



Submission to the COP30 Presidency Roadmap: A Path to Information Integrity and Fossil Fuel Phase-Out

Transitioning Away from Fossil Fuels in a Just, Orderly, and Equitable Manner

I. Introduction

Based in Australia, [Comms Declare](#) is a network of more than 100 organisations and hundreds of communications and media professionals across Oceania who have committed not to promote fossil fuels and to support responsible communications that advance climate action. The organisation leads the [Fossil Ad Ban](#) campaign in the region and works with public bodies to align communications practices with environmental and public health objectives. Comms Declare is an active member of the Climate Action Alliance Australia and belongs to working groups for The First International Conference for the Just Transition Away from Fossil Fuels in Santa Marta.

(a) Critical Barriers Preventing the Transition

Narrative power is political power. For decades, fossil fuel interests have used advertising and public relations to shape public discourse, normalise delay, and protect incumbent power. **Unless this influence is actively governed, commitments to phase out fossil fuels will be weakened in practice and will not endure.**

The failure of governments to curtail the influence of fossil fuel companies and to clearly and consistently communicate about the energy transition, are two cross-cutting barriers to ending fossil fuel supply and demand. This will become more of a problem amid an increasing backlash over renewable infrastructure costs and other environmental issues.

To create the cultural environment that supports fossil fuel phase out, governments must actively influence the information environment - as they would do in any other health, economic or security emergency.

(b) Levers for Accelerating Implementation

To overcome the above barriers, Comms Declare proposes:

Curb public fossil fuel demand by:

- national and sub-national bans on the marketing of high-emissions products
- bans on fossil fuel companies sponsoring or branding education materials or educational settings such as museums, schools and sports
- introduction of health warning labels on petrol and gas products
- introduction of EU-style CO2 labels on energy-using products and their advertising materials.

Complement with:

- government advertising campaigns explaining how the transition benefits the community.
- governments not hiring advertising agencies that have fossil fuel clients.

These actions supplement and enhance those outlined in the Declaration on Information Integrity on Climate Change¹ and could be implemented by a coalition of ambitious governments as part of a Fossil Fuel Non-Proliferation Treaty.

(c) Experiences, Best Practices, and Lessons Learned

1. Advertising restrictions

Advertising is driving the climate crisis. **Fossil fuel advertising bans are already in place** in more than 50 jurisdictions around the world - at the national, state and local council level. **Advertising bans work.** They have been proven to

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https://www.unesco.org/sites/default/files/medias/fichiers/2025/11/cop_30_declaration_information_integrity_on_climate_change_12112025.pdf

reduce the consumption of products such as tobacco and junk food². Stopping fossil fuel advertising in the media improves climate reporting.³

2. Sponsorship restrictions

Comms Declare has found at least 60 examples in Australia alone where fossil fuel companies are accessing school children through commercial arrangements with schools and cultural institutions. Our research into educational material science sponsored by Shell QGC and circulated by the Queensland Museum found alarming examples where the severity and causes of climate change were underplayed and fossil fuels were portrayed as a necessary and inevitable cornerstone of future generations.⁴

A survey conducted for Comms Declare found an overwhelming number of parents prefer their children's education to not be influenced by private interests⁵. In response to these concerns, in 2025 the Australian Capital Territory became the first jurisdiction to ban fossil fuel sponsorships in schools.⁶ This sets a clear precedent for other governments.

3. Climate and health labels

The International Energy Agency⁷ states that 'Energy Efficiency Appliance and Standards and Labelling programmes are one of the lowest-cost policies available to reduce CO2 emissions.' Mandatory health warnings on gas appliances would help people stay safe and reduce gas consumption.

4. Government climate communication campaigns

A 2021 report by the UK's Behavioural Insights team found the government must 'Build a positive and fair narrative around co-benefits and clear asks'⁸ in order to reach Net Zero.

²https://www.who.int/europe/health-topics/tobacco/banning-tobacco-advertising-sponsorship-and-promotion#tab=tab_1

³<https://theintercept.com/2023/12/05/fossil-fuel-industry-media-company-advertising/>

⁴<https://commsdeclare.org/2025/12/07/queensland-museum-learning-resources-climate-accuracy-and-sponsorship-concerns/>

⁵<https://commsdeclare.org/2025/02/05/parents-sound-the-alarm-over-fossil-fuel-sponsorships/>

⁶<https://commsdeclare.org/2026/01/02/act-kids-start-2026-with-a-fossil-free-education/>

⁷<https://www.eeca.govt.nz/assets/EECA-Resources/Research-papers-guides/Achievements-of-Energy-Efficiency-Appliance-and-Equipment-Standards-and-Labelling-Programmes.pdf>

⁸<https://drive.google.com/file/d/1WaSGkmusa-ZjZpgo5Rf93ksgz3Qe-9xP/view?usp=sharing>

5. Procurement changes

The Advertising industry knows it is part of the problem but will not act on its own. To influence this \$1 trillion USD industry, governments must alter procurement rules to prevent hiring advertising agencies compromised by fossil fuel clients.

(d) Ensuring a Just, Orderly, and Equitable Transition

Fossil fuel companies use propaganda in the communities where they extract their products. Often these communities are subject to systemic disadvantages. Stopping the promotion of fossil fuels removes a tool of mental subjugation, helping to break the cycle of dependence and systemic disadvantage. Importantly, banning fossil fuel marketing does not stop fossil fuel companies giving donations or funding services, it only stops them promoting those contributions to improve their social licence and perpetuate their business model.