

**Question for written answer E-001867/2023
to the Commission**

Rule 138

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Subject: New European rules on advertising and a ban on sponsorship by oil and gas, automotive and aviation companies

In 2003, through Directive 2003/33/EC¹, the European Union banned advertising by tobacco companies in view of the health risks.

Today, multinational automotive, aviation, and energy giants continue to promote their products and services, even though they release huge amounts of CO₂ into the environment causing air pollution and putting the planet at risk.

The Intergovernmental Panel on Climate Change (IPCC) has identified the negative role that advertising campaigns have on the climate crisis. Independent studies² show that the fossil industry uses social media to influence public opinion on climate change and the energy transition.

The European Citizens' Initiative to ban fossil fuel advertising and sponsorships (ECI(2021)000004)³, launched by Greenpeace, collected 353,103 signatures⁴ across Europe in a single year. Since the campaign, cities such as Utrecht, The Hague, and Haarlem have banned advertising by the fossil industry, following Amsterdam's example. In countries such as Spain, the Netherlands and Sweden, a national ban on advertising by the fossil industry has been proposed, while France has included it in its climate law.

- 1) Is the Commission aware of the impact of fossil advertising on climate change and how does it evaluate it?
- 2) Does the Commission intend to follow up on the European Citizens' Initiative to ban fossil fuel advertising and sponsorships given the large number of signatures collected?
- 3) Does the Commission consider European legislation necessary to ban advertising and sponsorship by oil and gas, automotive and aviation companies?

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¹ Directive 2003/33/EC of 26 May 2003 on the approximation of the laws, regulations and administrative provisions of the Member States relating to the advertising and sponsorship of tobacco products (OJ L 152, 20.6.2003, p. 16).

² <https://influencemap.org/report/Climate-Change-and-Digital-Advertising-a40c8116160668aa2d865da2f5abe91b#1>.

³ https://europa.eu/citizens-initiative/initiatives/details/2021/000004_en.

⁴ <https://banfossilfuelads.org/>.