



July 10, 2025

Re: IE 23.9 Fossil Fuel Advocacy Advertising

Dear Chair and Councillors,

Let's start by acknowledging that fossil-fuels are the main driver of driven climate change which is the [greatest health threat we face](#). – and which threatens the health of all future generations.

In addition to addressing greenwashing there are many more steps we can and must take. Promoting climate action messages is a positive step, but public health messaging cannot compete with the marketing budgets of fossil fuel companies. The harms and costs of fossil fuel driven climate change are mounting and the fossil fuel industry is deliberately obstructing action on the climate crisis (see [this report](#).) [One study](#) found that the Pathways Alliance, a coalition of Canadian tar sands companies, used advertising to undermine climate policy development in Canada. Merely requesting that third party advertisers promise not to greenwash is greatly insufficient. Likewise, proactive public information on climate change and a statement about greenwashing on the City's website are unlikely to make much of a difference.

At this point in our accelerating climate crisis, we need an outright ban on the advertising of fossil fuels. Fossil fuel air pollution is responsible for 8.7 million deaths per year worldwide, or [1 in 5 deaths globally and 1 in 7 premature deaths in Canada](#). . One study estimated that between 2000 and 2019, more than five million people a year died [due to the effects of climate change](#). With the frequency of heat waves, severe storms, wildfires, floods and drought set to increase due to climate change, this number will only grow in the coming years. fossil fuels primarily harm vulnerable populations, children, and future generations who can neither consent nor protect themselves

I am a member of the City of Toronto's TransformTO climate advisory group. It's our responsibility to assist staff with the implementation of the city's award-winning TransformTO plan. Yet fossil fuel companies undermine climate action plans by promoting their products and shaping public policy conversations. We should not allow their promotion on city buildings, subway cars or city busses.

Antonio Guterres, the Secretary General of the United Nations, [has called for every country in the world to put in place such bans](#), and over 45 cities worldwide have already taken action to restrict fossil fuel advertising. I urge the City of Toronto to become a Canadian leader and implement a complete ban.

Other countries and cities are doing so – [45 cities worldwide](#) have done so. France [banned fossil fuel ads in 2022](#). [The UK parliament is debating a fossil fuel advertising ban](#). Amsterdam and The Hague in the Netherlands, Liverpool and Edinburgh in the UK, and Sydney, Australia. The Hague became the first city in the world to ban fossil fuel advertising through local law, with the ban taking effect January 1, 2025,

Toronto banned tobacco advertising on the TTC. Fossil fuels are that much more of our threat to our collective future. The Supreme Court of Canada has upheld limits on commercial advertising where public health is at stake,

As Canada's largest city and as a member of the C 40 it's up to us to show leadership. To protect people and the planet from climate change, we need bold, multifaceted policy changes at all levels of government. Let's start here in Toronto. The IEC has an opportunity right here, right now, to take action to protect public health and the rights of children and future generations.

Lyn Adamson

A handwritten signature in dark ink, appearing to read 'Lyn', followed by a long, sweeping horizontal line that extends to the right.

Co-Chair, ClimateFast
60 Lowther Ave,
Toronto. M6E 2Y4
lyn@climatefast.ca