](#) reduces fossil fuel influence by denying access to council-owned properties and events.
- It sends a powerful message that high-carbon products are harming us - just like cigarettes.

The FAQs

WHY COUNCILS & POLITICIANS SHOULD ACT

- The fossil ad ban is an easy, inexpensive way to turn your council's climate pledges into concrete action.
- Stopping the promotion of high carbon products reduces demand and leads to a reduction in emissions.
- Being a first mover in restricting fossil fuel advertising and sponsorships is a positive news story that enhances your environmental leadership.
- It reduces the reputational risk that might stem from a future association with fossil fuels.

WHO ELSE IS LOOKING AT THIS ISSUE?

- City of Sydney, Yarra, Merri-Bek (Moreland), Inner West, Darebin, Glen Eira, Lane Cove, Byron Bay, Fremantle, Waratah Wynyard, Wingecarribee and Maribyrnong councils have voted for Fossil Ad Bans. All the motions and updated policies [can be found here](#).
- The ACT has banned fossil fuel ads on trams
- France has banned ads for all fossil fuel energies
- Amsterdam banned fossil fuel advertising in the city's metro network
- Four UK councils have placed a ban on high carbon ads
- Other laws are being debated in the EU, Germany, Sweden and Canada
- In 2022, The Australian Open cut short a three-year sponsorship deal with Santos
- Woodside was dropped as a name partner at the Perth Fringe Festival in 2021
- Opera Australia has parted ways with long-term sponsor Exxon
- Questacon is parting ways with sponsors, Inpex and Shell
- The National Australia Day Council is parting ways with sponsor Chevron in mid 2023.

A full list of global initiatives [can be found here](#).

HOW CAN WE IMPLEMENT THE BAN, WHAT IS AFFECTED?

Most councils can simply add the words 'fossil fuels' to the tobacco, gambling, and alcohol restrictions on their current advertising, sponsorship and/or events policies.

The FAQs ↴

WHAT IF WE DON'T HAVE ADVERTISING SITES OR SPONSORSHIPS?

The more councils that take a stand on this issue, the more the public will become aware of the climate and health dangers of coal, oil and natural gas. So, even if you don't have ad sites or sponsorship deals that may be immediately affected, your support helps.

To allow future fossil fuel promotions opens you up to allegations your climate commitments are disingenuous.

WHAT IS BANNED?

The decision is yours but we recommend taking no advertising or sponsorships from:

- Coal, natural gas, and petroleum products
- Corporations that primarily produce fossil fuels
- Organisations that generate more than 20% revenue from fossil fuels.

HOW DO YOU DEFINE A FOSSIL FUEL CORPORATION?

You may wish to further define a 'corporation that primarily produces fossil fuels', as one where coal, oil or gas make up more than 50% of their profits or production. This would include profits or production from the exploration, extraction, refinement, transport or sale of coal, oil or gas. Examples include [our top 10 greenhouse gas polluters](#). Over time, as energy producers move to a larger percentage of renewables, their promotions could be allowed again.

WHAT ISN'T BANNED?

This ban does not stop any company from giving donations or grants.

It would not affect council operations, such as using petrol for vehicles. It also does not prevent fossil fuel companies using council facilities (such as sports venues) for reasons other than promotion.

We are not against mining or proposing a ban on the advertising of mining or resources industries.

The FAQs

FIN

WHAT ABOUT SPORTS CLUBS AND COMMUNITY GROUPS?

This ban does not stop any company from giving donations or grants to local groups - it only stops them using those funds for marketing purposes on council property. For example, a company could donate to the local soccer club and put its logo on jerseys but not the council-owned clubhouse.

People were concerned that bans on tobacco ads and sponsorships would hurt sports clubs, but they found other sponsors. A phased transition is the key.

BUT WE NEED FOSSIL FUELS

Coal, petroleum and natural gas companies use promotions for two main reasons:

1. To increase demand for their products
2. To win public and political support to fight moves that threaten their profits (such as taxes or environmental laws)

Stopping promotions does not stop us using fossil fuel products when they are needed but it does mean that we can reduce demand and better educate consumers about fossil fuel impacts.

Comms Declare estimates the top 5 fossil fuel corporations spent more than \$238 million on marketing in 2020/21. If fossil fuels are as essential to life as the companies claim, then they shouldn't need to spend hundreds of millions of dollars every year to sell their products.

WHERE CAN I FIND OUR MORE?

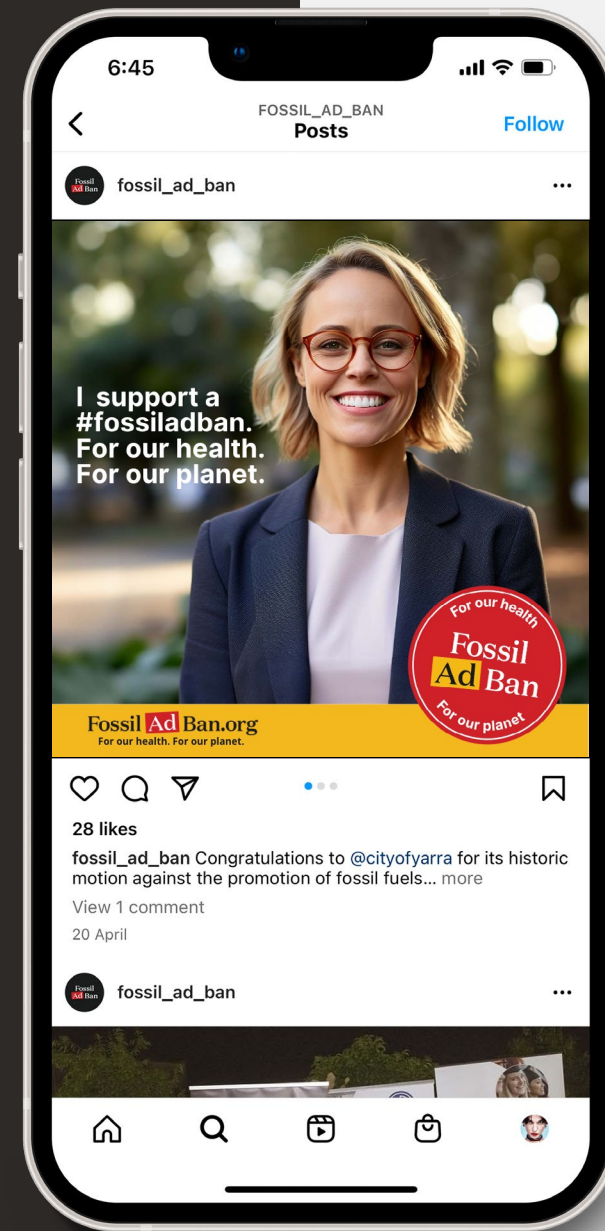
Email hello@commsdeclare.org

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Share the news

Customise our Canva social post with your photo to promote how you are helping your communities' health and climate by supporting a ban on fossil fuel ads and sponsorships.

We have a couple of options to choose from.



[Open in Canva](#)



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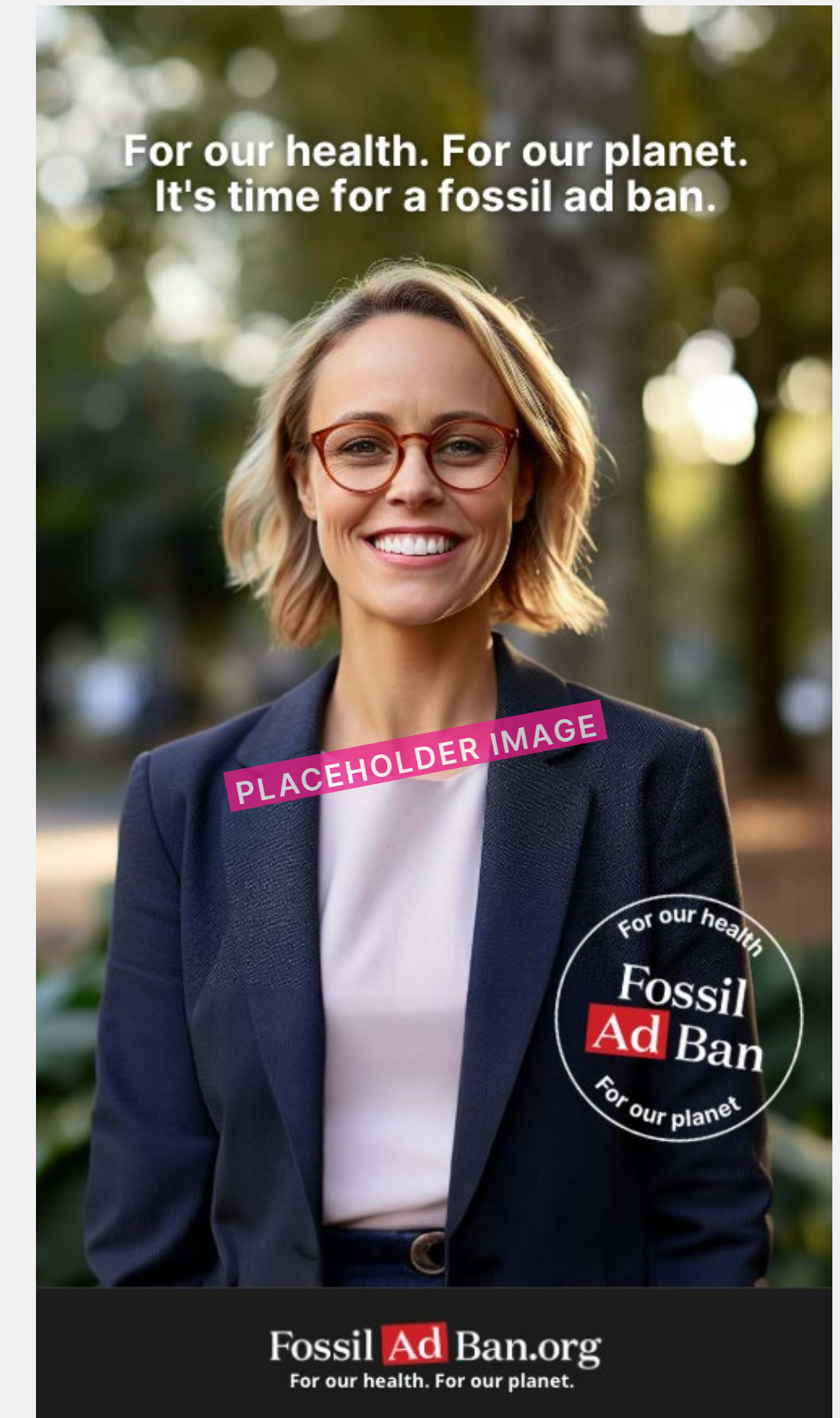
Portrait video

Customise our portrait Canva social post with your photo or video to promote how you are helping your communities' health and climate by supporting a ban on fossil fuel ads and sponsorships.

We have a couple of options to choose from.



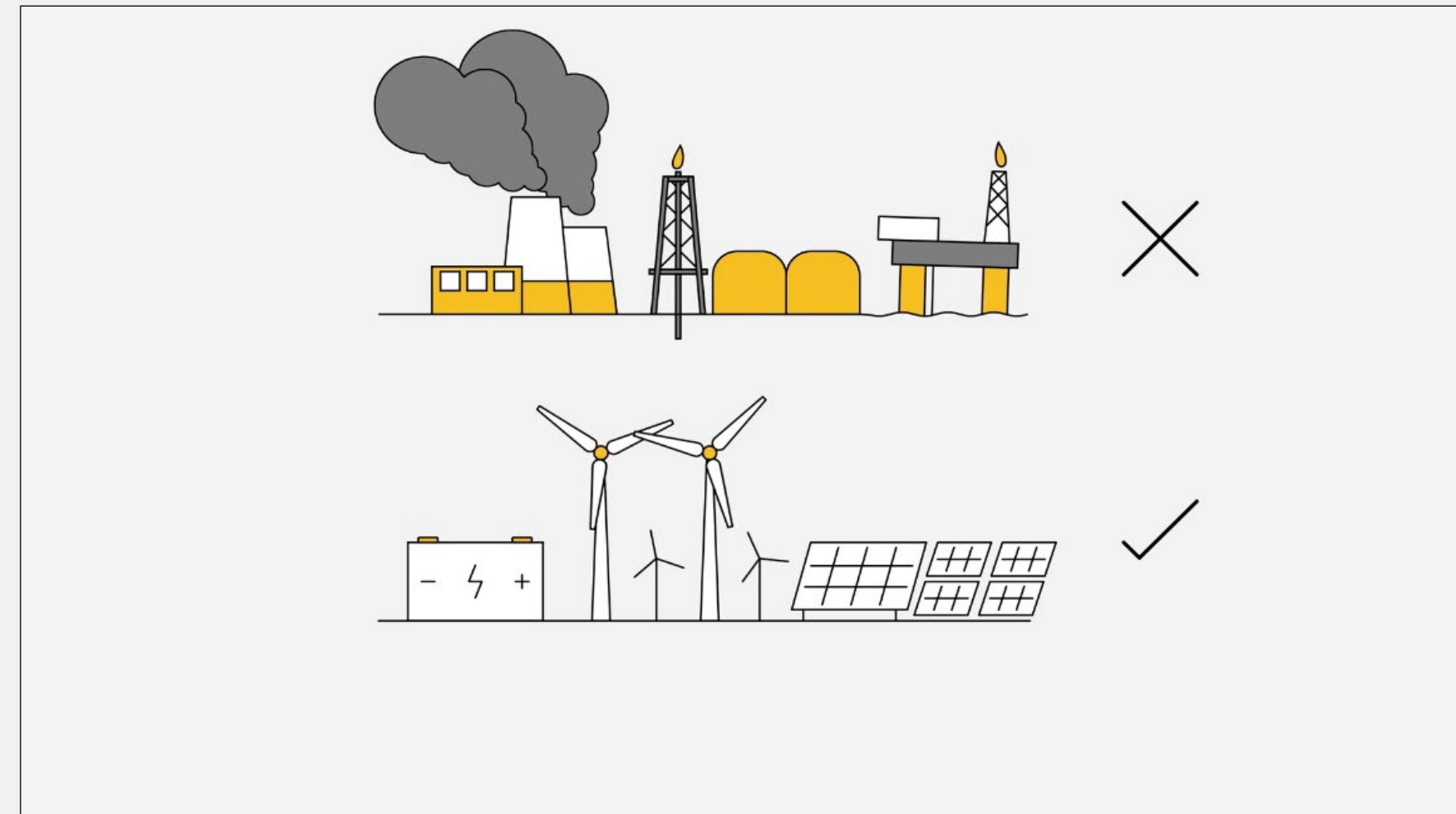
[Open in Canva](#)



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Videos

1. An animation you can show to your colleagues or constituents to explain why you support a Fossil Ad Ban.
2. A video from doctors showing why they support a Fossil Ad Ban.



Fossil Ad Ban Explainer Video

[View + Share](#)



Fossil Ad Ban Doctors Video

[View + Share](#)

Flyer

Download the Fossil Ad Ban DL information flyer or request a pack by contacting hello@commsdeclare.org

[Download Now](#)

Why we need to ban fossil fuel advertising and sponsorships

- They increase demand for products that are harming our health and climate
- They falsely portray coal, oil and gas as clean and green
- They tarnish our treasured sports and cultural groups
- They cover up the damage being done by polluting industries
- They have helped delay climate action for too long

Take action at fossiladban.org

Campaign by Comms Declare

Comms Declare represents more than 360 communications professionals, agencies and organisations who have declared they will not promote:

- the growth of fossil fuels
- high greenhouse gas pollution as 'business as usual'
- deception, distraction or spin around science or climate actions.

Comms Declare encourages advertising agencies to work for the good of the climate and advocates for stronger greenwashing rules.

To help achieve net zero, communicators must be aware, declare and act.

Declare now.

commsdeclare.org

Comms Declare
AWARE. DECLARE. ACT.

"Coal, oil and gas ads are a health hazard."

Dr Peter Nightingale | General Practitioner

TAKE ACTION

INSIDE
Why we need to ban fossil fuel advertising and sponsorships

Fossil Ad Ban.org
For our health. For our planet.

Our laws are meant to protect the health and wellbeing of Australians. But pollution from fossil fuels is harming our health and fuelling dangerous climate change.

For a clean, renewable future, we must stop misinformation and greenwashing from polluting industries.

Fossil ad facts

- Burning coal, oil and gas is responsible for 89% of global warming
- Air pollution from burning fossil fuels claims 2,616 - 5,700 Australian lives every year - more than road accidents
- Big fossil fuel companies spent more than \$230m on marketing in Australia in 2020/21

IT'S TIME FOR A FOSSIL AD BAN

Campaign aims

- National and sub-national bans on fossil fuel advertising and sponsorships
- Restrictions and eco labels on ads for high-emissions products

How YOU can help

Send an email using our pre-filled form to ask the government to act now!

It takes seconds at fossiladban.org

Together we can be fossil free!

What would the ban cover?

- Coal, gas, and petroleum products
- Corporations that primarily produce fossil fuels
- Organisations that generate more than 20% revenue from fossil fuels

TAKE ACTION

Fossil Ad Ban
For our health. For our planet.

More than a dozen councils have already voted to ban fossil fuel promotions!

Find out more at fossiladban.org

Instagram: @Fossil_Ad_Ban
Youtube / TikTok / Twitter: @FossilAdBan

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Thank you.

From everyone at Fossil Ad Ban, thank you for your attention. If you have any requests or suggestions, please do not hesitate to email hello@commsdeclare.org

Fossil Ad Ban is a project of Comms Declare and is funded by the KR foundation. Learn more at fossiladban.org



hello@commsdeclare.org
commsdeclare.org