

FOUNDATION

THE HAGUE FOSSIL FREE



proudly presents

ANNUAL REPORT

2022

For our 3 projects

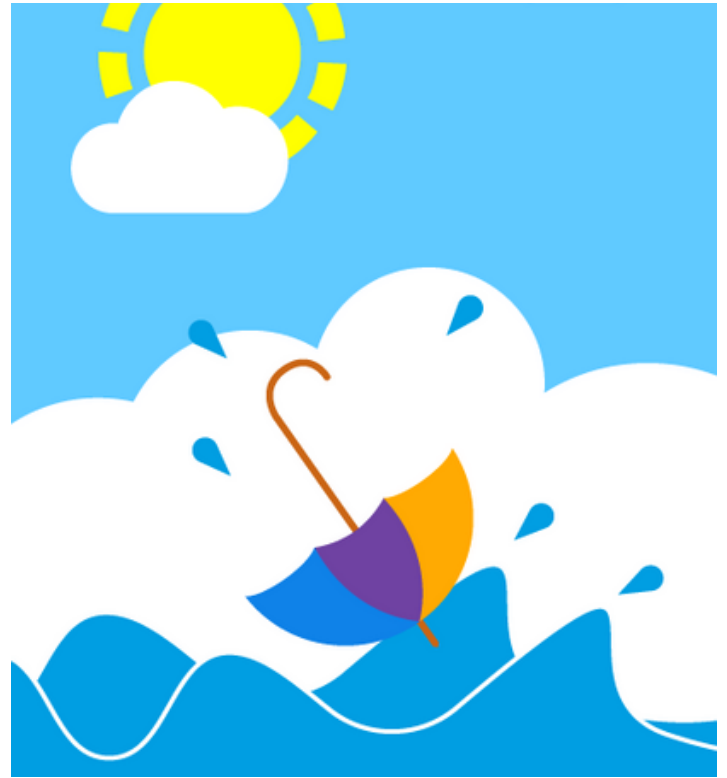
- Reclame Fossielvrij (Fossil Free Advertising)
- Den Haag Fossielvrij
- Social Tipping Point Coalitie

ABOUT US

Stichting Den Haag Fossilvrij (Foundation The Hague Fossil Free) was founded in 2018 to support the local citizens' movement Den Haag Fossilvrij (The Hague Fossil Free), which is part of Fossil Free / 350.org.

Since 2019 it also hosts the group Reclame Fossilvrij (Fossil Free Advertising) and since 2021 the Social Tipping Point Coalitie.

To better serve the umbrella status of the foundation, in 2023 we will prepare the transition to a new name and statutes, that will cover all groups: "Stichting Tipping Points" (Tipping Points Foundation). This foundation will support groups, projects and campaigns that do everything within their power to prevent physical tipping points. For example by campaigning to induce social tipping points.



Riding the waves - for climate and environmental justice

Three campaigns and three strategies to help keeping global warming below 1.5C.

We build on each others shoulders and of all campaign groups before us. We trust other campaign groups will build on our work.

What binds us is our companionship, our effective strategies, our ability to recognize opportunities and to ride the waves. Also, all three of our groups are listed in the newspaper Trouw Sustainable Top 100 of the most influential green citizens' movements in the Netherlands.

And last but not least, our endless dedication for climate and environmental justice.

In this annual report you will read about the fight in court of the growing civilians group The Hague Fossil Free, to stop a megalomaniac fossil fuel project that would make households dependent on fossil fuel warmth for decades to come.

You will learn about the four ladies of Reclame Fossilvrij (Fossil Free Advertising) that are taking on advertising by the three big fossil fuel sectors: the fossil fuel industry, aviation and cars by campaigning for a law that bans fossil ads.

And you will get an update about the Social Tipping Point Coalition, that is encouraging the Dutch government to develop policy for mass behavioural change to limit global warming to 1,5C.

Sonja van der Eijk, voorzitter bestuur

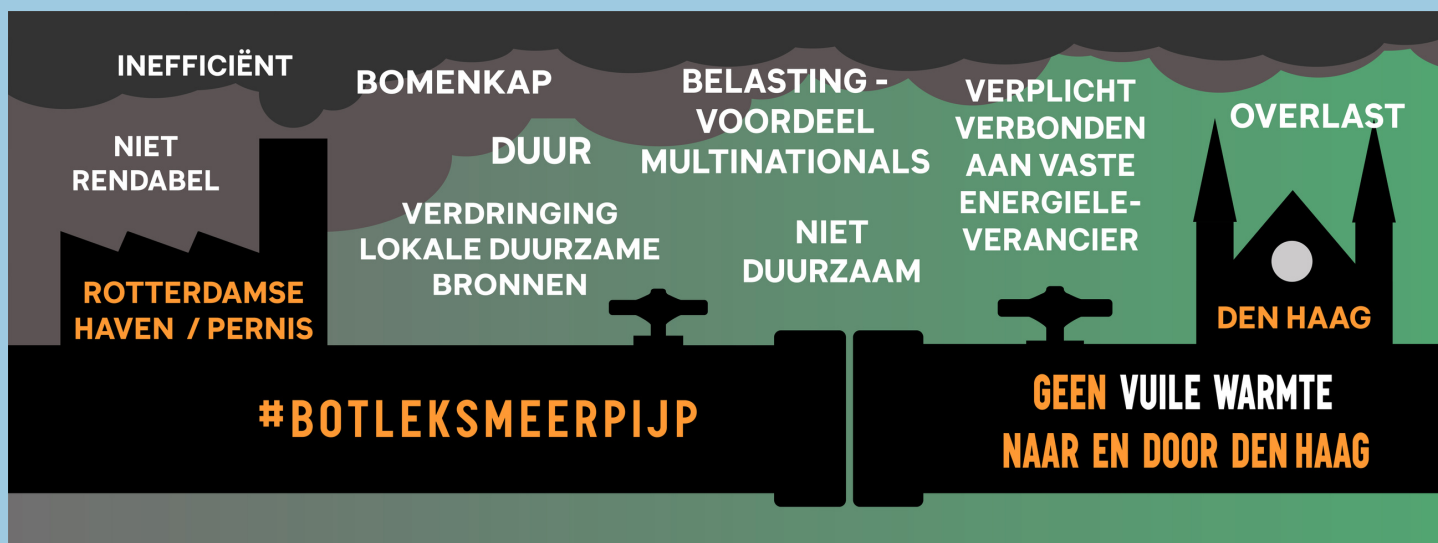
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**"We cannot ... accept that
our attention is not
focused on climate
change."**

Antonio Guterres
Secretary-General United Nations
2022

DEN HAAG FOSSIELVRIJ



In 2022, the citizens' group Den Haag Fossilvrij/ The Hague Fossil Free (DHFV) focused mainly on the legal proceedings at the Council of State against the construction of the residual heat from fossil fuel industry to deliver warmth to The Hague households. DHFV was founded in 2015.

MISSION

- DHFV strives for sustainable heat in homes as part of the energy transition.
- DHFV does so by blocking a hundreds of million dollars worth project of the fossil fuel industry to provide residual heat to The Hague households.
- This resulted in an ongoing legal procedure at the Council of State.
- DHFV lobbies at city council to improve policy.

OUTLOOK 2023 AND BEYOND

DHFV plans to expand its focus on helping neighbourhood cooperations with their heat transition. DHFV will continue fighting residual heat from fossil fuel industry.

RESULTS

DHFV lobbied before and after the municipal elections for policy to make the energy transition in The Hague truly sustainable.

The Transition Vision Heat did improve slightly as a result, but the fundamental errors are still in it.

Various moments of participation in the city council were used and advice was given to various parties on how they can contribute to a truly sustainable transition.

Finally, new volunteers joined DHFV. This made their team stronger.

Den Haag Fossilvrij was nr 37 in the Trouw Sustainable top 100.

► **Afspraak over aanleg warmtetransport**

'Fossielvrij' snapt de wethouder niet

Den Haag Fossielvrij is stomverbaasd over het voornemen van de Haagse wethouder Liesbeth van Tongeren om afspraken te maken met de Gasunie over de aanleg van een warmtetransportleiding.

Ilah Rubio

Den Haag

De gemeenteraad gaf haar juist op-



◀ **Joeri Oudshoorn vindt dat de wethouder Van Tongeren (foto) met haar stap ingaat tegen de wens van de raad. „Die heeft gezegd: niets tekenen totdat het definitief is.”**

ARCHEIFFOTO



Nieuws Sport Team West Weer D

Energietransitie

Joeri Oudshoorn van Den Haag Fossielvrij zit niet direct te wachten op een snelle voortzetting van dit college. 'Want er is veel gebeurd op het gebied van duurzaamheid en energietransitie, maar dat was niet dankzij, maar ondanks dit college', zegt hij. 'Neemt niet weg dat er belangrijke zaken snel geregeld moeten worden. Hoe zorgen we er bijvoorbeeld voor dat we warmte in de zomer opslaan zodat we die in de winter kunnen gebruiken? Wij hebben een stadhuis nodig dat dit snapt.'

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Donations
<https://www.denhaagfossielvrij.nl/doneren-aan-den-haag-fossielvrij/>

RECLAME FOSSIELVRIJ (FOSSIL FREE ADVERTISING)



Reclame Fossielvrij (RFV) is campaigning for a law that bans fossil advertising in national parliament. In 2022, they focussed on a legal ban in parliament, frontrunning cities, involving the health care movement, international snowball effect and problematizing fossil ads. In 2022 RFV was happy to receive a two year grant by KR foundation. We expanded our team from two to four and we are operating now as an employer for the first time. RFV was founded in 2019.

MISSION

- RFV strives for a law to ban advertising for fossil fuel industry, air travel and high carbon cars. Just like the tobacco ban.
- RFV does so by lobbying parliament, creating frontrunning cities, involving health care workers, problematizing fossil ads in legal cases, knowledge sharing and encouraging an international snowball by campaigning at a.o. the World Health Organisation to include a fossil ad ban in their climate demands and to make visible that many other international cities and countries are banning fossil ads.
- RFV is convinced a ban of fossil ads and sponsorships is indispensable for the social tipping point that is needed to keep within the carbon budget for 1.5C.

RESULTS

- The fossil ad ban was tabled multiple times in parliament, by parliamentary debates, questions and a motion.
- WHO-director Maria Neira declared support for a fossil ad ban, in a session that RFV co-organized at COP27.
- 5 cities and 1 province took (new) steps to ban fossil ads.
- The court case by Fossielvrij NL with RFV as knowledge partner against misleading ads by KLM made worldwide headlines.
- RFV won at the advertising watchdog with complaints against Shell.
- RFV intensified international ties, e.g. with the global public health sector
- Nr 15 in the Trouw Sustainable Top 100.

OUTLOOK 2023 AND BEYOND

RFV plans to continue its strategy, with a focus on health care workers. RFV will expand the frontrunners campaign to EU municipalities banning fossil ads.



LOBBY AT DUTCH PARLIAMENT

A ban on fossil ads was tabled multiple times, through motions and questions to the minister and debates. Six political parties, amongst which two governing parties, supported a research motion about a fossil ad ban. At the end of 2022, instead of a fossil ad ban, the minister embraced self regulatory measures, proposed by the advertising industry.

CITIES AS FRONTRUNNERS

After Amsterdam banned fossil ads as the first city in the world, many municipalities filed motions and city boards moved forward to ban fossil ads. This trend continued in 2022, in the Netherlands. 4 more municipalities and 1 province succeeded, 3 of them also added ads for meat and 1 fish to their fossil ad ban. Those made worldwide headlines.



ENDING FOSSIL SPONSORSHIPS

After a 2 year campaign at the high brow 'sustainable' lobby conference Springtij, it dropped its main gas sponsor. Another highlight was the opinion piece initiated by RFV with 23 organisations about a Shell and BP-funded documentary about animals flourishing in the Rotterdam petrochemical harbour, was featured in a popular night comedy show.



NEWSPAPERS AND FOSSIL ADS

After the editor-in-chief of newspaper Trouw said that he wanted to ban fossil ads in 2021, Trouw and the publisher DPG Media say they are engaging in conversations with the Reclame Code Commissie to prevent misleading fossil ads in the newspaper. There are no visible results, yet.





AD AGENCIES: DROP YOUR FOSSIL CLIENTS

During the annual advertising award show, the Effie Awards, an actor (and voice actor for advertising) held a speech on behalf of RFV and Greenpeace to call for the advertising industry to stop working for the fossil fuel sector. This was the start of a coalition of ad agencies who are launching a pledge not to work for fossil fuel sectors (to be launched in 2023).

PROBLEMATIZING FOSSIL ADS

As a world first, the launch of the historic court case against KLM by Fossilvrij NL with RFV in a supporting role, created a lot of international media attention. KLM changed its ads slightly.

Also RFV won a complaint against advertising by Shell, further problematising offsetting. RFV successfully supported the media outreach of four other complaints against Shell, won by citizens.



INTERNATIONAL SCALING

RFV organised a session at the World Health Assembly about a tobacco law for the fossil fuel industry. This was followed up with a session cohosted by RFV at COP27 at the WHO pavillion with a speech by RFV. There, WHO-director Maria Neira publicly declared her support for a fossil ad ban.

RFV intensified its partnership with the Fossil Fuel Non Proliferation Treaty and the coalition for an EU ban on fossil ads.

PARTNERS

RFV cooperates closely to spur a movement against fossil ads with organisations like Greenpeace Europe, Clean Creatives, New Weather Institute, RAP, Fossil Free Politics, Blue Crab, the Degrowth movement, CAPE, IMFSA, the Global Climate and Health Alliance and the Fossil Fuel Non Proliferation Treaty. RFV is part of the worldwide 350.org movement and closely tied with Fossilvrij NL (Fossil Free NL).



The 1.5C climate goal died at Cop27 - but hope must not

Damian Carrington
Environment editor

A **fossil fuel non-proliferation treaty** would provide a transparent way to keep remaining coal, oil and gas reserves untouched. Even a tobacco-style ban on fossil fuel advertising, already **backed by the World Health Organization**, would help. All of this, and more, will be needed.

Dutch airline KLM sued over 'greenwashing' ads

By Anthony Deutsch, Kirstin Ridley and Simon Jessop



KLM airplanes are seen parked at Schiphol Airport in Amsterdam, Netherlands April 2, 2020.

REUTERS/Piroschka van de Wouw//

Shell Loses Dutch Appeal Over Misleading Carbon Emission Ads

- Dutch authority queries extent carbon credits offset emissions
- Oil major says no question of deception in advertisements

By Diederik Baazil and Cagan Koc

21 oktober 2022 14:55 CEST Updated on 21 oktober 2022 17:57 CEST



Oproep van 24 milieuorganisaties: 'Weiger promotiefilm van BP en Shell op natuurfilmfestival'

OPINIE De documentaire Wild Port of Europe over de natuur in de Rotterdamse haven hoort niet thuis op het Wildlife Film Festival Rotterdam. Dat vinden 24 natuurorganisaties. 'Deze door Shell en BP gesponsorde film is de definitie van greenwashing'.

Femke Slegers namens 24 milieuorganisaties 05-10-22, 14:00

HOME > INTERNATIONAAL > A DUTCH CITY HAS BECOME THE WORLD'S FIRST TO BAN ADS FOR MEAT IN PUBLIC PLACES C

A Dutch city has become the world's first to ban ads for meat in public places over climate concerns

Vliegreizen en gokken in de ban: Utrecht is een van eerste steden die reclames verbiedt

Reclames voor Big Mac, vliegreis naar Bonaire en benzine worden mogelijk geschiedenis in Amersfoort

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Instagram

<https://www.instagram.com/reclamefossielvrij/>

LinkedIn

<https://www.linkedin.com/company/reclame-fossielvrij/>

Donations

<https://reclame-fossielvrij.kentaa.nl/>

SOCIAL TIPPING POINT COALITIE



According to scientists, the only thing that can keep global temperature rise below 1.5C is a social tipping point. A quick mass change in norms, values and behaviour can prevent the physical tipping points that will cause runaway climate disruption. Because time is running out, the Social Tipping Point Coalitie (STPC) is a coalition of professors, famous people, NGOs and citizens that urges the national government to take measures to induce a social tipping point / mass behavioural change. The STPC was founded in 2021.

MISSION

- STPC urges the Dutch government to implement a strategy for social change, in order to keep below 1.5C.
- Spread awareness of the IPCC 6th assessment reports statement: 40-70% of all emission reductions must come from mass behavioural change, which should be brought about by government policy.
- STPC does so by lobby, incorporating the narrative in the campaign for a fossil ad ban and other campaigns and finally by spreading awareness on social media.

ACTIVITIES/RESULTS

- Speeches at 1) conference organised by the European Commission, 2) first global scientific tipping point conference at Exeter University, resulting in Reuters & CarbonBrief publications, 3) a strategic event for civil servants in watersector, 4) climate marches.
- Launch-event of social tipping points in regenerative agriculture.
- Article about social tipping points in Club of Rome edition of magazine for environmental professionals.
- The government incorporates the potential of mass behavioural change in its climate policy, next to technological policy measures.
- Parliamentary question by GroenLinks.
- Nr 22 at the Trouw Sustainable 100.

OUTLOOK 2023 AND BEYOND

STPC will work on activating the coalition around the STPC-priorities: education, fossil ad ban, divestment, fossil subsidies & partnerships and neighbourhood energy and heat transition.

Positive Tipping Points for Regenerative Agriculture

Exploring the Interconnections of Social Tipping Elements and Interventions in Food Systems

Luana Schwarz^{1,2*}, Jonathan Donges^{1,3}, Ilona Otto^{1,4}

¹ Potsdam Institute for Climate Impact Research, Potsdam, Germany. ² Institute of Environmental Systems Research, Osnabrück, Germany. ³ Stockholm Resilience Center, Stockholm, Sweden. ⁴ Wegener Center for Climate and Global Change, Graz, Austria.

Nederland als gidsland voor grenzeloze groei van duurzaam gedrag?

Als we ons dichtbij een social tipping point voor het milieu waren, was het in de vroege jaren 70. Het rapport Grenzen aan de Groei zorgde voor een schokgolf. Van links tot rechts was men bereid tot verregaande maatregelen. Maar vijftig jaar later liggen we op koers met het ergste scenario van de Club van Rome. De hoop is nu gevestigd op overheidsbeleid dat de grenzeloze groei van [klimaat]vervuiling stopt en duurzame keuzes aanwakkerd.

waarden

normen

Nuttige links

- Lancet Climate Action
- Netto Zero Playbook
- Climate Action 100+
- Net Zero Challenge
- Net Zero Tracker
- Net Zero Accelerator
- Net Zero Strategy
- Net Zero Hub
- Net Zero Accelerator
- Net Zero Challenge
- Net Zero Tracker
- Net Zero Accelerator
- Net Zero Strategy
- Net Zero Hub
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- Net Zero Challenge
- Net Zero Tracker
- Net Zero Accelerator
- Net Zero Strategy
- Net Zero Hub

Operationalising Positive Tipping Points – plenary session

Wednesday 14 September

9:00 – 10:30

Chair: Justin Rowlett

Speakers:

- Kate Raworth** – Getting the Doughnut on a roll
- Simon Sharpe** – Tipping the fossils out of the economy – and out of economics
- Femke Slegers** – Urging governments to include a social tipping point strategy in climate policy; a civil society perspective
- Daniel Godfrey** – Investment is vital but dysfunctional – let's fix it.
- Scarlett Benson** – Ingredients for positive tipping: from photovoltaics to food systems

Reflections: Ilona Otto

Panel discussion: What can different actors and coalitions do to help trigger positive tipping points?

EVERYTHINGNEWS SEPTEMBER 16, 2022 / 4:36 PM / UPDATED 6 MONTHS AGO

ANALYSIS-As climate 'tipping points' near, scientists plan for the unthinkable

By Laurie Goering, Thomson Reuters Foundation 8 MIN READ

TIPPING POINTS | 16 September 2022 @ 14:27

Tipping points: How could they shape the world's response to climate change?

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ABOUT THE HAGUE FOSSIL FREE FOUNDATION

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 2022 the foundation had the following board members: Sonja van der Eijk (treasurer), Lennart van der Linde (secretary) and Anne Maljaars. 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

Bank account number NL26 TRIO 0379 4196 29

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