

## COUNTY COUNCIL – 13 FEBRUARY 2025

### NOTICE OF MOTION

**Notice of Motion submitted in accordance with Standing Order 18.1. by Councillor Malcom Wallace and seconded by Councillor Louise Parker-Jones**

#### **Low Carbon Advertising**

##### Context

In June 2019, Hampshire County Council declared a climate emergency, recognising that our changing climate is the biggest long-term issue facing Hampshire. Action on climate change is being embedded across the County Council's services, influencing the way decisions are made and policies are delivered in shaping a healthy and prosperous future in Hampshire. As part of those efforts this motion is to prohibit advertising of goods or services that contradict Hampshire's climate change strategy from county council publications.

In October 2022, the UK House of Lords published the In Our Hands report which states that one third of the emissions reductions required by 2035 have to come from changing how we travel, what we eat and how we heat our homes. The role of advertising is explicitly mentioned in the report as a "powerful influence on consumer behaviour on a large scale" and the authors call for "measures to regulate advertising of high-carbon and environmentally-damaging products."

In June 2024, the UN Secretary General, Antonio Guterres called for a global ban on fossil fuel advertising: "Many governments restrict or prohibit advertising for products that harm human health – like tobacco. Some are now doing the same with fossil fuels. I urge every country to ban advertising from fossil fuel companies."

Hampshire County Council's advertising policy already specifies that the council will not run advertising that which conflicts with council policies or values. To that end, and recognising the harms that these may cause, tobacco, alcohol, personal injury claims, payday loans and gambling are already prohibited from advertising with Hampshire.

The purpose of this motion is to make it explicit that that promotion of goods or services that contradict the council's climate change strategy, for examples promotion of fossil fuels, are also prohibited from advertising with the council.

A legal assessment has confirmed that it is within local authorities' power and discretion to exclude adverts and sponsorships for high-carbon products and services from sites they control, and that this is not only lawful but also proportionate and necessary given the need to curb demand for carbon-intensive products.

Councils in Basingstoke & Deane, Cambridgeshire, Coventry, Edinburgh, Hackney and Sheffield already have advertising and sponsorship policies that restrict ads for environmentally damaging products. Outside the UK, councils in Sydney,

Amsterdam, Stockholm, Gothenburg region, The Hague, Haarlem and Utrecht have all implemented motions to end fossil advertising.

Council resolves:

To request that the Leader and Executive Member for Hampshire 2050 and Corporate Services considers modifying Hampshire County Council's advertising policy to add "goods or services that contradict Hampshire's climate change strategy" to the list of specific categories of organisations, products or services which may not advertise or be advertised by the Council.

### *References*

*Hampshire County Council Advertising Policy, June 2019, [Hampshire County Council advertising policy | About the Council | Hampshire County Council](#)*

*House of Lords Environment and Climate Change Committee, In our hands: behaviour change for climate and environmental goals, 12-Oct-2022, [In our hands: behaviour change for climate and environmental goals \(parliament.uk\)](#)*

*UN Regional Information Centre for Western Europe, Guterres calls for a clamp down on the fossil fuel industry, 05-Jun-2024, [Guterres calls for a clamp down on the fossil fuel industry - United Nations Western Europe](#)*

*Richard Wald KC of 39 Essex Chambers, Legal advice to councils on policies to control high carbon advertising, April 2023, [High Carbon Advertising - Opinion.docx](#)*

*Basingstoke & Deane Advertising and Sponsorship Policy, [Advertising and Sponsorship Policy](#)*