

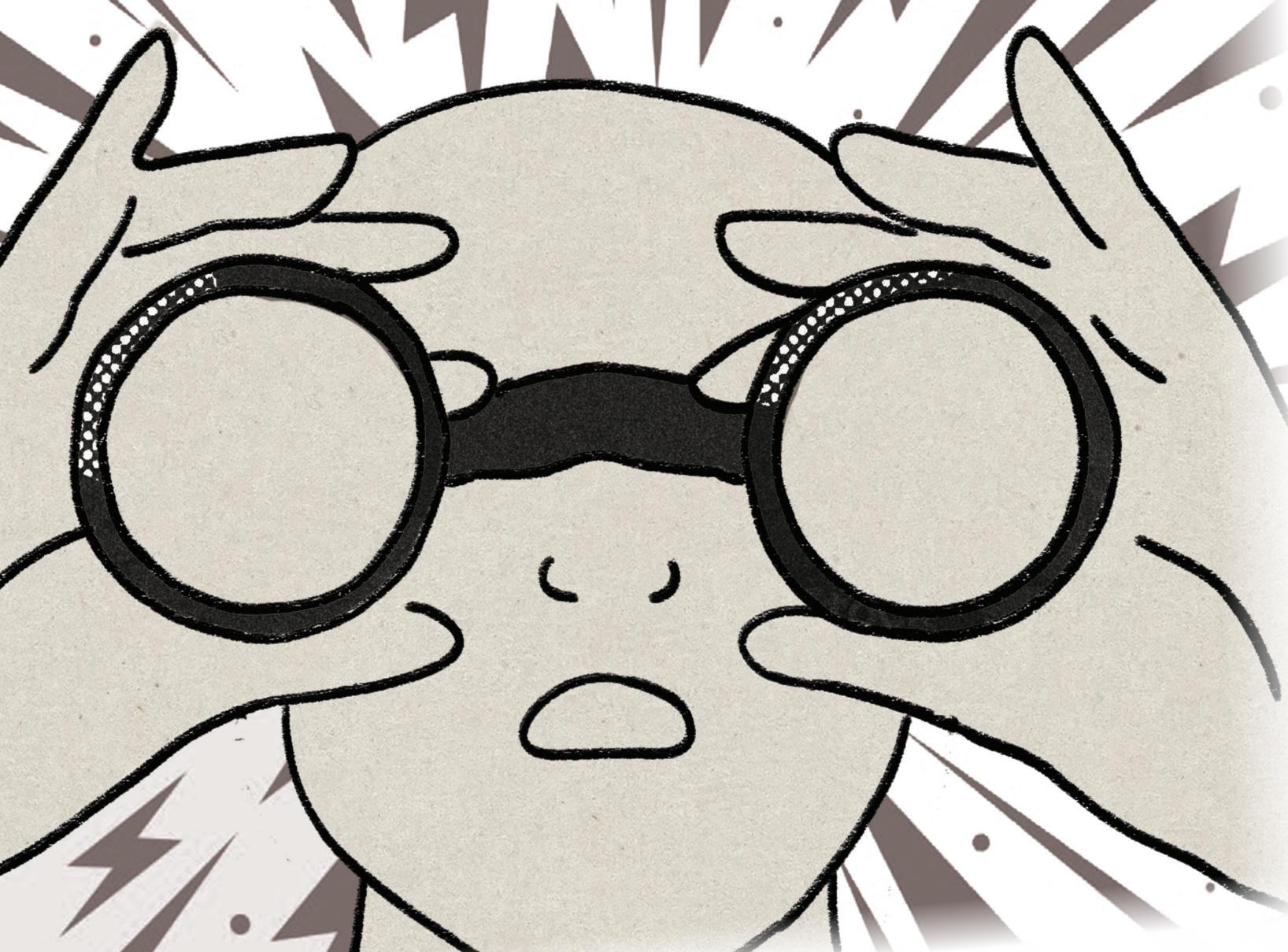
WE CAN...



...BUT WE CAN'T STOP
PROMOTING POLLUTION?



Ministry for the
Climate Emergency



INTRODUCTION

THE MINISTRY FOR THE CLIMATE EMERGENCY IS TIRELESS IN PURSUIT OF WAYS TO REVEAL OUR HUMAN ABILITY TO SOLVE PROBLEMS AND ACHIEVE CHANGE. WE ARE OFTEN SURPRISED BY HOW FEW BELIEVE WE CAN, ESPECIALLY NOW WE NEED URGENTLY TO STOP THE PLANET HEATING FURTHER, AND TO PROTECT PUBLIC HEALTH AND NATURE.

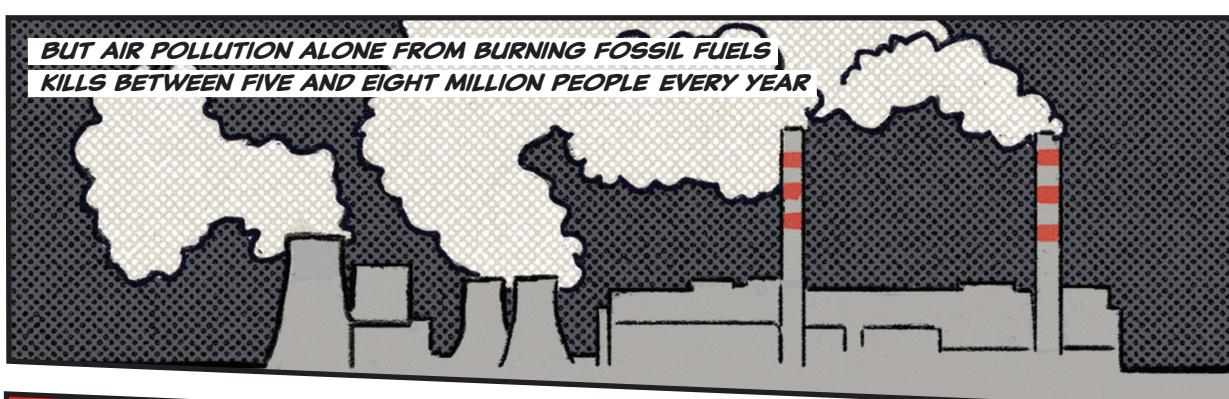
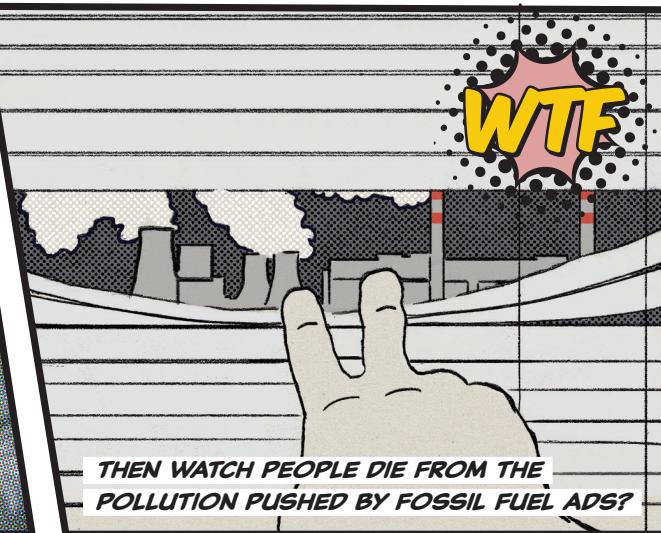
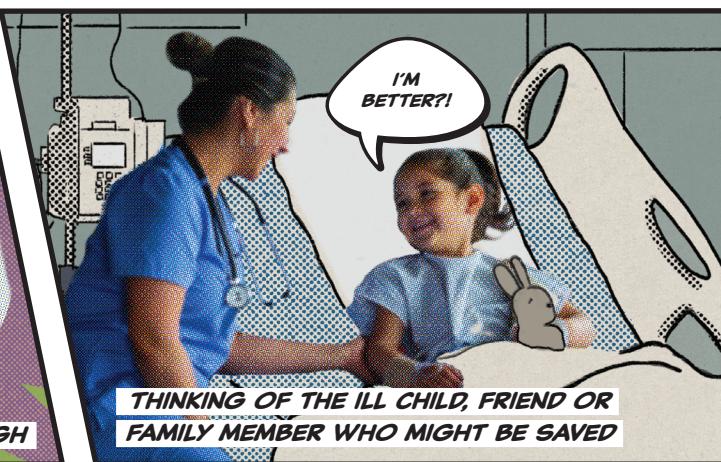
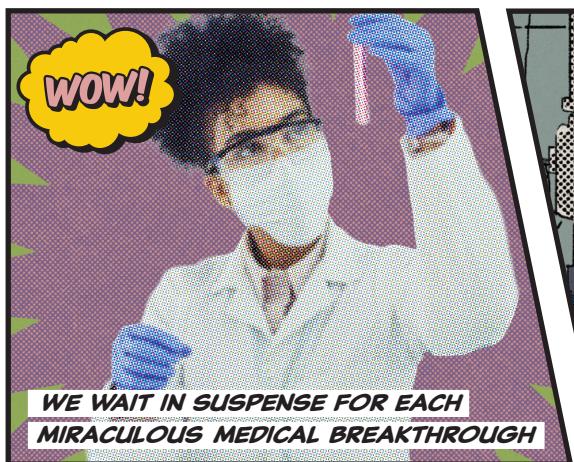
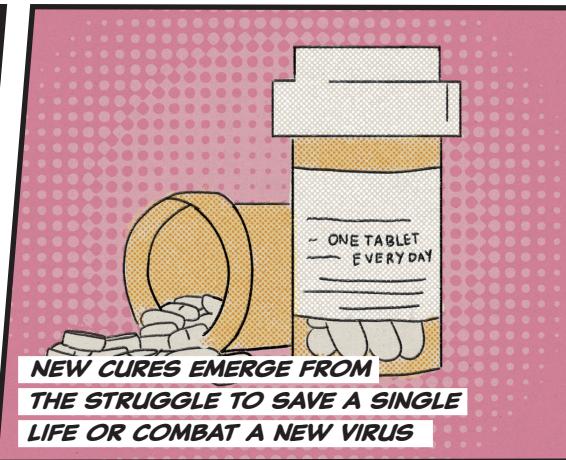
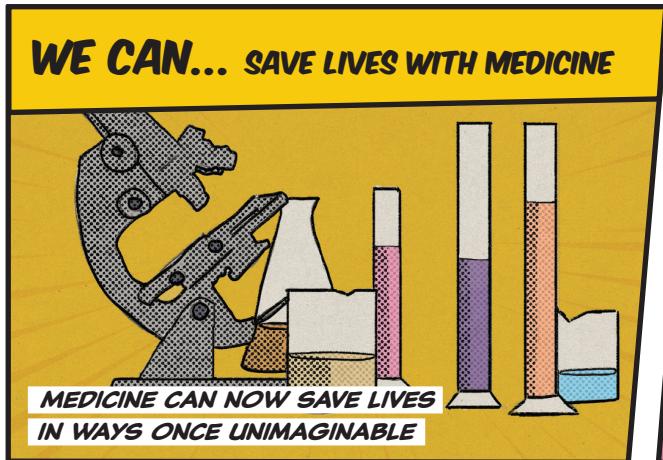
OUR RESEARCH SHOWS THAT PEOPLE ARE CAPABLE OF SUCH EXTRAORDINARY, UNLIKELY THINGS, THAT WE ARE SURE IT WILL SOON BE POSSIBLE TO TAKE THE SIMPLE AND OBVIOUS STEP OF NO LONGER ACTIVELY PROMOTING OUR OWN SELF-DESTRUCTION.

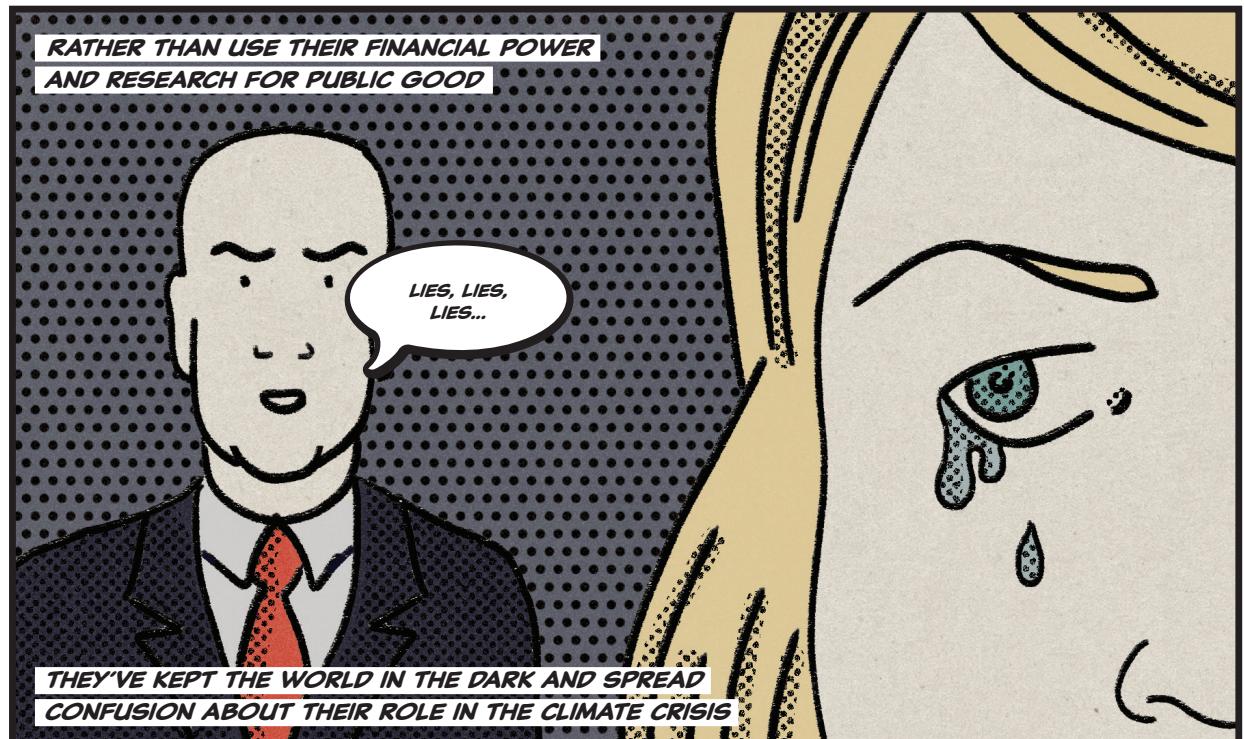
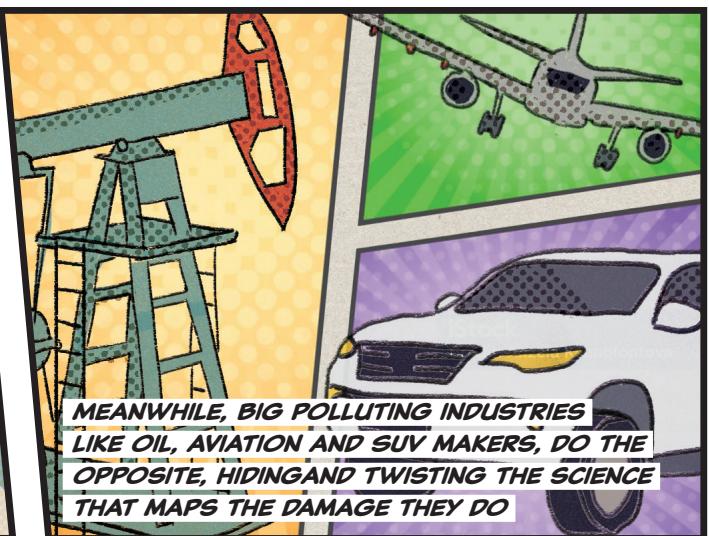
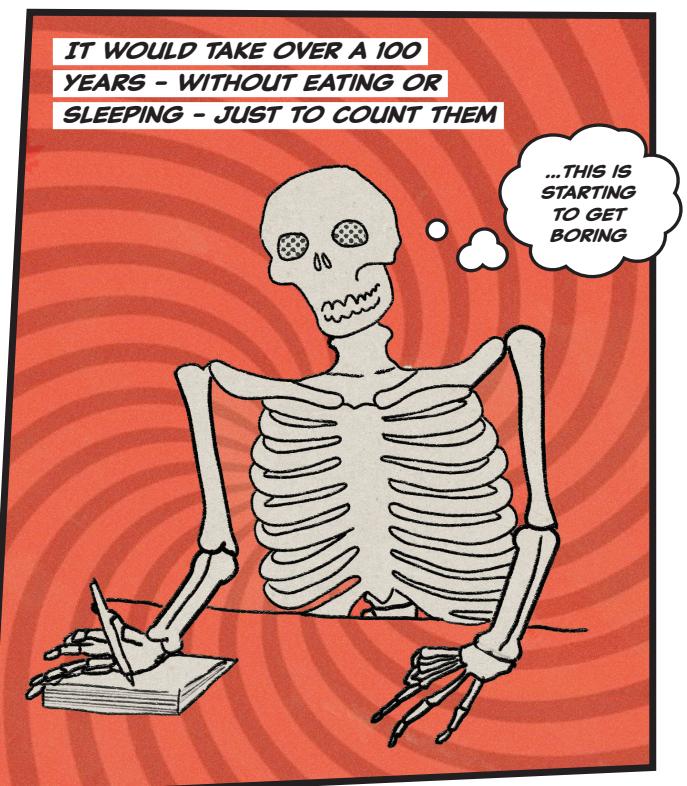
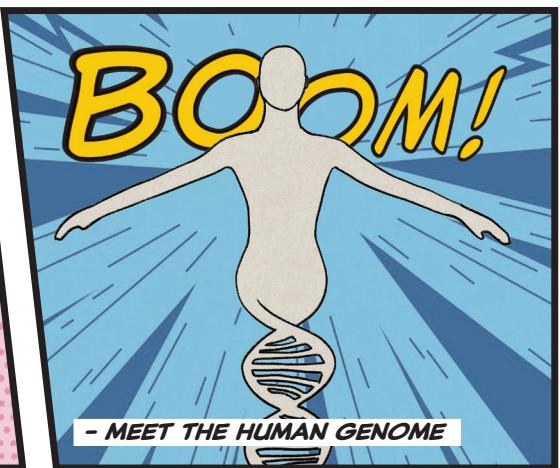
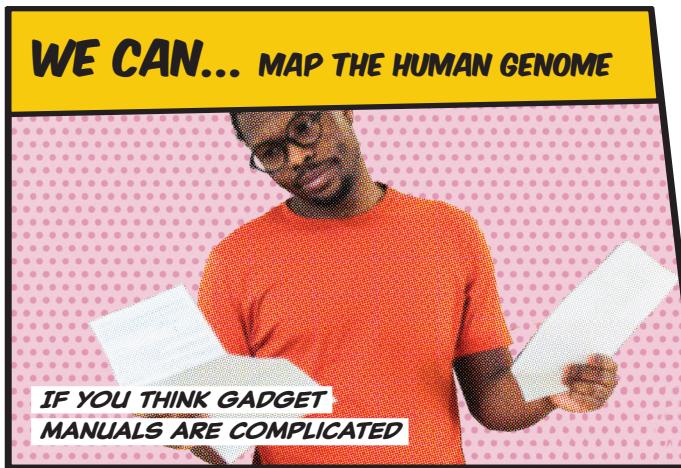
THE MINISTRY BELIEVES THAT IT IS MORE THAN A LITTLE ODD THAT WHILE SCIENCE TELLS US CLIMATE POLLUTION MUST IMMEDIATELY AND HUGELY BE REDUCED, WE ARE STILL SURROUNDED BY ADVERTS FOR VERY POLLUTING PRODUCTS AND LIFESTYLES LIKE BIG CARS, FLIGHTS AND OIL COMPANIES. PEOPLE WILL STILL DRIVE AND FLY WHETHER OR NOT SUVS AND FLIGHTS ARE ADVERTISED. WE UNDERSTAND THAT. BUT WHY PROMOTE EXTRA POLLUTION BY ENCOURAGING MORE PEOPLE TO TAKE FLIGHTS AND DRIVE BIG CARS WHO WOULD ANYWAY?

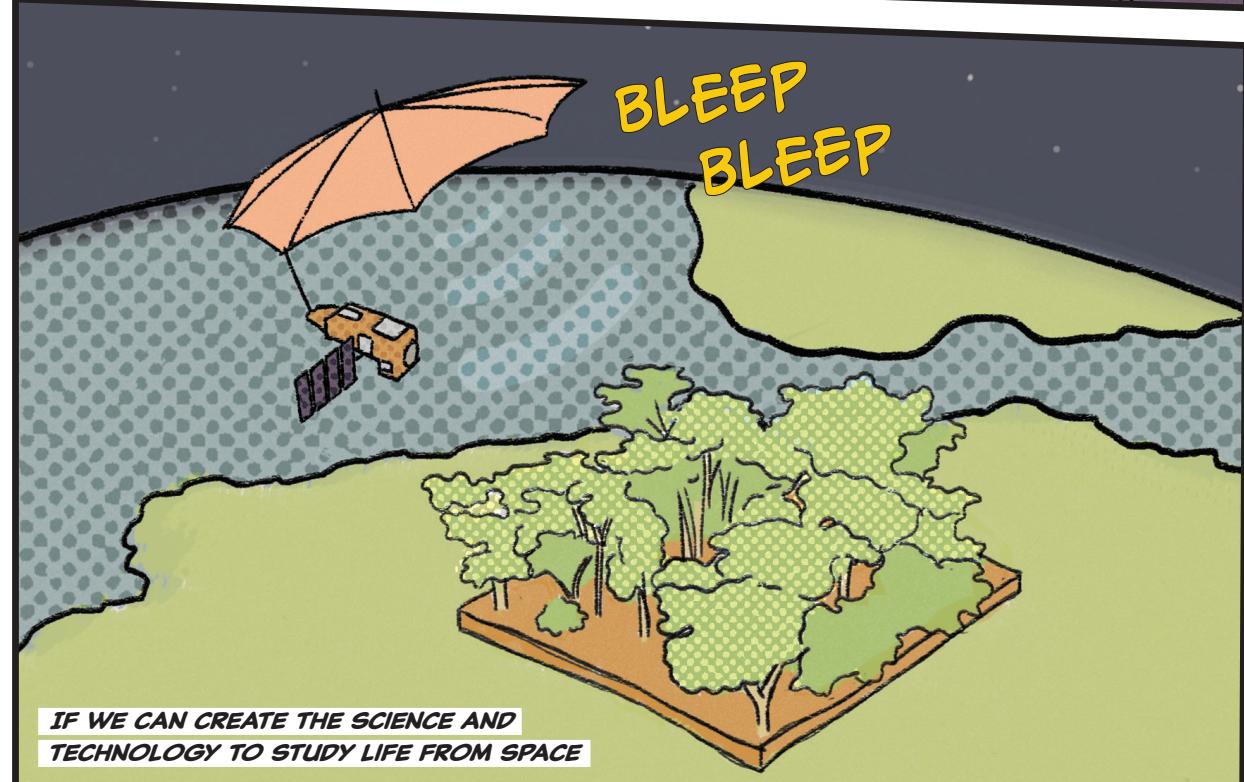
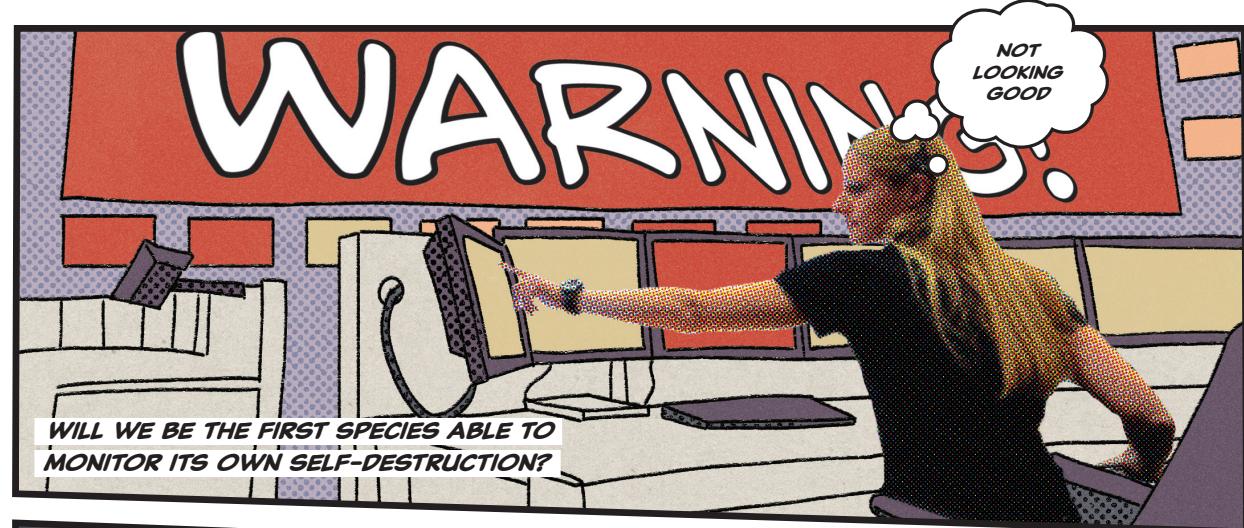
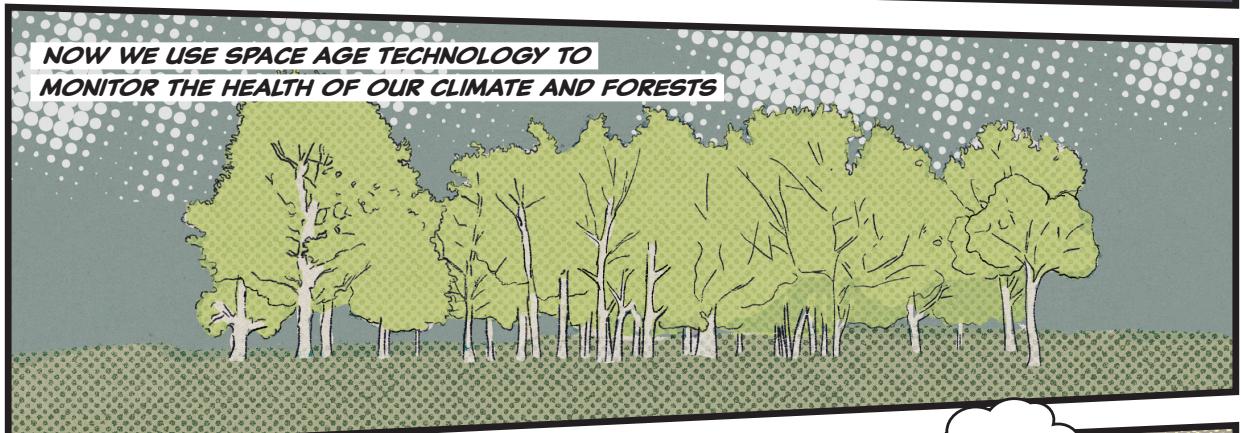
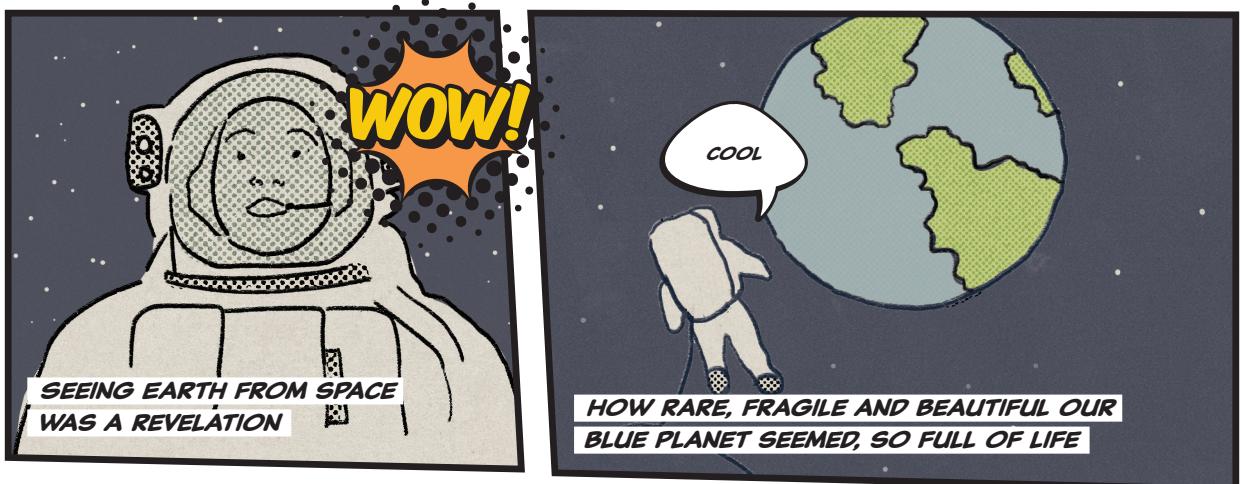
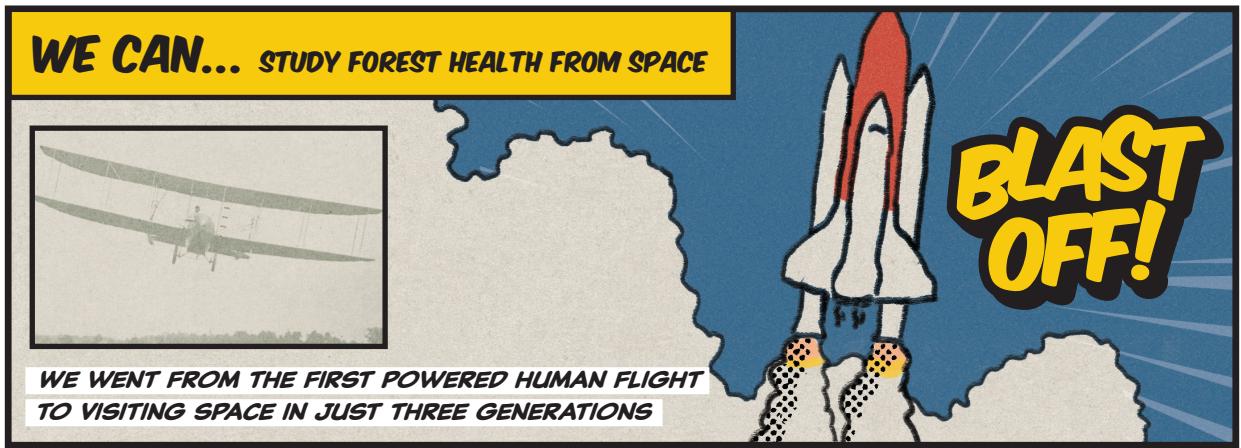
IN THIS SHORT PAMPHLET WE CAN... THE MINISTRY LOOKS AT SOME OF THE TOUGHER PROBLEMS SOCIETY HAS CRACKED AND CLEVER THINGS IT HAS DONE AND ASKS, IF WE CAN DO THAT, THEN SURELY WE CAN STOP PROMOTING POLLUTION? IT'S JUST LIKE WHEN WE ONCE STOPPED THE MARKETING OF TOBACCO AS SCIENTISTS REALISED IT WAS KILLING PEOPLE.

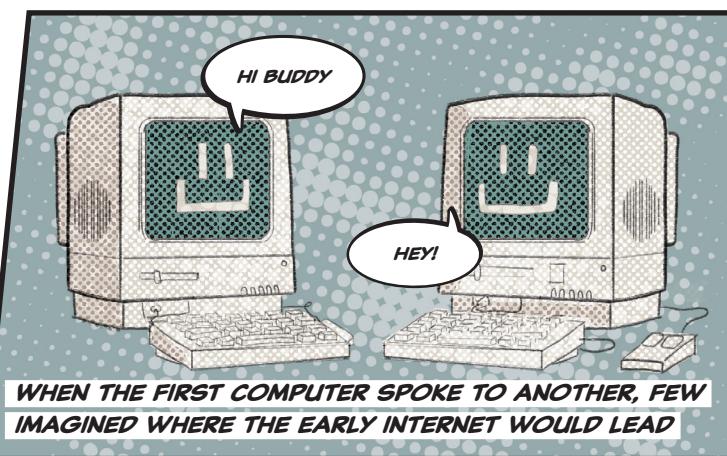
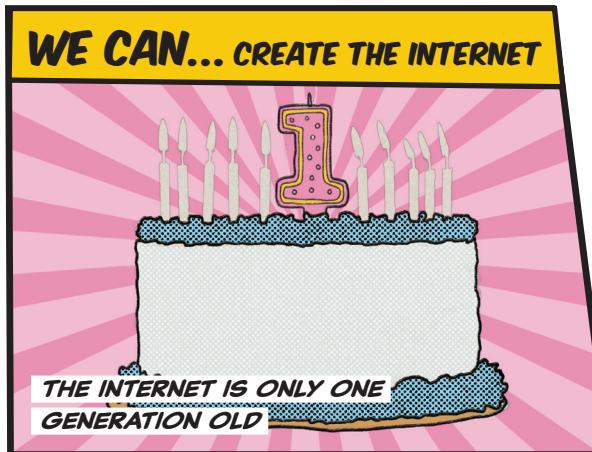
LET THE MINISTRY TAKE YOU THROUGH A WORLD OF HUMAN ACHIEVEMENT FROM MAPPING OUR VERY OWN GENOME TO INVENTING SATELLITES THAT MONITOR THE VERY BIOSPHERE THAT IS UNDER THREAT FROM BADVERTS, WHILE TOGETHER WE PONDER, HOW HARD SHOULD IT BE TO TAKE THIS ONE EXTRA STEP?

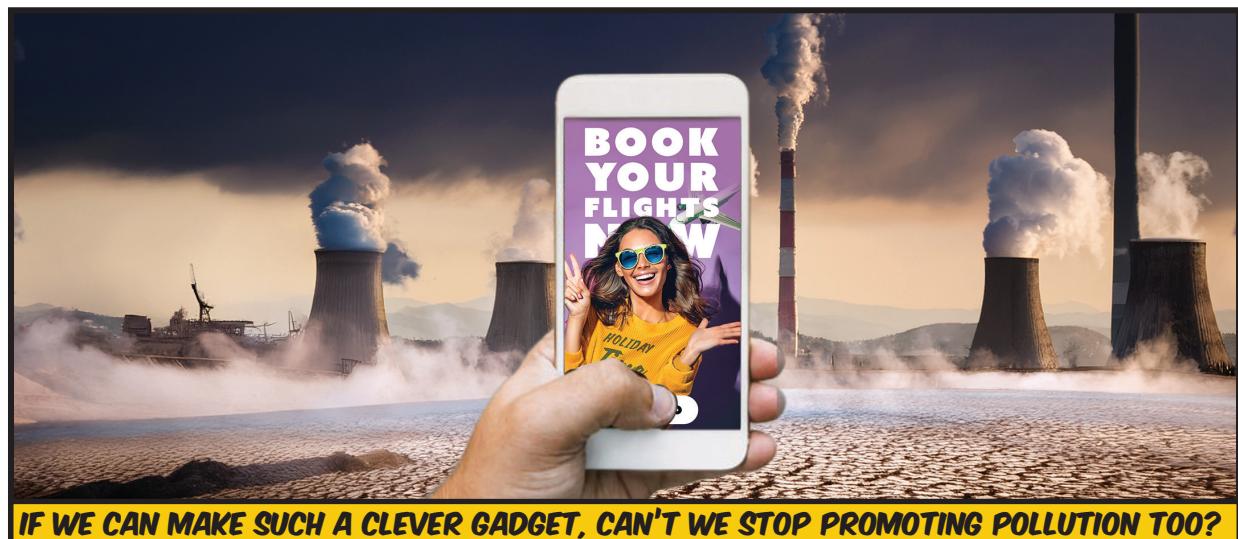
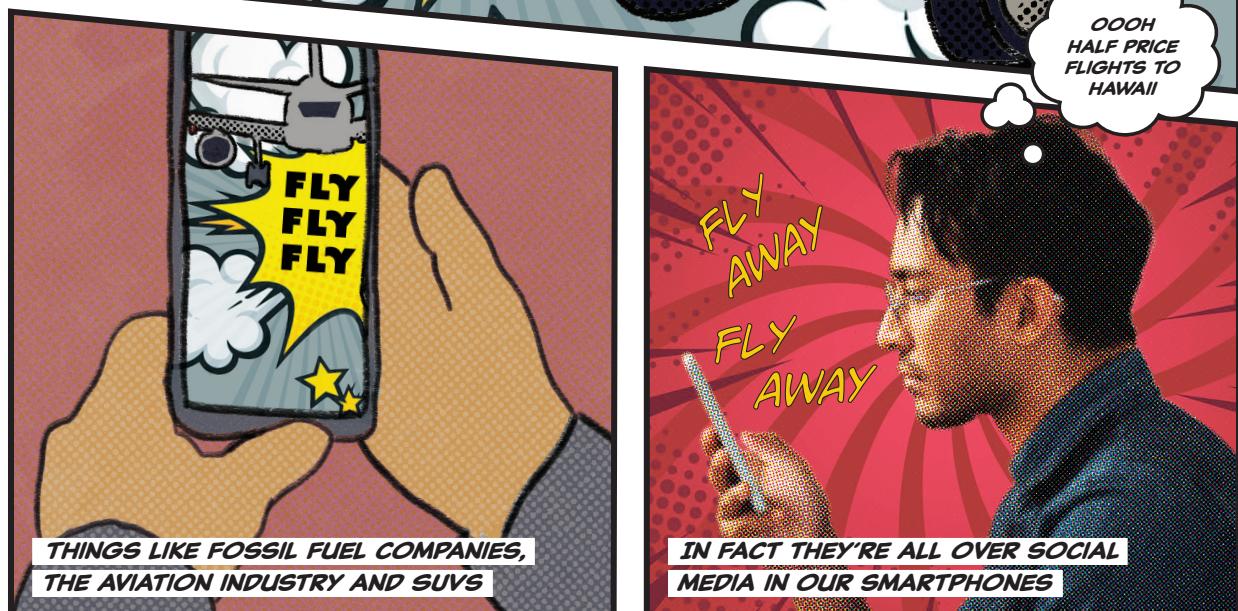
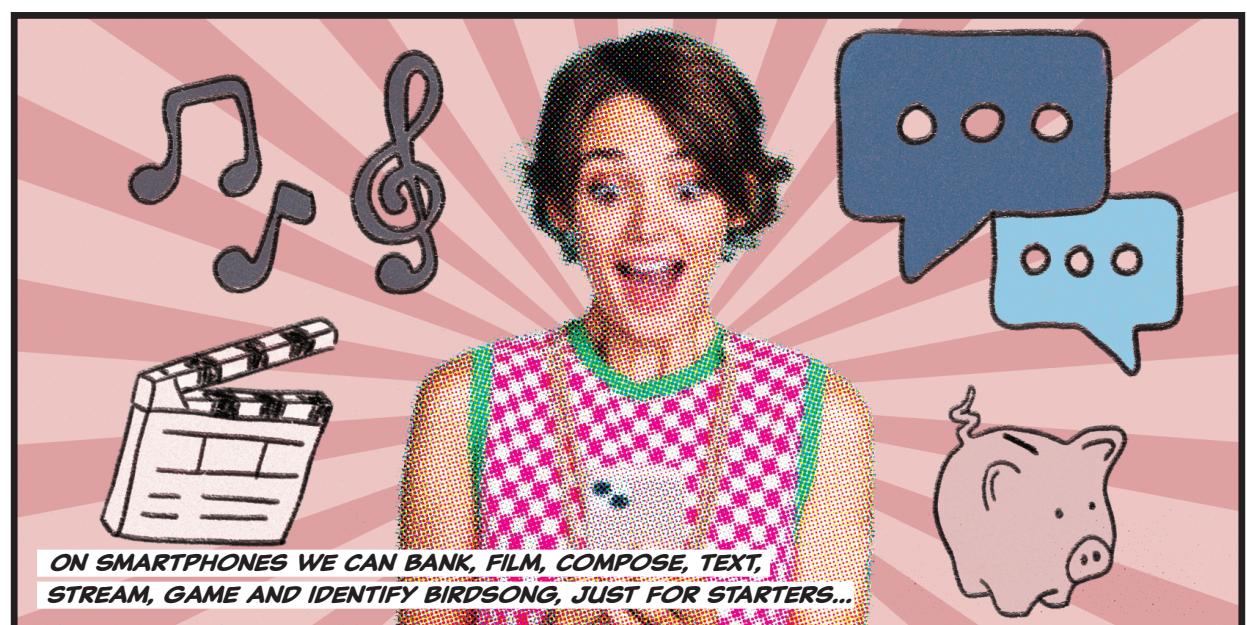
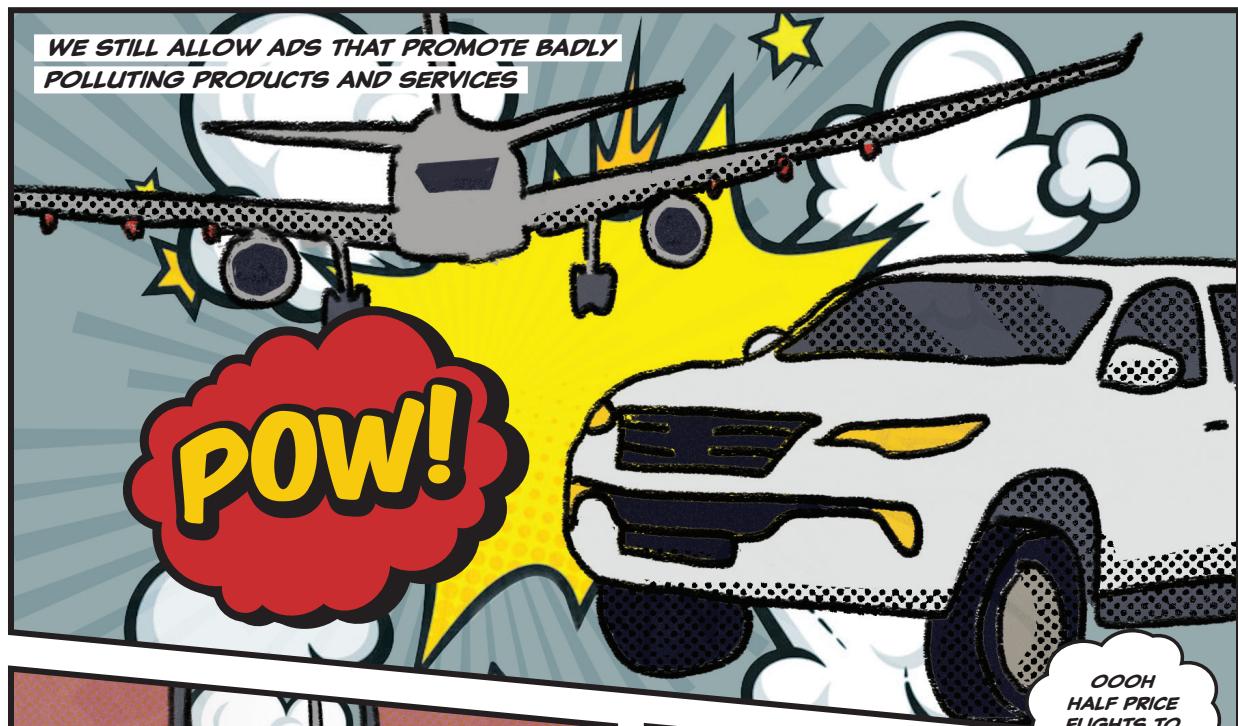
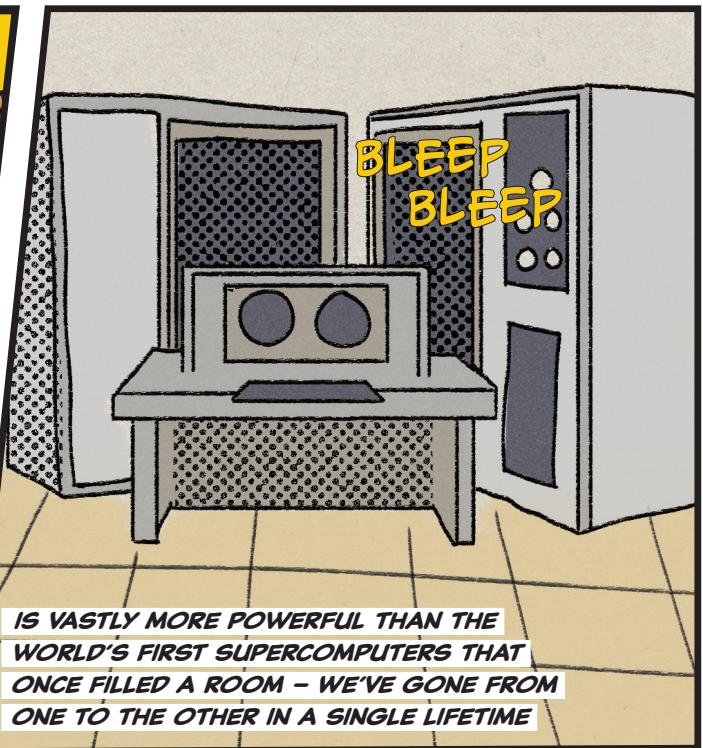


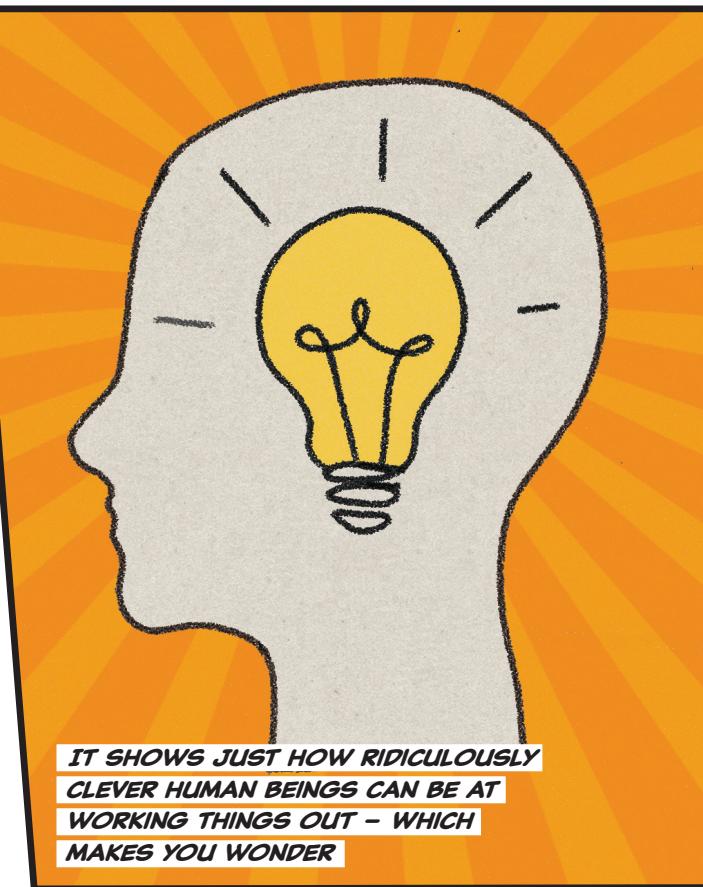
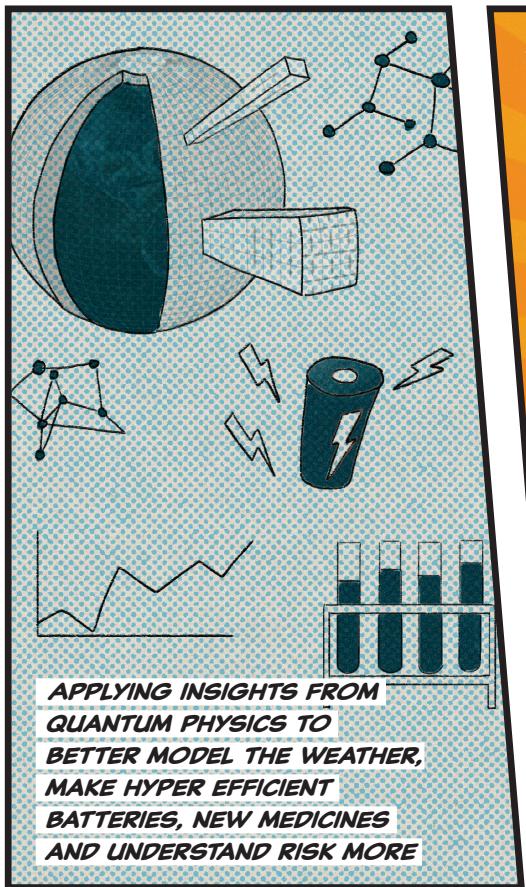
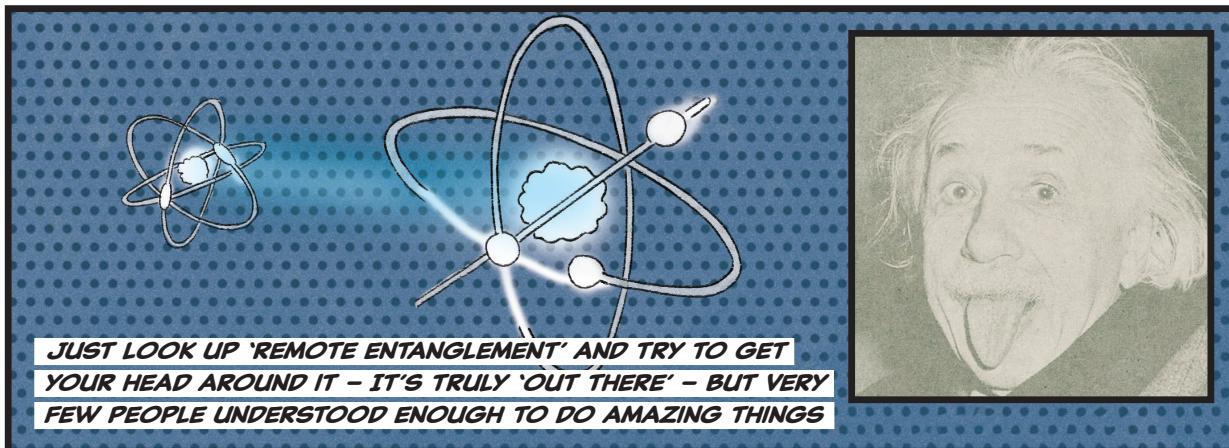
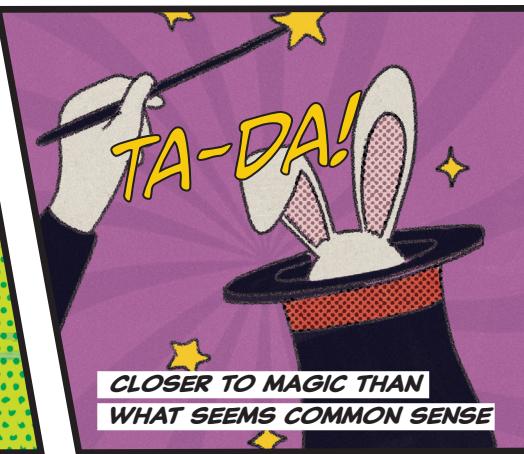
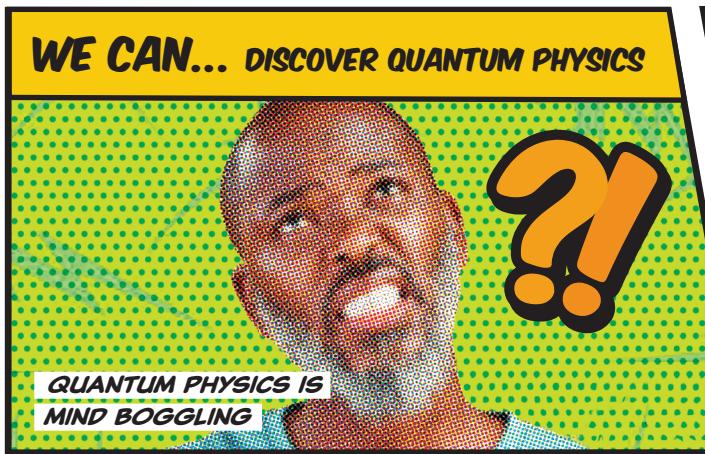












YOU CAN...



2

CLICK

THIS IS
EASY!

GO TO [BADVERTS.ORG/TAKE-ACTION](http://badverts.org/take-action)

declared a climate
opportunity to adopt
policies as part of their efforts

ask them to adopt policies
banning ads for fossil fuel
SUVs, on council-owned ad

First name*
Last name*
Email*
Postcode*

Be part of the campaign to tackle the climate
crisis.

If you click yes you'll join the team that's taking
meaningful action and offering inspiring
solutions to tackle climate change. We'll keep you
updated about all of Possible's campaigns,
fundraising and events - and you can opt out
wherever you like*

Yes No

[Edit and send email](#)

