



Why include a fossil fuel ad ban in phase out plans?

To stop fossil fuels we must stop fossil fuel ads.

The Santa Marta agenda includes phasing out drivers of fossil fuel demand. But how can that be achieved when the products are so heavily advertised?

Without cultural and communications support, fossil fuel phase out will be weaker in practice and more vulnerable to a backlash.

More than 60 jurisdictions around the world have moved to restrict fossil fuel advertising.

These bans have reduced promotions for coal, oil, gas, and fossil-fuelled transport such as SUVs, air travel and cruises.

It's a low cost, low barrier and fast step that must be taken on the road to a fossil-free future.

Find supporting data at worldwithoutfossilads.org



01

Drives Market Change

- Reduces demand for fossil fuels and unnecessary "luxury" transport, just as it has done for tobacco
- Creates a space for green products to grow without being drowned out by big polluters
- Delivers a reputational incentive for companies to develop fossil fuel alternatives

02

Ends Dishonest Propaganda

- Stops a major source of misinformation including greenwashing, false, one-sided or confusing narratives about the climate and energy future
- Stops fossil fuel companies using education programs to influence and recruit children
- Stops the fossil fuel industry buying favourable media coverage

03

Changes Social Norms

- Signals that fossil fuels are inherently harmful and unethical
- Limits "soft power" by stopping companies using sports and cultural sponsorships to gain public trust
- Empowers local action and communities

04

Protects Public Health and Human Rights

- Lowers direct pollution linked to cancer, asthma, heart disease and more
- Reduces climate change, saving lives, and improving physical and mental health for millions