

# Amsterdam bans fossil advertising in the metro

The metro stations in the Dutch capital are now free of fossil advertising - a first step in banning climate-affecting advertising throughout the city.

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As the first city in the world, Amsterdam on Monday banned advertising that advocates fossil fuel burning in the metro with immediate effect. It is a climate measure according to the city that hopes to soon also be able to ban fossil advertising in more public places.

The citizens' initiative Reclame Fossilvrij, Fossil-free advertising, strives to ban fossil advertising throughout the country and has currently received over 40,000 signatures.

- This is the first step and we are very happy about it. We see it as a big step, but it is difficult for the city to ban all advertising for fossil fuels due to the nature of the legislation. We therefore need to introduce a ban similar to that for tobacco advertising throughout the country, says George Ongkiehong, spokesperson for Reclame Fossilvrij.

## Change standards

George Ongkiehong and Reclame Fossilvrij hope that a ban can create a change in norms for how fossil fuels are viewed.

-If you look back at what it was like before the tobacco advertising legislation, it looked very different than today. For example, it was not strange to smoke in restaurants, but after the advertising was banned, most people looked at smoking differently. When advertising for fossil fuels is banned, people will also see the use of these products in a different way. Then, of course, we must say goodbye to fossil fuels as soon as possible. If the government encourages you to have solar panels and at the same time allows advertising for fossil fuels, there is a risk that they will not take this seriously, he says.

More cities in the Netherlands are open to introducing a ban on fossil advertising, but in Utrecht and Nijmegen it is also believed that it needs to be regulated nationally.

After Amsterdam's vote on the ban in December, George Ongkiehong described Today's ETC as an inspiration for the movement.

## **Facts**

- Reclame fossielvrij is a Dutch campaign calling for a ban on fossil ads. The primary goal is to get the country's politicians to enact a new law.

To date, five political parties in the Netherlands have included the ban on fossil ads in their election manifestos.

These are the GroenLinks parties, the first party in the Netherlands with climate, environment and sustainability as main issues, the Partij voor de Dieren which has an ecocentric perspective, the value-conservative Christian Union (CU, Christian union), BIJ1, a new party for climate justice, feminism and anti-racism and the Labor Party PvdA.

All parties except CU want - in addition to banning ads for fossil fuels, air travel and fossil cars - also to ban ads for products and services that significantly increase the demand for fossil fuels

- The government has let a group of citizens come up with climate proposals. This committee demands that public advertising spaces be closed to fossil-intensive products and services.

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