

Jaarverslag 2021

Stichting ter Bevordering van de Fossielvrij- beweging in Den Haag, Zuid-Holland en daarbuiten

Juni 2022

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1. Bericht van het bestuur

Het jaar 2021 was een roerig jaar, waarin ondanks de letterlijk beperkte bewegingsruimte wegens de corona-maatregelen, de aandacht voor activistische burger initiatieven groeide en heel zichtbaar werd. Het mogen ontvangen van de trofeeën 'nummer 3' en 'nummer 16' in de Trouw Duurzame Top 100 voor de 2 campagnes onder onze vleugels vervulde ons met trots. Trots op de vrijwilligers die met beperkte middelen maar met ongebreideld enthousiasme, creativiteit, kennis en kunde de aandacht weten te vestigen op deze zaken die verandering behoeven in de maatschappij. Niet alleen de notering in de Duurzame Top 100 is een bevestiging van de waardering voor het werk dat verzet wordt. We hebben vorig jaar diverse fondsen succesvol aangeschreven voor financiële ondersteuning en via crowdfunding ontvingen we met de donaties van particulieren morele en materiële steun. Waarvoor onze hartelijke dank!

Eind 2021 betekende een flinke toekenning van de KR Foundation een zodanig budget dat we in 2022 een werkorganisatie kunnen opzetten om de Campagne Reclame Fossielvrij groots op te pakken. Maar daar lezen jullie over in het jaarverslag 2022.

Het bestuur,
Sonja van der Eijk
Lennart van der Linde
Anne Maljaars

We danken onze institutionele supporters:



2. Verslag Campagne Haagse Warmte Fossielvrij, proces tegen Warmteling

De focus van Haagse Warmte Fossielvrij lag in 2021 voornamelijk op de acties tegen de aanleg van de WarmtelinQ, ook bekend onder de namen Botleksmeerpijp en smeerpijp, daarnaast hebben wij ons bezig gehouden met het werven van nieuwe krachten.

Acties tegen de aanleg van de Botleksmeerpijp

- Over het hele jaar zijn er verschillende inspraakmomenten in de Gemeenteraad Den Haag & in het Provinciehuis
- Laatste kwartaal van het jaar gestart met werving nieuwe krachten
- Op 29 april diende Den Haag Fossielvrij haar zienswijze in bij de Provincie
- Op 08 oktober werd bekend dat we op plek nr. 16 stonden genoteerd in Trouw's Duurzame 100
- 10 november hielden we samen met Partij voor de Dieren, Groep de Mos, Bomenstichting Den Haag en boze burgers een demonstratie naar en voor het Provinciehuis. Daar werd een brandbrief tegen de smeerpijp aangeboden aan de Gedeputeerde Staten & Provinciale Staten van Zuid Holland (<https://www.ad.nl/den-haag/actie-tegen-warmteleiding-van-rotterdamse-haven-naar-den-haag-smeerpijp-weg-ermee~a0cd124d/>)



- Op 18 december was DHFV partij bij de demo voor het opheffen van Vliegveld Rotterdam The Hague Airport
- Op 30 december stelde DHFV beroep in tegen het voor Warmteling benodigde Provinciaal Inpassingsplan (PIP) en gecoördineerde besluiten van diverse andere overheidsinstanties.

door:
vember 1972 te Den Haag
judshoorn.nl

e rechters,

vordering van de Fossielvrij-beweging in Den Haag,
erna Den Haag Fossielvrij/DHFV) beroep in tegen de
ntetransportleiding Vlaardingen - Den Haag zoals
2021 in het provinciaal blad van de provincie Zuid-

RAAD VAN STATE	
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30 DEC. 2021	
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3. Verslag Campagne Reclame Fossielvrij



Annual Report 2021

02-02-2022

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[Reclame Fossielvrij / Fossil Free Advertising](#)

Hosted by the Foundation The Hague Fossil Free

Foreword

We are pleased to present the second annual report of Fossil Free Advertising (Reclame Fossielvrij), outlining our activities in 2021 and our motivations. Highlights of 2021: Amsterdam banned fossil ads from the subway stations, which inspired five more Dutch cities to ban fossil ads. We stopped Shell's ad campaign to offset emissions by paying 1 cent extra at the pump. We ended third in the Trouw Sustainable Top 100. We started the Social Tipping Point Coalition. Greenpeace translated our campaign to an international campaign for a EU-wide ban. The editor in chief of Trouw declared he wants to ban fossil ads from Trouw. And we were granted funding for 2022 and 2023!

Reclame Fossielvrij (Fossil Free Advertising) is a small and energetic campaign group with a big purpose. Inspired by the ban on tobacco advertising and sponsorships, we started the world's first campaign aimed at a national law that bans all advertisements and sponsorships of the fossil fuel industry and for air travel and cars on fossil fuels.

With this campaign we aim to contribute to a social tipping point; a new normal in which fossil fuels and the fossil fuel industry are seen as unethical and harmful, not only by society but also by politicians. Reclame Fossielvrij strongly believes: it's not a question *if* the ban on fossil ads will be implemented, but *when*.

Together with other grassroots and NGOs - like Greenpeace Netherlands, Fossielvrij NL and Nederlands Juristen Comité voor de Mensenrechten (NJCM) we strive for a national and a European ban.

To achieve this ambitious goal, we use a strategy by creating "frontrunners" (such as a newspaper and local municipalities) to set an example for others by banning fossil ads and to create an international domino effect. Another part of our strategy is that we use legal actions with a focus on deceptive advertising. We also take political action through our petition and through lobbying local and national parties.

In less than 2 years of campaigning we have had some quite sensational results. We highlight our biggest success: the city of Amsterdam - as the first in the world - declared to ban fossil ads. This has created a lot of media attention and a giant spinoff, both in the Netherlands and abroad. Five more cities in the Netherlands declared that they want to ban fossil ads. Our strategy for a citizens' initiative was adopted by Greenpeace NL and resulted in the [European Citizens' Initiative \(ECI\)](#) to ban fossil ads. Our campaign resulted in an 3rd place in the Dutch Sustainable Top 100 2021, organised by newspaper Trouw. The jury: "Reclame Fossielvrij finds inspiration in the Tobacco Act and, with a small group of people, tirelessly argues for a ban on fossil advertising. Small action, big impact."

Our targets are in the Netherlands, but we aim to elicit an international snowball effect by having good practices strengthening each other. We cooperate closely to spur a movement with organisations like Greenpeace Europe, Clean Creatives, Badvertisers, Fossil Free Politics and the Fossil Fuel Non Proliferation Treaty. We are part of the worldwide 350.org movement and are closely tied with Fossielvrij NL (Fossil Free NL).

Because of our actions, the Netherlands is seen as a frontrunner in actions against fossil ads. What's happening here is closely followed by others worldwide who are looking for good practices and successful campaign strategies. This is why it is so important to continue campaigning for more local bans in cities, media, education, sports & (cultural) institutions. This will pave the way, we are convinced, for a national and European ban on fossil ads which will have a worldwide impact.

We would like to thank Greenpeace Nederland, Fossielvrij NL, Both Ends and Triodos Foundation for their donations in 2021. Their donations were crucial for our successes. We are happy that KR Foundation granted us funding to scale up and bring continuity to our campaign in 2022 and 2023.

About Reclame Fossielvrij

Mission

Our main objective is to stop climate disruption. Our mission is to help reach a social tipping point that is needed to keep temperatures on earth below 1.5C. With our campaign for a ban on fossil ads we contribute to this goal. According to scientists of the Potsdam Institute, we can only keep global warming below 1,5C with a big shift in society. This shift is already taking place, but far too slowly. Governments can speed it up with measures like a ban on fossil ads. This will: 1) change norms and values within society and stimulate different attitudes and behaviour towards fossil fuels and fossil fuel industry, and 2) limit the power of the fossil fuel industry by challenging their efforts to influence the public and politicians through advertising, marketing and sponsoring. We know the ad ban will have this effect, because it has been done before: with the tobacco ad ban.

Goal

We want a tobacco style law in the Netherlands and the EU that bans fossil fuel ads because they worsen the climate crisis substantially. Fossil fuel ads are ads from the fossil fuel industry, ads for air travel and ads for cars that run on fossil fuels. To achieve this, we urge cities, media and cultural and sports institutions to take the lead and stop supplying a platform to the fossil fuel industry to maintain their power. We encourage municipalities to ban fossil advertisements from the streets. We persuade organisations such as newspapers and institutions to stop fossil advertising and sponsorships. We also do legal actions to compromise fossil ads. All of this will make more and more people aware of the delay that fossil advertising causes on the transition.

Vision

Fossil fuel causes and exacerbates climate change. Fossil fuel industry marketing and advertising serve to consolidate their power, present fossil fuels as 'normal' to the general public and thus to expand the fossil fuel market. Fossil fuel advertisements should therefore be banned. Just like tobacco-ads. Fossil ads are an important cause of delayed climate action and a lack of sense or urgency among the general public, politics and business.

Expected effect of a ban on fossil ads

We are breaking the power of the fossil industry by taking away the means they use to consolidate their power and to expand their market: advertising, branding and marketing. In short, we take away their mouthpiece, so that they can no longer mislead and tempt us to get stuck in a world that runs on coal, oil and gas.

A ban on fossil advertising will directly decrease emissions, as less people will be tempted to fly and buy SUVs if they are no longer advertised for. It will also decrease emissions in the long run, because it will help us escape from the fossil fuel lock-in that fossil fuel companies are still trying to create, also through advertising.

Scientific reports prove that the fossil fuel industry uses advertising and marketing as important tools, not just for their social legitimization to keep access to big financial institutions and the government, but also to steer the pace and direction of climate policy in a way that will guarantee continued use of fossil fuels.

A ban on fossil fuel ads is a prerequisite for a bolder climate policy that puts restrictions on the fossil fuel industry. Some laws, tax deals, subsidies or trade agreements will never disappear as long as the fossil fuel industry is free to present itself as the opposite of what they in fact are. As long as the fossil fuel industry can present itself as partners of the government, the government will not pose restrictions upon them and will even invite them to be a part of making climate policy.

A ban on fossil fuel ads will have a strong de-normalising effect in society on fossil fuels and the fossil fuel industry. The linkage with tobacco law will put the fossil fuel industry in the same category as tobacco. This will shift public opinion and will benefit the societal support for the fierce climate policy that is needed to keep below 1,5 C degrees. According to scientists of the Potsdam Institute, an advertising ban is a social tipping point measure that can trigger public awareness, bringing Paris within reach after all.

Targets for 2021

The campaign strategy in 2021 focussed on the goals:

- Municipalities who ban fossil fuel ads from public space in their cities
- Media and cultural organisations banning fossil ads
- Delegitimizing fossil ads by proving they are all misleading and normalising the concept of a fossil ad ban
- Creating an (international) snowball effect of organisations and cities banning fossil ads.

Results in 2021

National ban on fossil ads: progress made



Our campaign aimed at the national elections of 2021 started in 2020. We lobbied for a ban on fossil ads to be adopted in the election manifestos, either directly or through campaigning for amendments.

- At the national elections in March: six political parties plea for a ban on fossil ads: PvdA, GroenLinks, Partij voor de Dieren, ChristenUnie, Volt en BIJ1.
- After meetings with politicians of PvdA, GroenLinks and Partij voor de Dieren, these parties are vocal about fossil ads and the Social Tipping Point Coalition, either in parliament or on social media.
- Our partner NJCM published an opinion article in FD on a ban on fossil ads.

- NJCM followed up with a [lobby letter to the forming government](#) in which they plea for a ban of fossil ads.

Social Tipping Point Coalition was launched



As part of our lobby strategy for a ban on fossil ads we started the Social Tipping Point Coalition. A ban on fossil ads is a measure that can elucidate a social tipping point, as is divestment, climate education, a stop on fossil subsidies and regulation to push local storage and distribution of sustainable energy.

- We launched a [website](#) and house style.
- We have a broad range of over 500 supporters (famous artists, scientists and more).
- We made the [frontpage of Trouw](#) with our letter to the informateur.
- EU parliamentarian Bas Eijckhout and climate scientist Heleen de Coninck talked about social tipping points at a webinar.
- We organised a Social Tipping Point Borrel together with Climate CleanUp and Tolhuistuin.
- The letter of the Social Tipping Point Coalition was discussed at [parliament](#).
- We delivered a [video](#) explaining the Social Tipping Point mechanism to urge the government to act upon the social tipping points.



Municipalities create a snowball, banning fossil ads



Our frontrunners strategy works. After Amsterdam decided in december 2020 to ban fossil ads, in multiple cities similar initiatives were launched at city councils. Both in the Netherlands and abroad.

The Amsterdam news about the ban of fossil ads in the subway was all over the news in the Netherlands and worldwide.

- [Amsterdam bans fossil ads in the subway](#). It is a voluntary agreement and covers low budget flights and gasoline and diesel cars.
- The example of Amsterdam is now being copied (inter)nationally. [By five municipalities in the Netherlands](#) (The Hague, Haarlem, Leiden, Enschede and Utrecht). And also by cities in Sweden, Norway and the UK. We helped with information and lobby.

We made Shell take down its “drive CO2-neutral” ad campaign



Together with nine students of the Vrije Universiteit Law Clinic and Greenpeace NL we launched a complaint at the advertising watchdog Reclame Code Commissie (RCC) about the driving CO2-neutral marketing campaign by Shell. The law clinic acted as the lawyer, we as the client.

- The Law Clinic wrote a [lengthy complaint](#) at the RCC.
- We guided a [second complaint](#) about the co2-neutrality claim by an artist.
- We beat Shell in both cases in the first instance. Shell did not appeal.
- Shell had to take the ad campaign down in the Netherlands.
- Our win made [headlines in the Netherlands and worldwide](#).
- It inspired the [investigative journalists of Greenpeace Unearthed](#) to take on CO2-neutrality claims

Media, cultural and sustainability organisations



- We were chosen nr 3 in the [Trouw Duurzame Top 100](#). On stage we called on Trouw to stop fossil ads.
- Following our call at the Duurzame 100, we had a successful meeting with the editor in chief of Trouw and publisher DPG Media. After our talk, the [editor in chief publicly declared](#) that he wants to stop fossil ads. He calls upon DPG to do so.
- We organised a [successful rising at the three day gas sponsored sustainability symposium Springtij](#). Each day keynote speakers spoke up about gas sponsors.
- [Rijksmuseum Boerhaave stops with Shell as main sponsor](#). We initiated the protest against sponsor Shell that bought a significant piece in the gallery. We later cooperated with the local XR group in a protest and engaged in talks with the director of the museum.

Creating an (international) snowball effect



- Greenpeace has translated our campaign for a [ban on fossil ads to EU-level](#). We are part of their campaign.
- Our multilingual website - with an overview of worldwide results in banning ads - is well visited and serves as an international knowledge center for (international) action against fossil ads.
- We publish analysis of fossil ads to teach about the damage of the ads.
- We publish articles on scientific and international developments on banning fossil ads
- We are active and present on social media: twitter, linkedin, instagram and facebook.

Presentations about Reclame Fossielvrij & Social Tipping Point Coalitie

- Talk at webinar New Weather Institute Sweden
- Talk at Springtij
- Talk at Duurzame Dinsdag
- Talk at Scientists for Future symposium
- Talk at webinar Badvertisers
- Talk at webinar Greenpeace EU
- Talk at goodbye party high ranking civil servant
- Multiple talks at city councils
- Talk at webinar Double Nature Talk

Press coverage



There was huge international media attention for Amsterdam banning ads from the subway and the win against Shell at the Dutch advertising watchdog, for example at Dutch National TV at Kassa and Bloomberg. Some highlights:

- [Prime time program Kassa about misleading ads and an ad ban](#) (NPO 1)
- [RTLZ Nieuws, Live in de uitzending van 27 augustus](#) (RTLZ)
- [Den Haag verbiedt reclames voor auto's en vliegereizen in bus- en tramhokjes](#) (NOS)
- [Dutch Ad Watchdog Tells Shell to Pull 'Carbon Neutral' Campaign](#) (Bloomberg)
- [Reclame Fossielvrij is een muis in activistenland, maar ze lust de oliegianten rauw](#) (Trouw)
- [Europe takes on cheap flights and landlords in race to net zero emissions](#) (Sydney Morning Herald)
- [Time to ban fossil fuel advertising](#) (Canada's National Observer)
- [Amster-ban: Amsterdam bans all fossil fuel ads in subway stations](#) (Russia Today)
- [Amsterdam bans fossil fuel ads from its metro](#) (The World, US&Canada)
- [The Newsroom](#) (BBC World)
- [Verbied reclame voor de fossiele industrie](#) (NRC)

For a complete and updated list of publications, see: <https://verbiedfossielereclame.nl/reclame-fossielvrij-in-de-pers/>

Collaborations

- NCJM - human rights lawyers
- Greenpeace
- Fossielvrij NL
- Vrije Universiteit Law Clinic
- Teachers for Climate
- Oil Change International
- Milieudefensie
- Both Ends

- Decades of Action
- Fossil Free Politics
- Greenpeace Europe
- Fossil Fuel Non-Proliferation Treaty
- New Weather Institute UK
- New Weather Institute Sweden
- Badvertising

Organisation

Reclame Fossielvrij is the knowledge expert and initiator in the field of banning fossil ads and works in a campaigning, efficient, tenacious and goal-oriented way. The team members have extensive experience in marketing, communication, activism as well as politics and law. They are also well connected to several parliament members from different political parties.

Standing next to the two core members is an enthusiastic group of volunteers who help with social media, marketing, graphics and legal aspects, and a board who offer financial expertise and advice. There is also the broader support of Fossielvrij NL.

We also collaborate with many (international) partners to get fossil advertising banned: Greenpeace, Badvertising, New Weather Institute, BothEnds, NJCM (Dutch Human Rights Lawyers Committee), Teachers for Climate, VU University Law Clinic, Clean Creatives and more.

Core team

Femke Slegers - *coordination, communication, research, representation, lobby, press*
36 hrs a week, previous: communication specialist, education: Cultural Psychology, MA.

In 2016 Slegers took a year off (a 'climate sabbatical') from her freelance work at financial and legal institutions. She founded Den Haag Fossielvrij (The Hague Fossil Free) and Fossielvrij Onderwijs (Fossil Free Education). These two groups successfully campaigned to end the 100,000 euro subsidy for Shell's child marketing festival Generation Discover and eventually end the festival all together. She then founded Reclame Fossielvrij to ban all fossil ads and sponsorships.

Rosanne Rootert - *communication, research, legal, lobby, representation, press*
28 hrs a week, previous: judicial clerk, communication specialist, education: Law, LL.M.

Rootert joined Reclame Fossielvrij in October 2020. She has worked in the judiciary the last decade, in communication and in legal work. Rootert has done voluntary work as an editor/writer at a magazine for sustainable goals and as a voluntary forest ranger. She decided to follow Slegers' example to work a year for the climate without being paid.

Other team members

The core team is happy to be supported by

Angie van Dijk - *legal expert at NJCM*

Van Dijk gives legal advice on how municipalities can implement a ban on fossil ads from a human rights perspective. She coordinates a team at NJCM that helps Reclame Fossielvrij on demand.

George Ongkiehong - *campaigner, lobby, webdeveloper*

Ongkiehong has been working part time for Reclame Fossielvrij, next to his job as marketing advisor

and aspiring politician. Due to the latter he left the core team of Reclame Fossielvrij yet will be available for requests.

Dick van der Toorn - *graphic designer and illustrator*

Van der Toorn is responsible for the logos and artwork for Reclame Fossielvrij and the Social Tipping Point Coalition.

Anne Maljaars - *instagram*

Maljaars is responsible for the instagram channel of Reclame Fossielvrij.

Background

The campaign Fossil Free Advertising (Reclame Fossielvrij) is a spinoff of the campaign Fossil Free Education (Fossielvrij Onderwijs). Fossil Free Education has been fighting the influence that the fossil fuel industry exerts through free kids festivals and lesson materials in primary and secondary schools. In 2018 we delivered the final blow to the child marketing and greenwashing festival Generation Discover. The municipality of The Hague decided to break all ties with the festival and refused to grant further subsidy to Shell (of € 100,000 annually), Shell withdrew the festival from The Hague. In 2019, together with PILP lawyers, we filed a complaint at the Reclame Code Commissie (Dutch advertisers ethical board) about an ad at festival Generation Discover, where Shell claims that their fossil fuel Gas-To-Liquid contributes to Sustainable Development Goal number 7 for clean energy. To our big surprise, we lost in the first instance. And that was when the idea for the new campaign Reclame Fossielvrij was born. We realized, Shell and other oil multinationals have all the money in the world, to spread lies and propaganda anywhere they want.

We realized that we can't keep running after each ad by Shell or other oil companies. We must ban them all together. Right now there is no law in place that is capable of stopping them. Not in The Netherlands, not anywhere. We need that law, to ban fossil fuel ads, just like ads for tobacco.

In appeal, we won the case at the ethical board (Reclame Code Commissie) against Shell. Shell had to confess GTL has no positive impact on the climate and is not helping SDG 7.

But the idea for the tobacco style ban was stuck in our heads. We took a deep dive in the tobacco law and that is where the story of Reclame Fossielvrij started!

The Hague Fossil Free Foundation (Stichting Den Haag Fossielvrij)

On September 4, 2018, the "Foundation to promote the Fossil Free movement in The Hague, South Holland and beyond" was founded. The foundation takes care of fundraising for the local grassroots movement The Hague Fossil Free and for the Fossil Free Advertising Campaign. The foundation is recognized as a public benefit organisation (ANBI status).

In 2021 the foundation has the following board members: Guido Beauchez (chairman), Sonja van der Eijk (treasurer), Lennart van der Linde (secretary), Anne Maljaars and Bernhard Karimi. The board members do not receive any remuneration for their board activities. The foundation does not aim to make a profit.

The Hague Fossil Free Statutory name:

Stichting ter bevordering van de Fossielvrij-beweging in Den Haag, Zuid-Holland en daarbuiten
(Foundation to promote the Fossil Free movement in The Hague, South Holland and beyond)

RSIN 859130289 (Dutch identification number for legal entities and associations)

Chamber of Commerce number 72497688

Address Suezkade 5, 2517 BT The Hague

Bank account number NL26 TRIO 0379 4196 29

Contact

For more information send us an email to: info@verbiedfossielereclame.nl

Website

www.verbiedfossielereclame.nl

Citizens' Initiative

<https://actie.degoedezaak.org/p/burgerinitiatief-verbied-fossiele-reclame>

Facebook

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