CLEAN CREATIVES
+
CLIMATE COLLABORATIVE

August 10, 2022
We can all agree we need strong climate solutions—and with natural gas as a dominant energy source, U.S. carbon emissions are the lowest in a generation.
Oil And Gas Industry Capital Investment In 2020

Source: IEA

Data from International Energy Agency, World Energy Investment 2021 Executive Summary, June 2021
https://www.iea.org/reports/world-energy-investment-2021
Shell’s ad:

Our climate target

Shell’s target is to become a net-zero emissions energy business by 2050, in step with society’s progress in achieving the goal of the UN Paris Agreement on climate change.

Shell’s disclaimer:

“Shell’s operating plans and budgets do not reflect Shell’s Net-Zero Emissions target.”
80% of Chevron ads contained terms such as “sustainable,” “renewable,” “environment,” and “clean” in June 2020 - August 2021

1.8% of Chevron’s capital expenditures went to non-oil and gas projects in 2020

Source: AdImpact

Source: Chevron Annual Report
STOPPING FOSSIL FUEL ADVERTISING AND PR CAN HELP STOP CARBON POLLUTION.
CARBON POLLUTION IS AT RECORD LEVELS:

[Graph showing CO2 emissions from 1900 to 2020.]

2021
Total: 36.3 Gt CO2
Cigarette sales and lung cancer mortality in the US

1970: the US bans cigarette ads on radio and television

In the late 1940s and early 50s epidemiologists establish that smoking is harmful to people’s health

1945: The Second World War ends

1929: The Great Depression

Rate of lung cancer deaths per 100,000 men

Data sources: International Smoking Statistics (2017); WHO Cancer Mortality Database (IARC). The death rate from lung-cancer is age-standardized.

OurWorldinData.org - Research and data to make progress against the world’s largest problems.
Clients hold the keys to transform the advertising industry’s work with fossil fuels.

—I’ve spoken with dozens of my co-workers who are fed up with our fossil fuel clients, but our leadership won’t act until they hear clear demands from brands in the RFI and RFP process.

We need to hear from the companies that shape our bottom line in order to give leadership the incentive to fire our fossil fuel clients.”

—Anonymous holding company SVP.
But now there is a growing movement of agencies, creative professionals, and brands working to end fossil fuel advertising and PR.
THE CLEAN CREATIVES
PLEDGE FOR BRANDS:
“We pledge that in future RFPs and agency reviews, we will ask agencies to make no contracts with fossil fuel companies, trade associations, or front groups.”

What counts as a fossil client?

- Companies whose primary business is the extraction, processing, transportation, or sale of oil, gas, or coal
- Utilities and Electric Cooperatives that meet one or more of the following criteria:
  - Generate 50% or more of their electricity from fossil fuels
  - Generate 50% or more of their revenue from business in fossil fuels
  - Play an active role in funding new fossil fuel infrastructure
- Trade associations or other industry-funded nonprofit groups representing the interests of these companies, utilities, or cooperatives
- Any new entity meant to advance the message or goals of the above companies or groups, while obscuring or hiding their financial contributions.

Details: cleancreatives.org/list
FAQs:

Would I have to change my agency now?

No - the pledge is a commitment to include a request for agencies to be fossil free in future RFPs and reviews.

What would we ask agencies for?

The request is to end work with fossil fuel clients, as defined by the criteria found at cleancreatives.org/list.

Are there any costs to join?

No - Clean Creatives is a 501c(3) nonprofit, and joining is free (and high impact!).
WHO IS IN ALREADY?

As of 7/25/22

350+ agencies and 1000+ creatives have pledged not to work on fossil fuel clients.

25 brands, companies, and nonprofits that won’t hire fossil-linked agencies.
CLEAN BRANDS NEED CLEAN AGENCIES.

Why the pledge is good for growing sustainable businesses:
Fossil fuel greenwashing harms *actually* green brands:

Advertisements promising false solutions by fossil fuel corporations dilute the impact of genuine efforts to make change. They introduce cynicism, and make it harder for consumers to identify real solutions.
Fossil fuel clients create conflicts of interest for your agency:

Fossil fuel companies are on the opposite side of the defining issues that people care about. When brands mobilize around those causes, their agencies need to be with them – not working against them.

For example: while Edelman was working with TAZO on a campaign to plant trees in communities affected by refinery pollution, they were also working with the American Fuel and Petrochemical Manufacturers to allow more pollution from those same refineries.
Fossil fuel ads are designed to obstruct clean energy, and clean business:

Fossil fuel corporations are primarily advertising to protect government rules that keep pollution cheap, and sustainable growth expensive.

If GM is going to achieve their goal of 100% electric vehicle sales, they need climate action from governments. Their agencies also work for Saudi Aramco, which is doing everything possible to stop that action.
Your creative ends up in pitch decks sent to fossil fuel companies:

The top priority of fossil fuel companies is to make their business look socially responsible.

Agencies use audience profiles, messaging strategy, and other resources from their clean clients to inform fossil fuel greenwashing. Work from green clients ends up in pitch decks and proposals to fossil fuel companies looking for help with greenwashing campaigns.
If you won’t accept a direct investment from a fossil fuel company, don’t let them subsidize your marketing budget:

Fossil fuel companies offer agencies massive margins for contracts to greenwash their corporate image. If you are sharing agencies with them, you are taking an indirect subsidy that is dependent on their money to subsidize work with clean clients.
LET’S WORK TOGETHER FOR CLIMATE WEEK.

Email me:
duncan@fossilfree.media