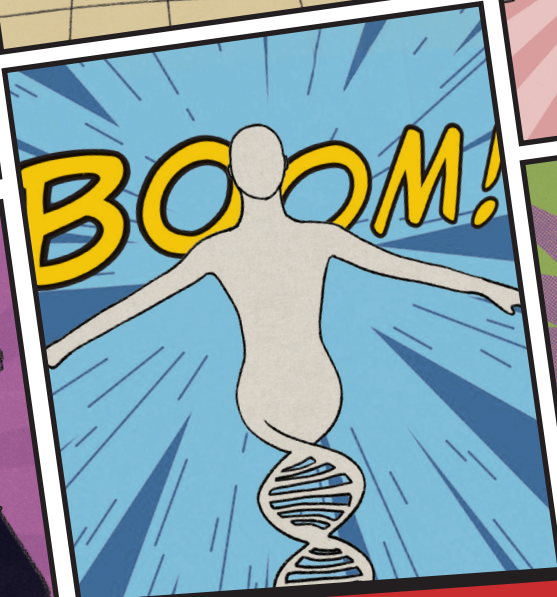
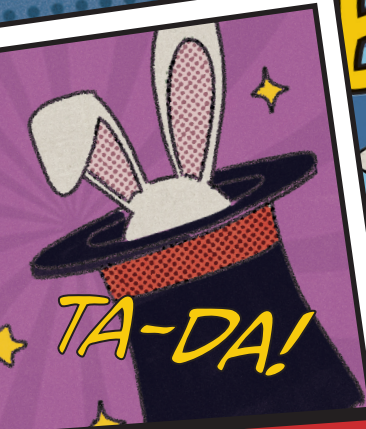
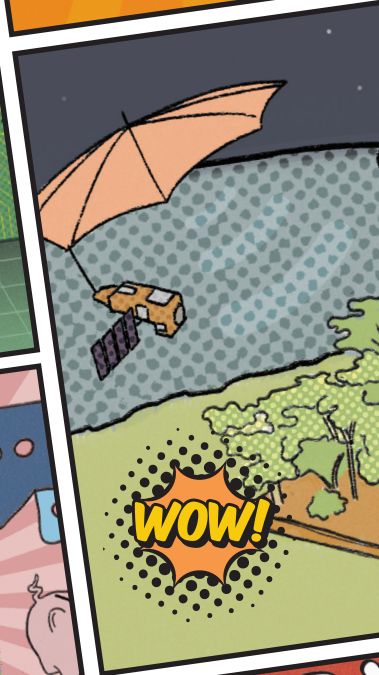
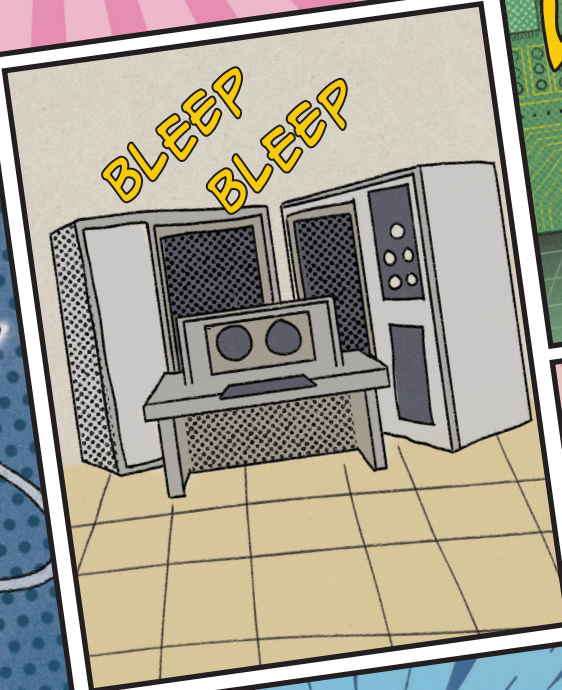
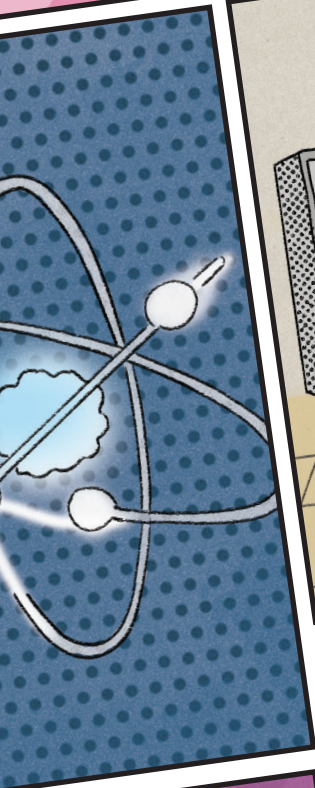
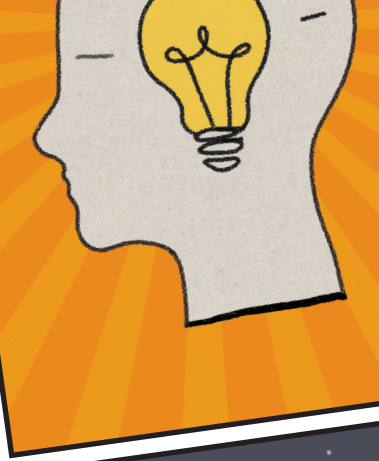
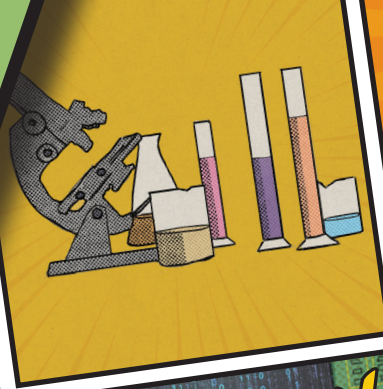


**WE
CAN...**

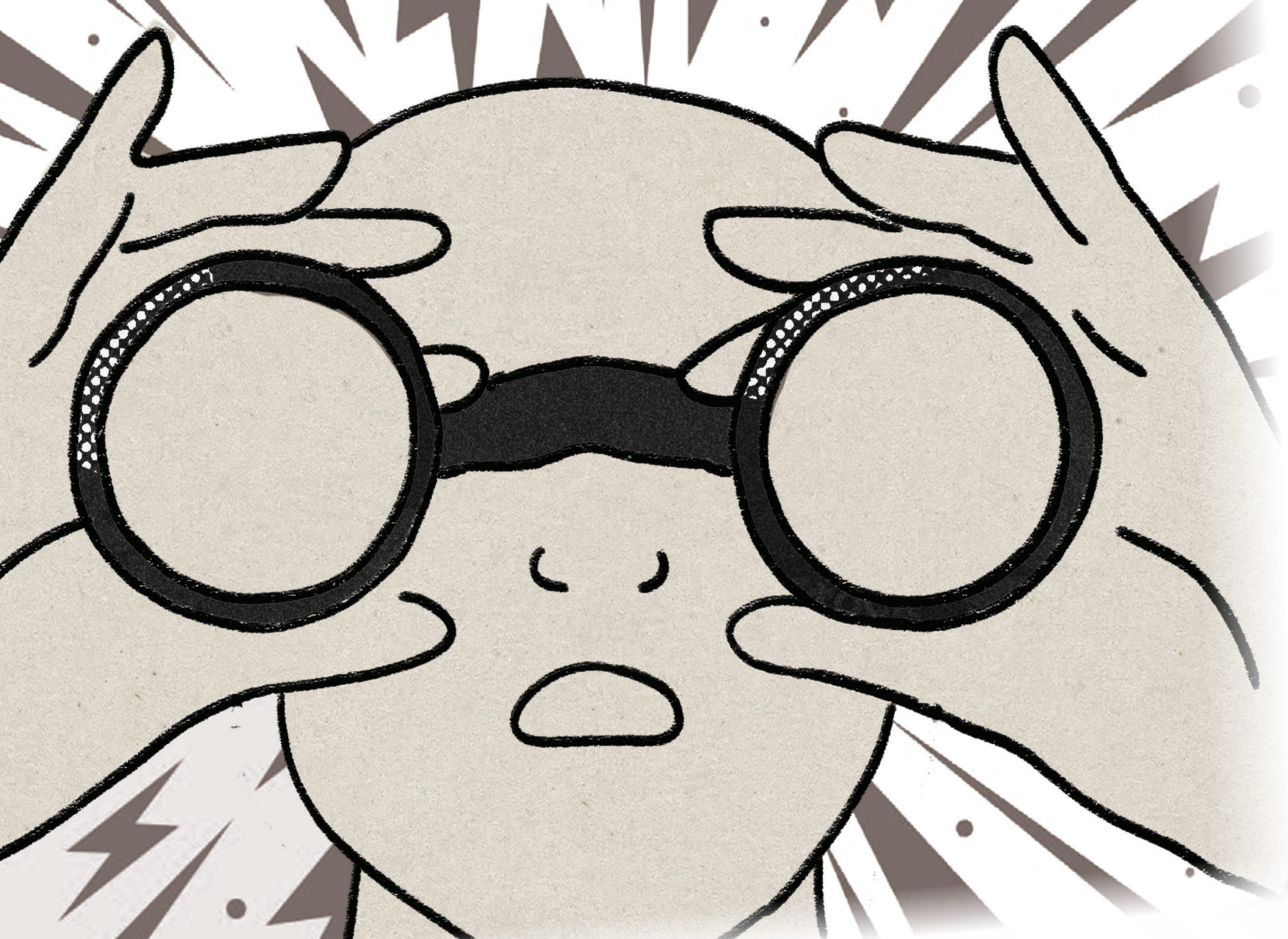


**REAL
LIFE
STORIES!**

**...BUT WE CAN'T STOP
PROMOTING POLLUTON?**



Ministry for the
Climate Emergency



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?

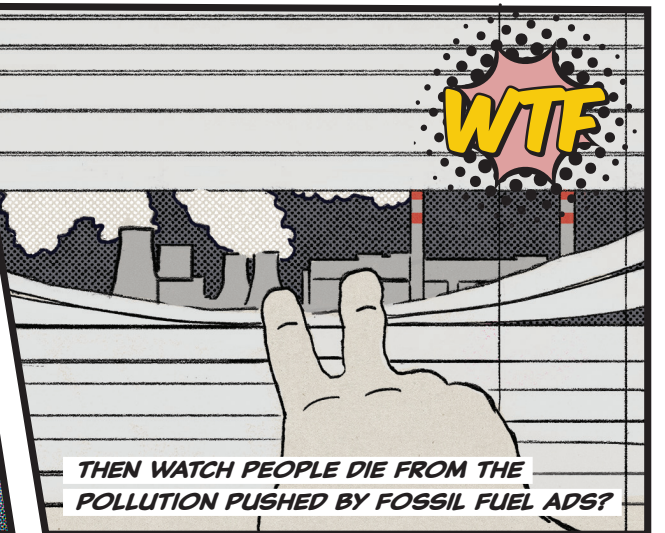
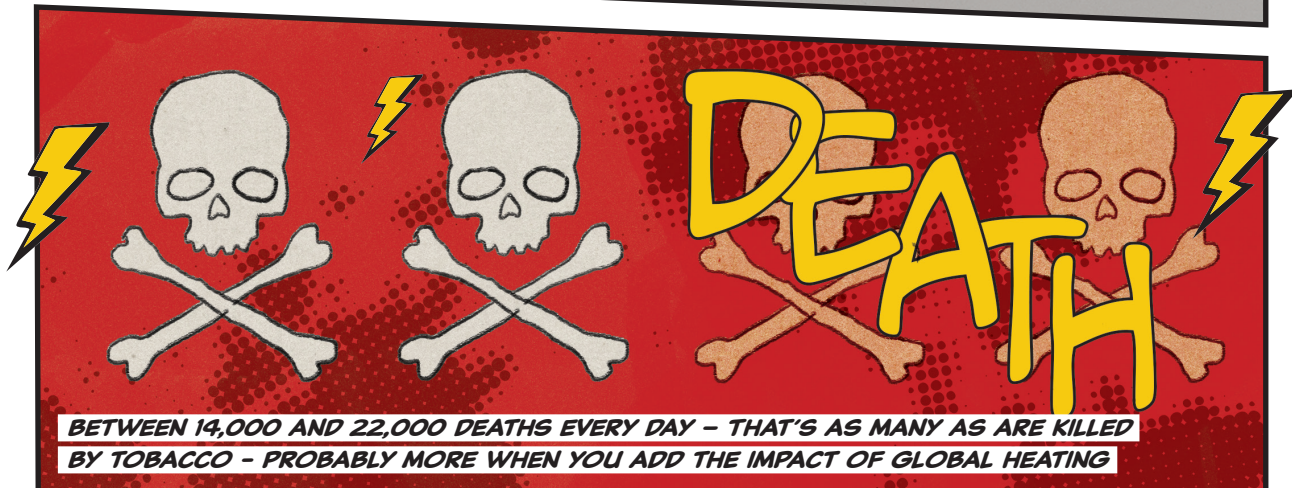
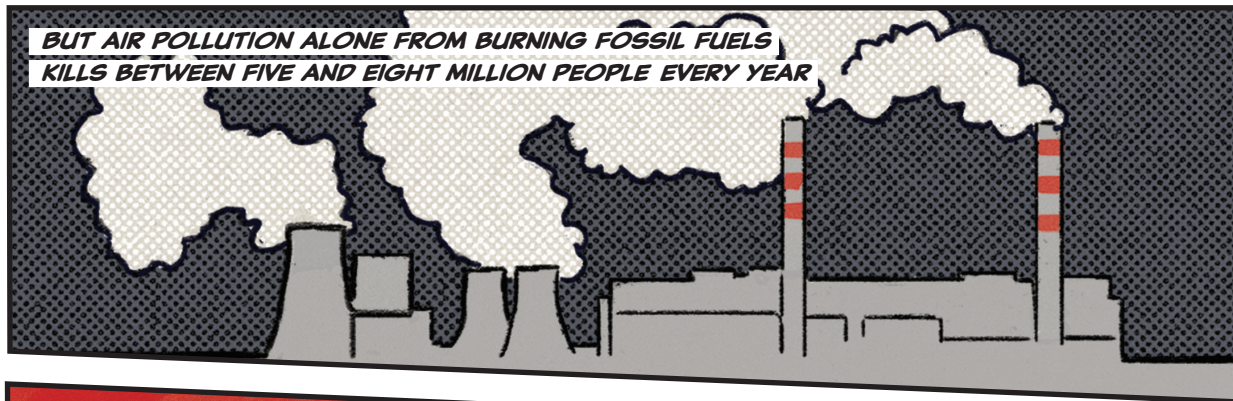
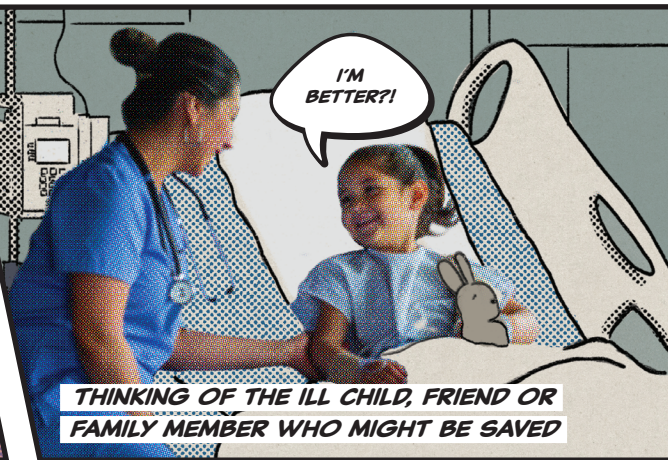
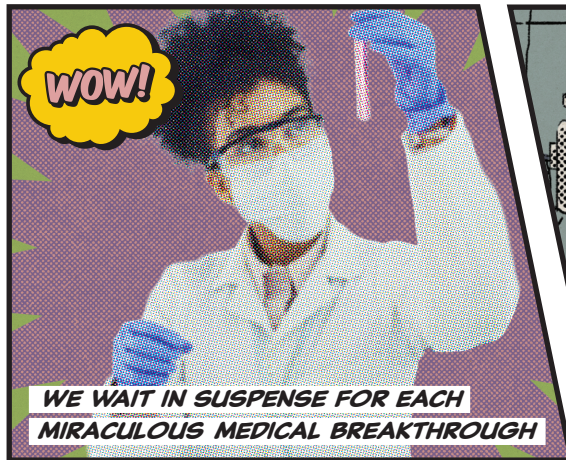
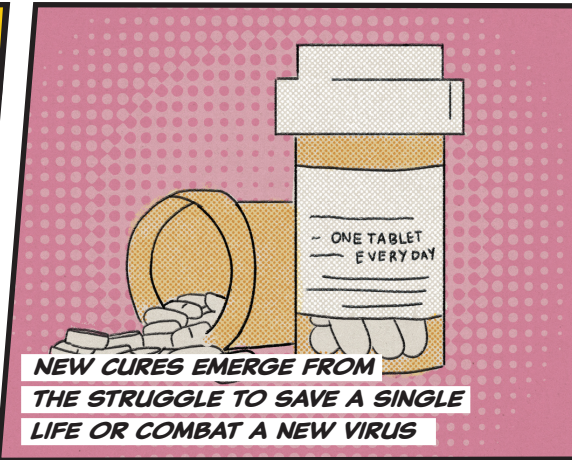
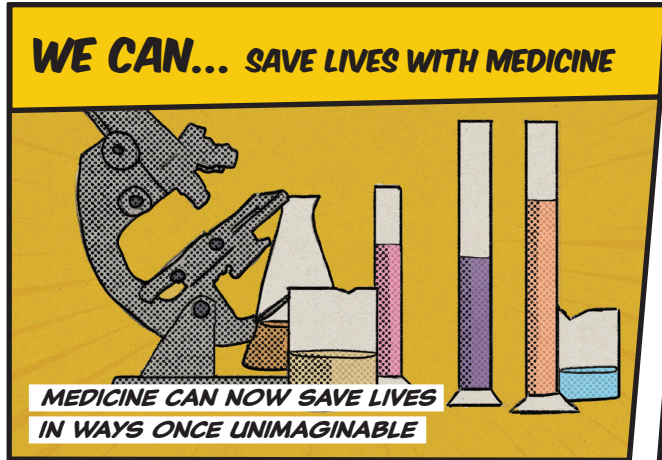
IN THIS SHORT PAMPHLET **WE CAN...** THE MINISTRY LOOKS AT SOME OF THE TOUGHER PROBLEMS SOCIETY HAS CRACKED AND CLEVER THINGS IT HAS DONE AND ASKS, IF WE CAN DO THAT, THEN SURELY WE CAN STOP PROMOTING POLLUTION? IT'S JUST LIKE WHEN WE ONCE STOPPED THE MARKETING OF TOBACCO AS SCIENTISTS REALISED IT WAS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

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.





WE CAN... MAP THE HUMAN GENOME

IF YOU THINK GADGET MANUALS ARE COMPLICATED

BOOM!

- MEET THE HUMAN GENOME

IT'S THE BIOLOGICAL INSTRUCTION BOOK THAT PUTS PEOPLE TOGETHER AND IT'S MADE UP OF 3.2 BILLION BITS OF INFORMATION (KNOWN AS NUCLEOTIDES OF DNA)

IT WOULD TAKE OVER A 100 YEARS - WITHOUT EATING OR SLEEPING - JUST TO COUNT THEM

...THIS IS STARTING TO GET BORING

BUT INNOVATIVE, COLLABORATIVE RESEARCH PROJECTS DIDN'T JUST MAP THE LOT OF THEM - THEY DEMONSTRATED THE VALUE OF OPENLY SHARING SCIENTIFIC DATA

THEY SHOWED THE NEED TO FOCUS ON ETHICS IN RESEARCH

MEANWHILE, BIG POLLUTING INDUSTRIES LIKE OIL, AVIATION AND SUV MAKERS, DO THE OPPOSITE, HIDING AND TWISTING THE SCIENCE THAT MAPS THE DAMAGE THEY DO

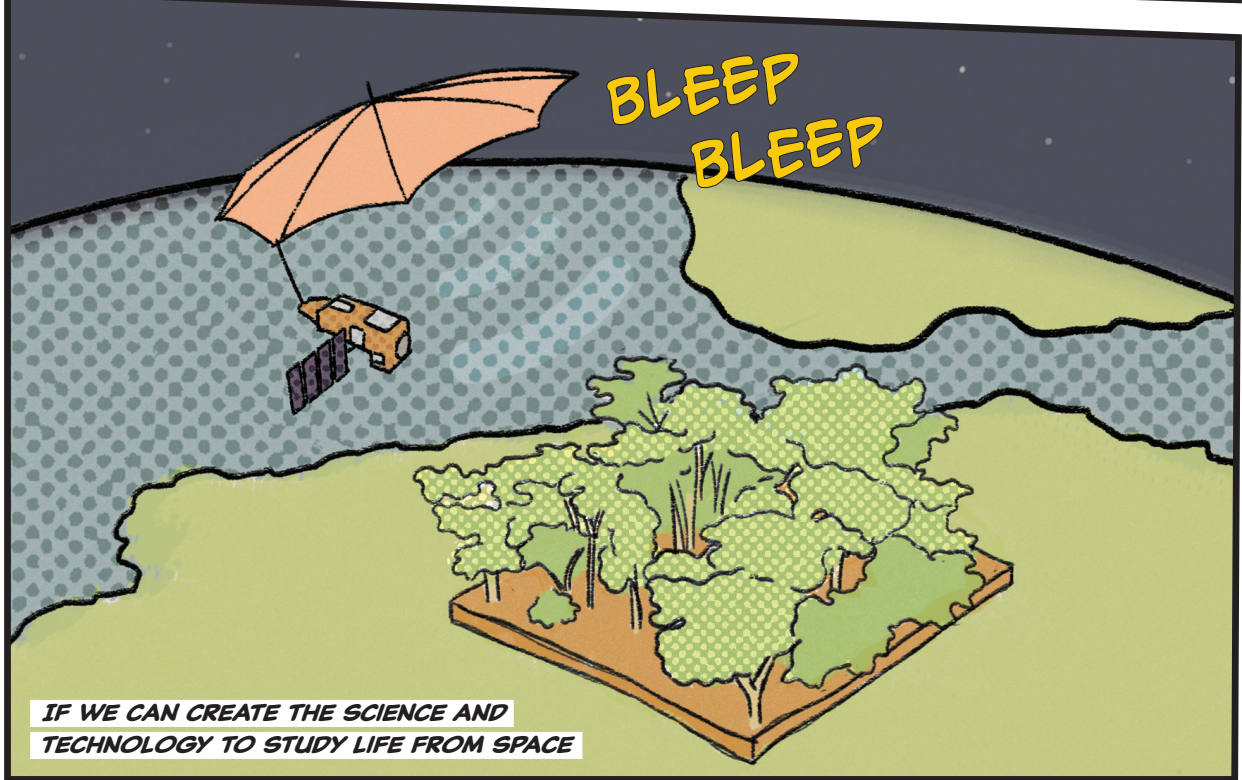
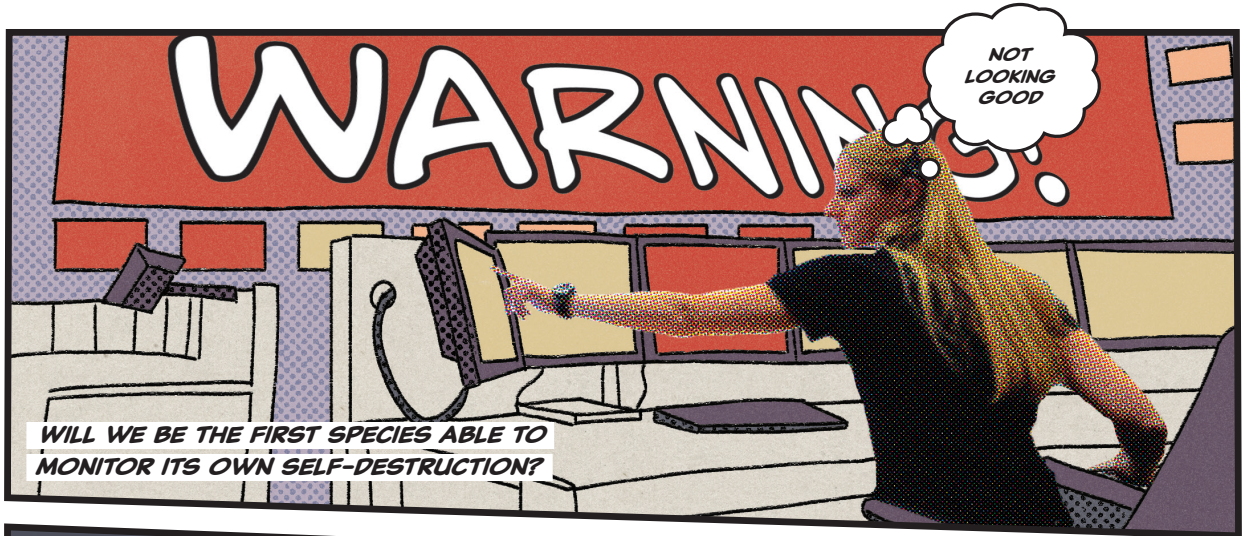
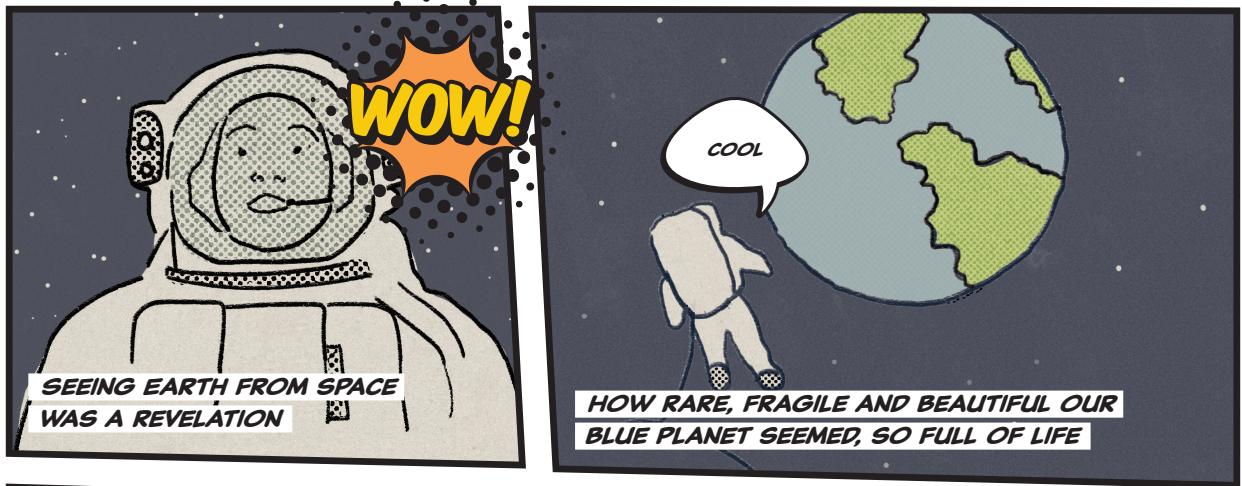
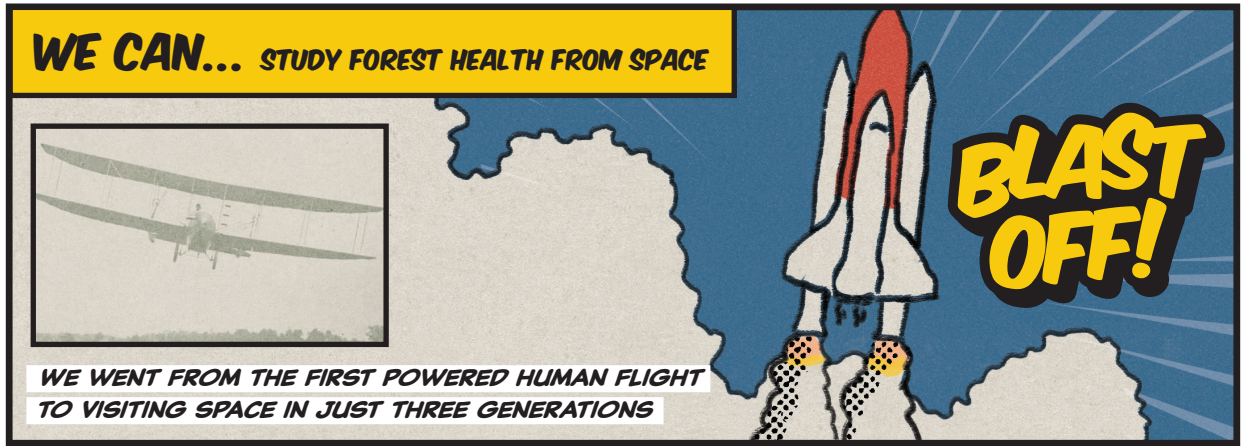
RATHER THAN USE THEIR FINANCIAL POWER AND RESEARCH FOR PUBLIC GOOD

LIES, LIES, LIES...

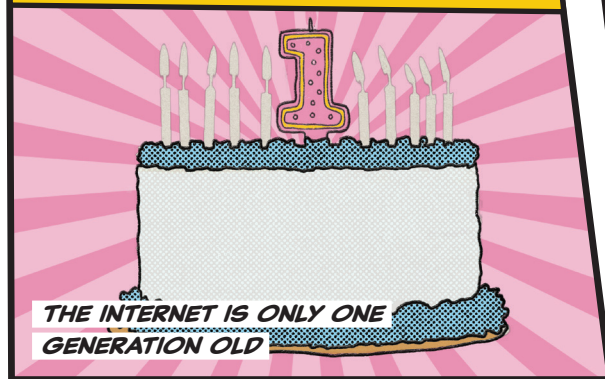
THEY'VE KEPT THE WORLD IN THE DARK AND SPREAD CONFUSION ABOUT THEIR ROLE IN THE CLIMATE CRISIS

WANT TO GO? WE'LL TAKE YOU THERE!
SALE NOW ON ALL FLIGHTS

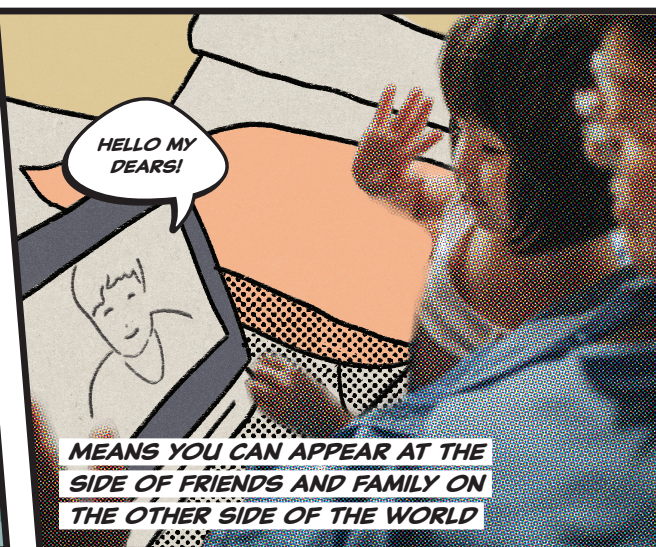
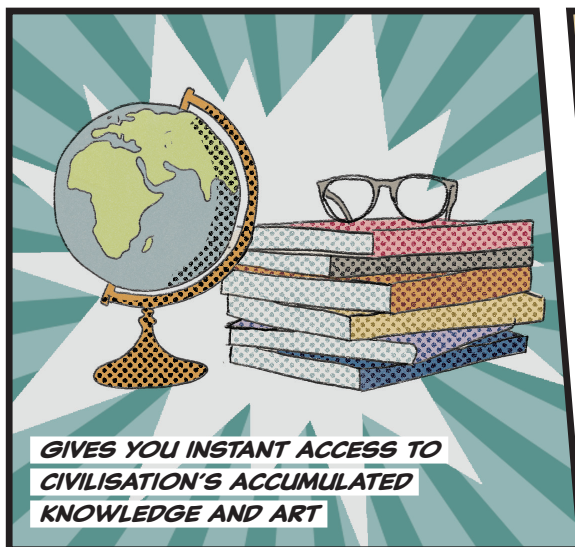
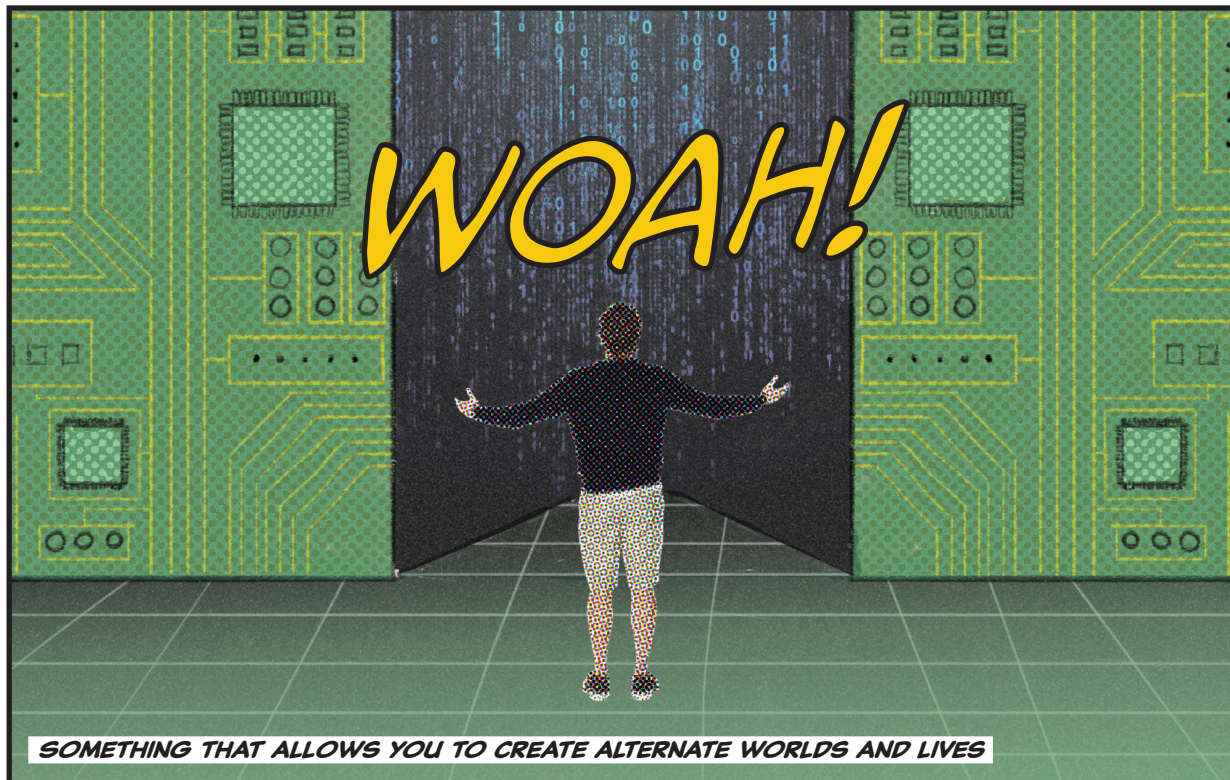
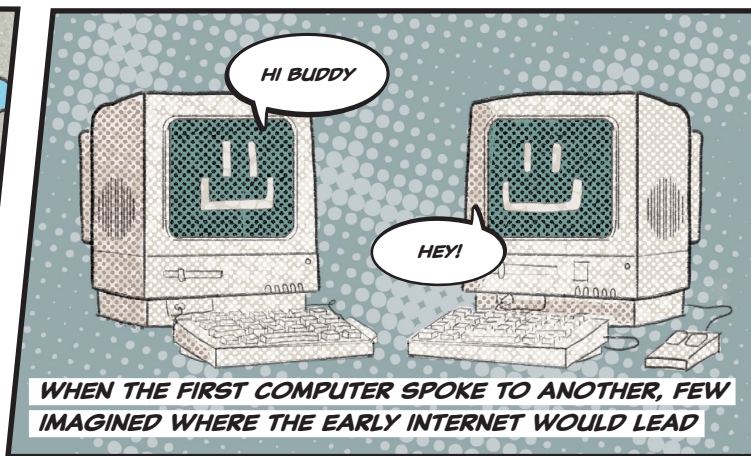
A FOSSIL FUEL AD BAN WOULD CUT OFF A KEY PIPELINE OF THEIR MISINFORMATION.

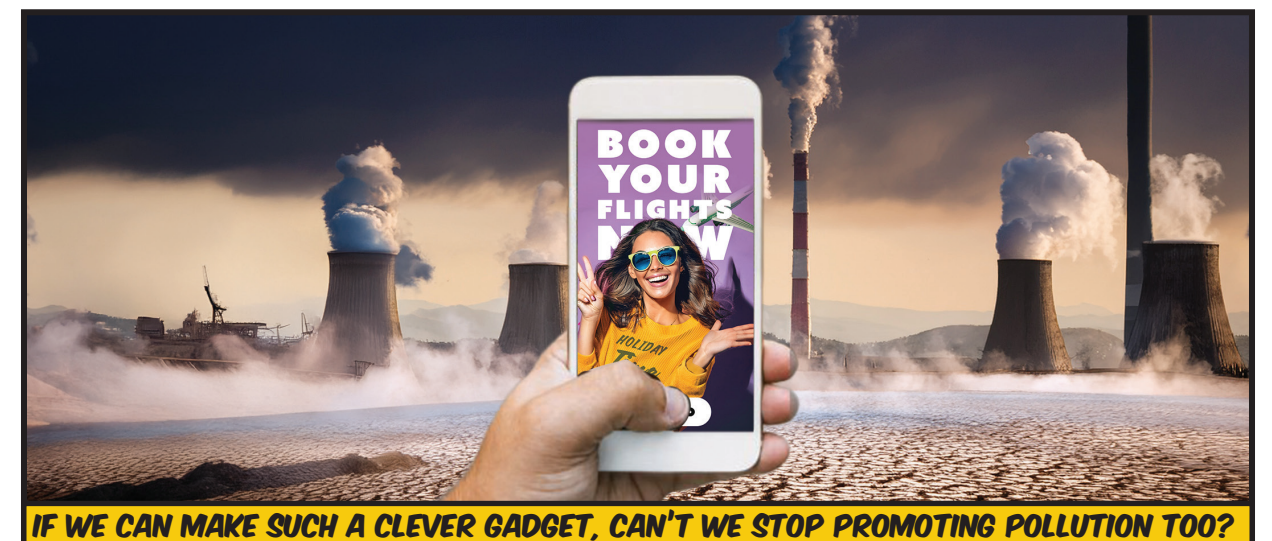
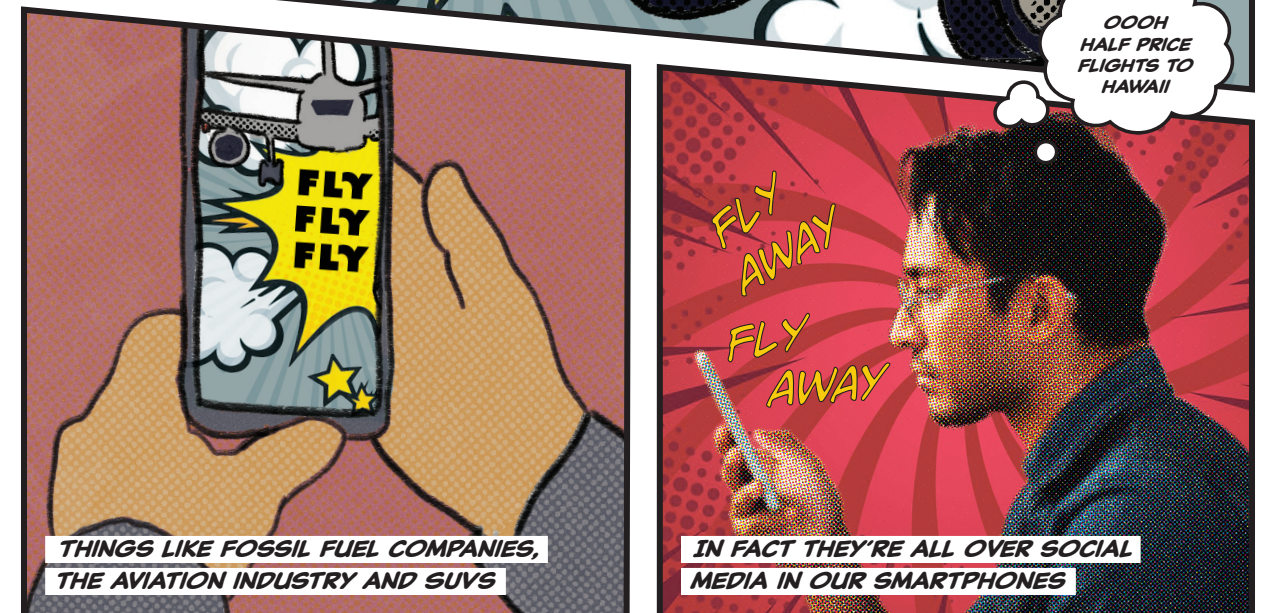
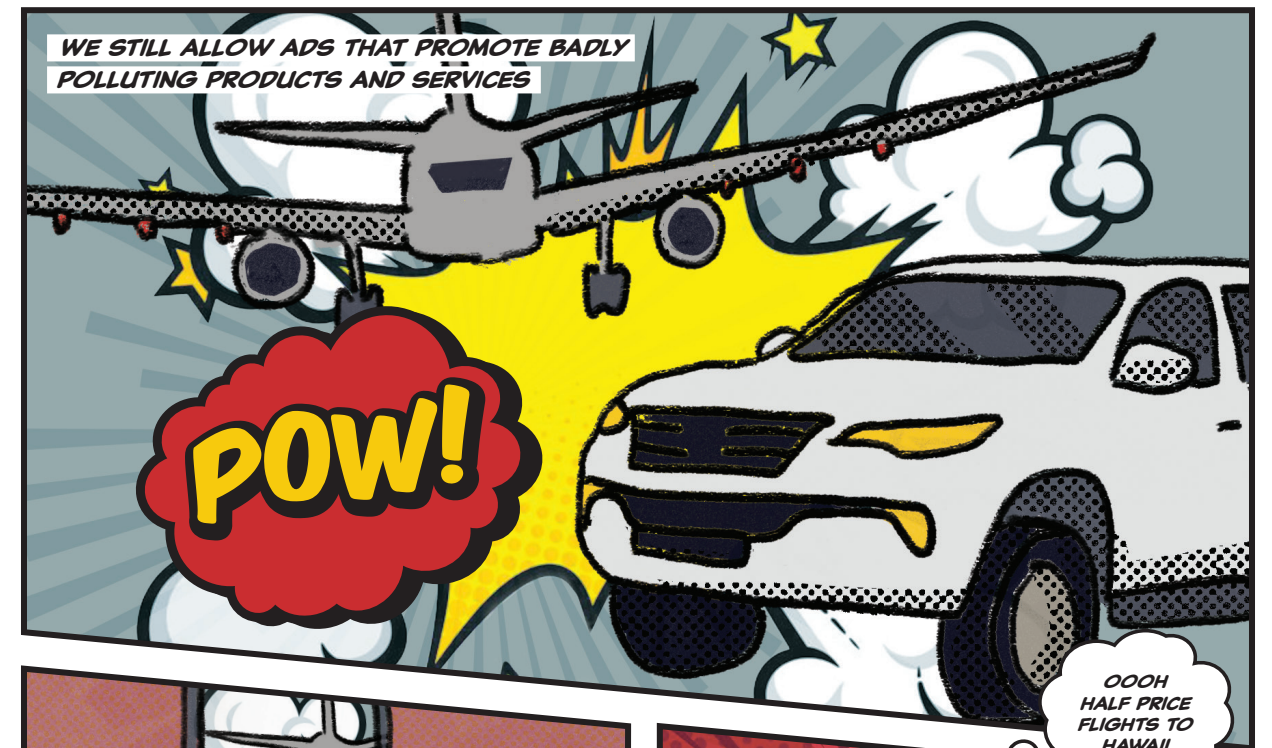
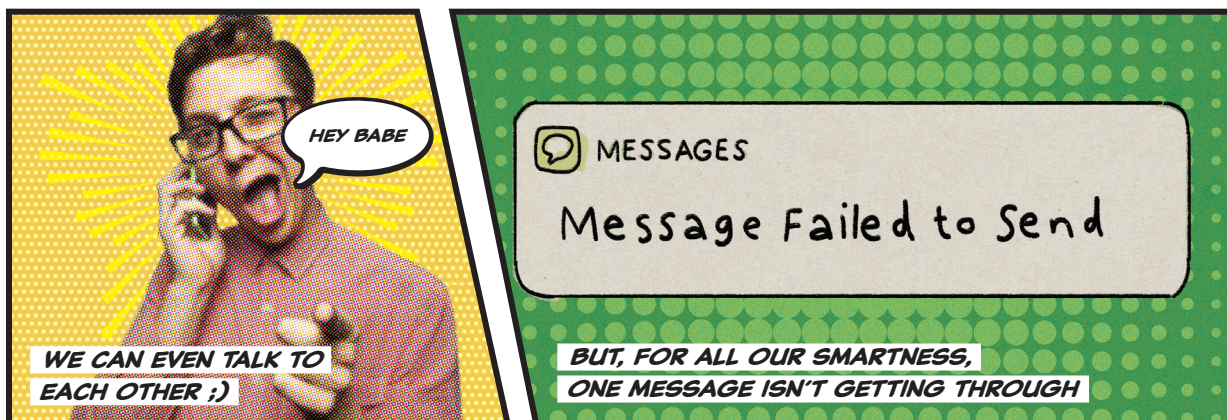
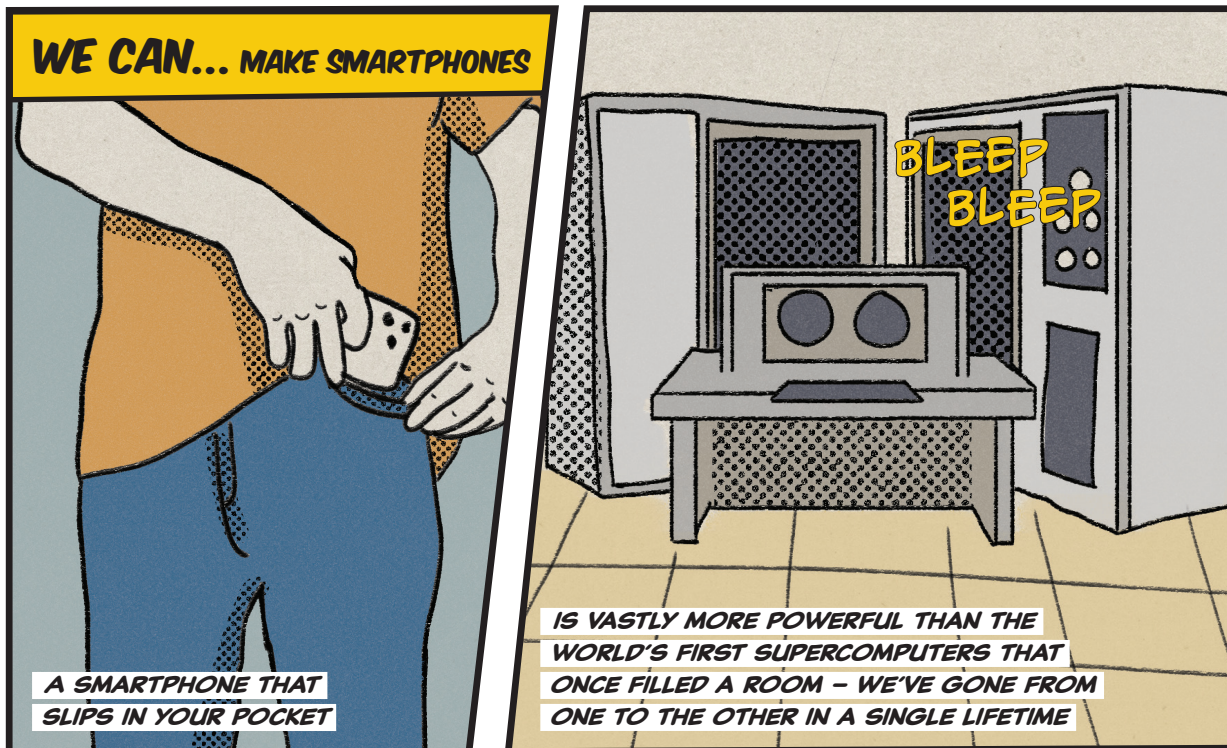


WE CAN... CREATE THE INTERNET

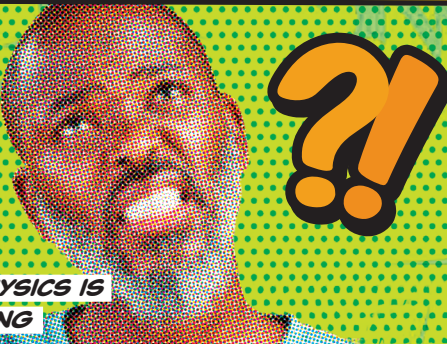


HMM...

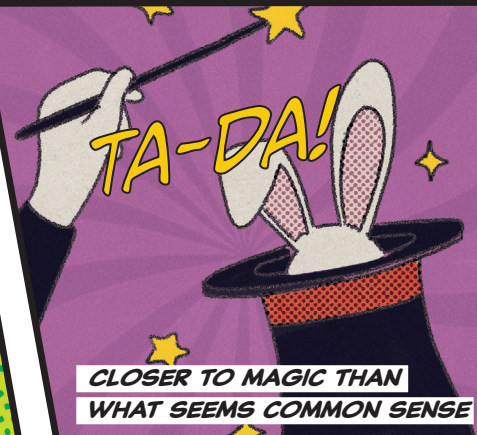




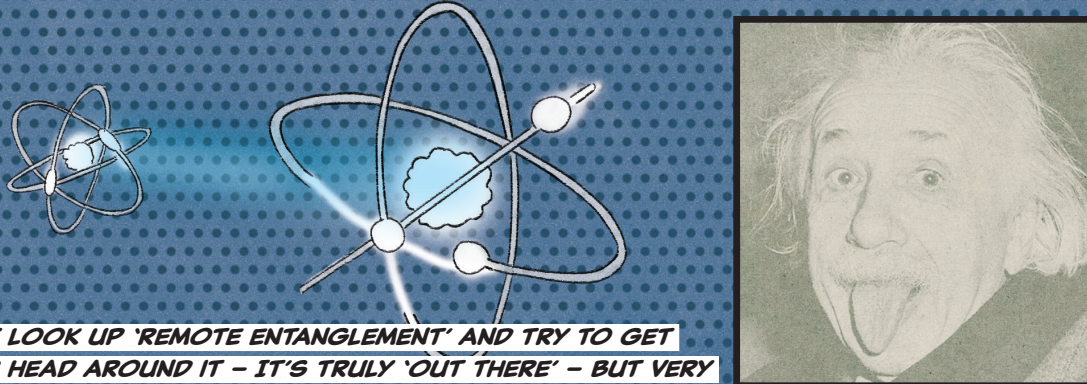
WE CAN... DISCOVER QUANTUM PHYSICS



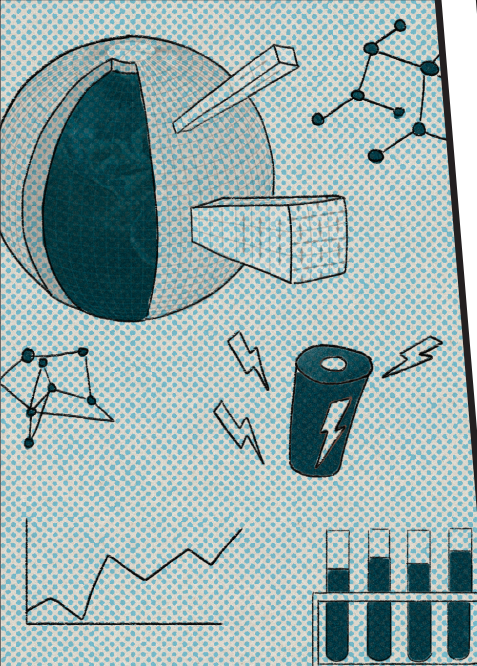
QUANTUM PHYSICS IS MIND BOGGLING



CLOSER TO MAGIC THAN WHAT SEEMS COMMON SENSE



JUST LOOK UP 'REMOTE ENTANGLEMENT' AND TRY TO GET YOUR HEAD AROUND IT - IT'S TRULY 'OUT THERE' - BUT VERY FEW PEOPLE UNDERSTOOD ENOUGH TO DO AMAZING THINGS



APPLYING INSIGHTS FROM QUANTUM PHYSICS TO BETTER MODEL THE WEATHER, MAKE HYPER EFFICIENT BATTERIES, NEW MEDICINES AND UNDERSTAND RISK MORE



IT SHOWS JUST HOW RIDICULOUSLY CLEVER HUMAN BEINGS CAN BE AT WORKING THINGS OUT - WHICH MAKES YOU WONDER



ARE THESE ADS A PROBLEM?

NO, DON'T THINK SO

WHY HAVEN'T GOVERNMENTS YET WORKED OUT THAT ADS PROMOTING HEAVILY POLLUTING PRODUCTS AND LIFESTYLES ARE A BAD IDEA?



LIFE IS BETTER IN AN SUV

WE DON'T NEED QUANTUM PHYSICS TO TELL US A FOSSIL FUEL AD BAN IS A NO-BRAINER.

YOU CAN...

1

AVERT YOUR EYES – DON'T LET THE ADS DRAW YOU IN!

2

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

declared a climate emergency as part of their efforts

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

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 whenever you like*

☐ Yes ☐ No


[Edit and send email](#)

3

MAKE YOUR COUNCIL TAKE ACTION!

GET YOUR TOWN TO STOP PROMOTING POLLUTION.

WRITE TO YOUR COUNCIL AT [BADVERTS.ORG/TAKE-ACTION](https://badverts.org/take-action)

 Ministry for the Climate Emergency

Further reading: see our research reports for the comprehensive background to this public information briefing at – badverts.org/publications
Published by the New Weather Institute – newweather.org



bwa.design