

Infrastructure and Environment Committee

Clerk's Office
Toronto City Hall
100 Queen St W
Toronto, ON, M5H 2N2

September 26, 2024

Re: IE16.8 - Fossil Fuel Advocacy Advertising on City Assets

Dear Infrastructure and Environment Committee Members,

The Atmospheric Fund (TAF) is a regional climate agency based in the Greater Toronto and Hamilton Area (GTHA) supporting a net-zero future. Now more than ever it is essential to tackle climate misinformation and greenwashing head on to ensure public support for policies that reduce fossil fuel pollution are not undermined. We are pleased to see an effort to address the misleading fossil fuel advertisements that have circulated on City of Toronto streets. Such advertisements are directly contradictory to the City's climate goals. Current standards are not sufficient to prevent the spread of this misinformation. As such we support the City's recommendation to report back by the second quarter of 2025 on a policy to decline fossil fuel advocacy advertising on City assets.

The proposed two-step process of vetting of advertisements is scoped narrowly and with good cause. We are eager to see the staff recommendations on this matter. We have seen that at other levels of government that these sorts of actions can have an immediate effect in reducing misinformation in the energy sector.

In conclusion, **TAF is very supportive of Councillor Saxe's motion IE 16.8, and we urge you to approve it.** By taking this step, the City of Toronto will reinforce its commitment to a sustainable future.

Sincerely,



Bryan Purcell
VP Policy & Programs, The Atmospheric Fund

About The Atmospheric Fund

The Atmospheric Fund (TAF) is a regional climate agency that invests in low-carbon solutions for the Greater Toronto and Hamilton Area (GTHA) and helps scale them up for broad implementation. We are experienced leaders and collaborate with stakeholders in the private, public, and non-profit sectors who

have ideas and opportunities for reducing carbon emissions. Supported by endowment funds, we advance the most promising concepts by investing, providing grants, influencing policies, and running programs. We're particularly interested in ideas that offer benefits in addition to carbon reduction such as improving people's health, creating local jobs, boosting urban resiliency, and contributing to a fair society.