# Oil Companies' Advertising Campaigns Challenged on London's Public Transport



### Advertising Campaigns by Oil Companies on London's Public Transport

Since Mayor Sadiq Khan's 2018 pledge to make London a “zero carbon city,” the Transport for London (TfL) network has showcased over 240 advertising campaigns from major oil and gas companies. These include Shell, BP, and ExxonMobil, as revealed by DeSmog through Freedom of Information (FOI) requests.

The findings align with UN Secretary-General António Guterres’ call for a global ban on fossil fuel advertising, which he argues constitute greenwashing. Notably, BP emerged as the top advertiser during the 2019-2020 fiscal year with 168 campaigns. Ads from BP, Shell, and the Offshore Energies UK lobby group were strategically placed at Westminster and St. James Park stations, close to Parliament.

Equinor, a Norwegian oil company, launched 14 campaigns, some of which coincided with governmental deliberations on its Rosebank oilfield project. Similarly, the Canadian Energy Centre also contributed two campaigns since April 2022.

A broader analysis reveals that 1,275 campaigns included energy suppliers that still use fossil fuels, such as E.ON and British Gas. This comes amid efforts by TfL, governed by the Mayor’s office and the Greater London Authority, to project a greener image and achieve zero emissions by 2030.

TfL reported £144 million in advertising revenue in the last fiscal year, with 13,920 campaigns hosted network-wide. Officials stated that all adverts undergo case-by-case reviews to ensure compliance with advertising regulations.

Campaigners and politicians, including former London Assembly member Sian Berry, criticize these advertisements, stating they undermine London’s climate goals. TfL's commitment to a zero-emission bus fleet and renewable energy usage is perceived as conflicting with the fossil fuel promotions.

Following Khan’s re-election in May, he emphasized further efforts to tackle climate change, but activists argue TfL's ad policies are inconsistent with its environmental objectives.