

FOUNDATION CLIMATE TIPPING POINTS



proudly presents

ANNUAL REPORT

2023

For our 3 projects

- Reclame Fossielvrij (Fossil Free Advertising)
- Social Tipping Point Coalitie
- Den Haag Fossielvrij

ABOUT US

Stichting Climate Tipping Points is the new name of Stichting Den Haag Fossielvrij (Foundation The Hague Fossil Free). This foundation was founded in 2018 to support the local citizens' movement Den Haag Fossielvrij (The Hague Fossil Free), which is part of Fossil Free / 350.org.

Since 2019 it also hosts the group Reclame Fossielvrij (Fossil Free Advertising) and since 2021 the Social Tipping Point Coalitie.

To better serve the umbrella status of the foundation, in 2023 we renamed our foundation and renewed our statutes. The foundation supports groups, projects and campaigns that do everything within their power to prevent climate tipping points. For example by campaigning for a fossil ad ban to induce social tipping points.



Riding the waves - for climate and environmental justice

We proudly present our 2023 annual report. As board of the Climate Tipping Points Foundation we host three campaigns and three strategies to help prevent climate tipping points. First of all, we host the campaign of Fossil Free Advertising which employed more than five people in 2023. We are thrilled by their endless energy, activities and successes in 2023 (see separate paragraph of this report). Moreover, we host the Social Tipping Point Coalitie which is supported by the same people as are employed for the Fossil Free Advertising campaign. Finally, we host Den Haag Fossielvrij, a campaign mainly performing legal proceedings against a fossil energy based heating network in The Hague. We regret this campaign is dormant since the end of 2023 due to two members no longer being able to participate.

What binds us is our companionship, our effective strategies, our ability to recognize opportunities and to ride the waves. In 2023, all three of our campaigns were listed in the newspaper Trouw Sustainable Top 100 of the most influential green citizen's movements in the Netherlands. Fossil Free Advertising was even number 8.

We will keep fighting for climate and environmental justice.

Hans Hutter, treasurer of the board

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**"Nothing less than social
tipping points are
required to enable a
manageable and dignified
climate future.
Incremental change is not
an option."**

***Professor Johan Rockström
Stockholm Resilience Center
2023***

RECLAME FOSSIELVRIJ (FOSSIL FREE ADVERTISING)



Reclame Fossielvrij (RFV) is campaigning for a law that bans fossil advertising in national parliament. RFV expanded the team from 4 to 7 people in Q4. In 2023 we received funding from KR Foundation and ETF. RFV was founded in 2019.

MISSION

- RFV strives for a law to ban advertising for fossil fuel industry, air travel and high carbon cars. Just like the tobacco ban. Both in the Netherlands and the EU.
- RFV does so by lobbying parliament, creating frontrunning cities, involving health care workers, problematizing fossil ads in legal cases, knowledge sharing and encouraging an international snowball (by movement building and knowledge sharing).
- RFV is convinced a ban on fossil ads and sponsorships is indispensable for the social tipping point that is needed to keep within the carbon budget for 1.5C.

RESULTS

- Six scientific advisory bodies wrote reports in which they advised the government to ban climate harming ads.
- 5 more municipalities took (new) steps to ban fossil ads.
- Healthcare professionals launched their campaign for a fossil ad ban.
- RFV-campaigners were on radio, tv, podcasts and conferences 42 times.
- The fossil ad ban was in 6 election manifestos for national parliament. It was tabled multiple times in parliament.
- RFV launched the website showcasing the growing number of fossil ad ban campaigns: worldwithoutfossilads.org.
- A 3-day conference, 3 toolkits and 3 webinars were organised for knowledge building for EU grassroot groups.
- RFV won advertising watchdog complaints against Shell and Corendon.
- The CEO of the advertising sector organisation declared on national tv that he supports a fossil ad ban.

OUTLOOK 2024 AND BEYOND

RFV plans to continue its strategy, focussed both on the Netherlands and the EU. RFV will expand with a new strategy that is aimed to ban fossil ads through an existing EU-law.



LOBBY AT DUTCH PARLIAMENT

A ban on fossil ads was tabled multiple times, through motions and questions to the minister and debates. 9 political parties, amongst which two governing parties, supported a motion about a fossil ad ban. This motion was just 7 votes short of a majority. It was the biggest parliamentary support for a fossil ad ban ever. 12 scientists wrote a report on request of the Minister with the title: "a ban on fossil ads is essential".

CITIES AS FRONTRUNNERS

After Amsterdam banned fossil ads as the first city in the world, many municipalities filed motions and city boards moved forward to ban fossil ads. This trend continued in 2023, in the Netherlands and abroad. In the Netherlands 5 more municipalities, amongst which 2 very liberal ones, banned fossil ads. Zwolle adopted a change of the local law as a world first. In The Hague RFV mobilized famous people in support of local fossil ad ban law.

GEFELICITEERD BLOEMENDAAL



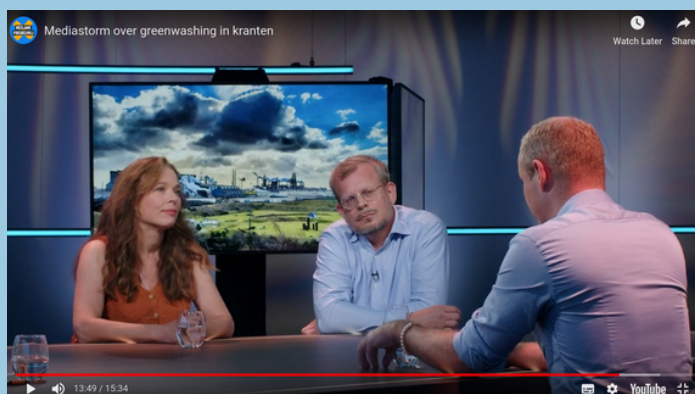
HEALTHCARE PROFESSIONALS

Dutch healthcare workers have launched the campaign vanwieisdelucht.nl ("Who Owns The Air?") pleading for a ban on fossil ads. They are backed by health organisations, representing ten thousands of healthcare professionals. Their petition for a fossil ad ban was signed by almost 1.500 doctors. They have organised a protest twice in front of parliament, engaging in conversations with parliamentarians and the minister and handing out flyers.



NEWSPAPERS AND FOSSIL ADS

RFV was elected once again in the Trouw Sustainable 100, organised by the newspaper Trouw. Yet Trouw is paid for by fossil ads. We gathered support from notable people, like Paul Polman, Roger Cox and Herman Wijffels for a letter to publisher DPG Media to free Trouw from fossil ads. The offspin of this campaign was media attention in podcasts, radio shows and twice on national television. Also the editor in chief promised to ban fossil ads in januari 2025.



USING THE LAW

RFV won advertising complaints against misleading advertising by Shell and Corendon further problematising fossil ads.

Behind the scenes the preparations for the KLM lawsuit continued in full force after the court ruled Fossilvrij was admissable. This generated much international media attention for greenwashing and the need for a fossil ad ban.



FOSSIL AD BAN ON EU LEVEL

In 2023 RFV extended her projects to the EU. The aim of this project is to set the stage for an EU ban on fossil ads by movement building and creating media attention through municipalities that ban fossil ads. RFV delivered toolkits and webinars. Movement building was done with with a grassroots conference in Amsterdam, subgranting for groups in Austria, Sweden and the UK, leading to a fossil ad ban in Stockholm (Sweden) and motions in Graz (Austria).



OTHER PROJECTS

RFV has launched www.worldwithoutfossilads.org featuring all successes and scientific reports about (banning) fossil ads.

RFV has organised several action to protest the sponsorship of KLM of sports and cultural events,

RFV has co-initiated a pledge for the cultural sector to refuse fossil sponsorships.

RFV has supported Fossil? No Deal! with their initiative of advertising agencies that ban fossil clients. 80 agencies have signed up.

PARTNERS

RFV has welcomed three interns from the Fair Future Generators program of Friends of the Earth.

RFV cooperates closely to spur an international movement against fossil ads. In 2023 we organised a 3-day conference in Amsterdam for knowledge sharing and movement building amongst grassroot allies from Europe. 70 persons from 13 countries were present.

We collaborate with organisations like Clean Creatives, New Weather Institute, RAP, Comms Declare. Blue Crab, the Degrowth movement, CAPE, IFMSA, Fossil Free Football, XR Nederland, Greenpeace, the Global Climate and Health Alliance.. RFV is part of the worldwide 350.org movement and closely tied with Fossilvrij NL (Fossil Free NL).

REPRESENTATION

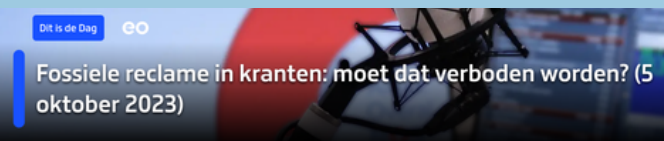
On average RFV was represented once a week in 2023. This is apart from quotes in news media articles.

- 3 national television shows
- 6 national radio shows
- 4 podcasts
- 3 talks at expert sessions
- 4 talks at international conferences
 - Ao Energy Cities and C40
- 13 talks at Dutch conferences
- 1 talk at the KLM AGM
- 4 talks educating students
- 4 opinion pieces
- Many quotes in written press

Geen reclame voor vliegtickets en fast fashion meer, adviseren wetenschappers aan kabinet



Ban op reclame voor vis, vlees en fossiele brandstoffen in bushaltes provincie Noord-Holland



8 nov '23 16:53

Reclame is het nieuwe front voor klimaatactivisten

 Marceline Bresson



■ ACHTERGROND

De zaak van Fossielvrij NL tegen KLM over 'greenwashing' in reclame kan invloed hebben op hele sector



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Website
www.verbiedfossielereclame.nl

Instagram
<https://www.instagram.com/reclamefossielvrij/>

LinkedIn
<https://www.linkedin.com/company/reclame-fossielvrij/>

Donations
<https://reclame-fossielvrij.kentaa.nl/>

SOCIAL TIPPING POINT COALITIE



According to scientists, the only thing that can keep global temperature rise below 1.5C is a social tipping point. A quick mass change in norms, values and behaviour can prevent the climate tipping points that will cause runaway climate disruption. Because time is running out, the Social Tipping Point Coalitie (STPC) is a coalition of professors, famous people, NGOs and citizens that urges the national government to take measures to induce a social tipping point / mass behavioural change. The STPC was founded in 2021.

MISSION

- STPC urges the Dutch government to implement a strategy for social change, in order to keep below 1.5C.
- Spread awareness of the IPCC 6th assessment reports statement: 40-70% of all emission reductions must come from mass behavioural change, which should be brought about by government policy.
- STPC does so by lobby, incorporating the narrative in the campaign for a fossil ad ban and other campaigns and finally by spreading awareness on social media.

ACTIVITIES/RESULTS

- The Federation of American Scientists has advised president Biden to make policy that induces social tipping points (after a meeting with STPC).
- The Social Tipping Point-potential is now widely acknowledged in the Netherlands, both amongst scientists and government and is used by advisory bodies to advise the government about climate measures
- In 2023 the Social Tipping Point Coalition has integrated the social tipping point narrative into the Reclame Fossielvrij-campaign.

OUTLOOK 2024 AND BEYOND

The national elections pointed towards a very right wing government. We decided to shift our attention away from the government as an actor that could induce a social tipping point, to actors in the civil society. STPC will regroup and evaluate the best way to be effective in the current political climate and with climate tipping points ahead.

DEN HAAG FOSSIELVRIJ

MISSION

- Den Haag Fossielvrij (DHFV) strives for sustainable heat in homes as part of the energy transition.
- In recent years, DHFV has done so by trying to block a hundreds of millions dollar project of the fossil fuel industry to provide residual heat to The Hague households from the Rotterdam harbor area. To that end, DHFV has carried out a legal procedure at the Council of State. Unfortunately, in April 2023 the Council of State decided in favor of the parties behind this project which is now ongoing.

RESULTS

In 2023, no results or activities were reported.

OUTLOOK 2024 AND BEYOND

DHFV is dormant after two members left the group.

ABOUT CLIMATE TIPPING POINTS FOUNDATION

Climate Tipping Points Foundation (formerly known as stichting Den Haag Fossielvrij)

On September 4, 2018, the "Foundation to promote the Fossil Free movement in The Hague, South Holland and beyond" was founded. The foundation takes care of fundraising for the local grassroots movement The Hague Fossil Free and for the Fossil Free Advertising Campaign. The foundation is recognized as a public benefit organisation (ANBI status).

In 2023, our former treasurer Sonja van der Eijk left the foundation because she moved houses. The foundation was happy to welcome Hans Hutter. The foundation now has the following board members: Hans Hutter (treasurer), Lennart van der Linde (secretary) and Anne Maljaars. The board members do not receive any remuneration for their board activities. The foundation does not aim to make a profit.

In March 2024 the foundation was renamed in foundation Climate Tipping Points. Also the statutes were renewed.

Climate Tipping Points

RSIN 859130289 (Dutch identification number for legal entities and associations)

Chamber of Commerce number 72497688

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BUDGET 2023

Incorporation foundation

The Company was incorporated on September 4th 2018.

Activities

The activities of Stichting Climate Tipping Points, having its legal seat at 'S-GRAVENHAGE, primarily consist of: Promoting, protecting, supporting and achieving social, environmental and economic justice and health for current and future generations by taking away the power of fossil fuel industries, preventing infrastructure that will lead to a lock-in effect, creating local sustainable energy solutions.

Summary financial information

	31-12-2023	31-12-2022	31-12-2021	31-12-2020
	€	€	€	€
Assets				
Current assets				
Receivables	766	-	-	-
Cash and cash equivalents	236.178	125.690	34.464	27.915
Total assets	<u>236.944</u>	<u>125.690</u>	<u>34.464</u>	<u>27.915</u>
Equity and liabilities				
Net assets	49.776	41.352	34.464	27.915
Short-term liabilities	187.168	84.338	-	-
Total equity and liabilities	<u>236.944</u>	<u>125.690</u>	<u>34.464</u>	<u>27.915</u>
			2023	2022
			€	€
Benefits			409.178	217.210
Total of net result			8.424	6.888
Total of net result			8.541	7.248
Net assets			49.776	41.352