WHO WE ARE?

Stop Funding Heat is a grassroots campaign concerned by the way that newspapers, news websites and social media platforms spread climate lies in the pursuit of sales, clicks or vested interests. Advertisers are a major part of this business model. Intentionally or not, advertisers fund the climate denial and misinformation that’s printed and posted every single day.

However, in an era where the impacts of climate change are already impacting people the world over and where most brands are publicly aligned with the science, these brands will avoid advertising alongside the worst culprits.

SO, WHAT IS ‘CLIMATE DENIAL’ AND ‘CLIMATE MISINFORMATION’?

Sadly, it is nothing new. Once known as “climate scepticism”, then properly named “climate denial”, this phenomenon has been around since science began to discover the links between human activity and climate change. Recently, denial has come to be more broadly known as “climate misinformation” to cover the subler forms of climate lies — but they are still one and the same.

Now, aided and abetted by tech giant algorithms and the editorial direction of newspapers owned by the rich and powerful, coordinated climate denial spreads online like wildfire.

Here are a few examples that might feel familiar. While out-and-out “denial” of human-made climate change is getting rarer, new tactics of delayism, deflection, division and even doomism (“what’s the point”) are all emerging as new ways to stop climate action. For a deeper dive into spotting climate misinformation, visit our blog.
TYPES OF CLIMATE MISINFORMATION

- DENY
- DIVIDE
- DELAY
- DEFLECT

Global warming stopped 16 years ago, Met Office report reveals

The West needs to stop gaslighting the world with its fake moralism on climate change

Eco Central
Sponsored • Paid for by Eco Central UK
The West needs to stop gaslighting the world with its fake moralism on climate change 😞

Find out more here: https://eco-central.co.uk/2020/12/21/the-west-needs-to-stop-gaslighting-the-world-with-its-fake-moralism-on-climate-change/

ECO HYPOCRISY

The West needs to stop gaslighting the world with its fake moralism on climate change

Europe’s virtue-signalling environmental hypocrisy has given rise to a new ‘green’ colonialism...

The Telegraph

Hypocrisy and hot air hover over Glasgow as Cop26 leaders fly in by polluting private jet

Boris Johnson tells others to eradicate ‘suffocating blanket of CO2’ but will take own flight home, as will Joe Biden in giant Air Force One
HOW CAN I GET INVOLVED?

You can get involved with the campaign by joining our social media channels, newsletter or Facebook group (see below). But one great way to help is when you spot climate misinformation in the newspaper or on a news website (in the UK or in any other country), you can join us in “reporting the news”.

OUR GUIDE ON HOW TO ‘REPORT THE NEWS’:

1. **TAKE A PHOTO OR SCREENSHOT**
   Seen climate misinformation?

2. **LET US KNOW**
   Complete the webform on our website

3. **LET THE ADVERTISERS KNOW**

4. **SHARE SUCCESS STORIES**

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**FOLLOW**
Stop Funding Heat on social media:

**SIGN UP** to our newsletter to get the latest updates.

**JOIN OUR ONLINE COMMUNITY** by becoming a part of the Stop Funding Heat Facebook Group.

**‘REPORT THE NEWS’ TO BRANDS.**
Call out climate denial in the papers using this guide.
First up, gather your evidence. If you see a specific news article that spreads climate denial or misinformation, look for the advertisements posted alongside it.

If it is in the newspaper, take a photo making sure the advertisement is captured. If it is online, take a screenshot — to do this on Windows tap ‘PrtSc’ and on Apple press ‘Command + Shift + 4’.

Next up, we can help gather a community of people to join you in helping make climate denial and misinformation unprofitable.

Fill out the online form below to share the example you gathered, so we have it on record and can ask others to join you in targeting the advertisers.

Click here to share climate misinformation
The companies we shop with and the services we use online care about what their customers think. And many would be deeply uncomfortable to find out their advertising budget is being used to help fund climate misinformation.

The more of us that speak up and call out the brands that advertise alongside climate misinformation, the stronger our collective voice will be. Send your message now!

**ON TWITTER**
- Share your photo or screenshot and tag the Twitter handle of the company you’re targeting.
- Also, tag us at @StopFundingHeat and hashtag #StopFundingHeat, so we can retweet and amplify your message.

**VIA EMAIL:**
- Attach your photo or screenshot to the email.
- Send your email to the customer service email address, which is almost always on the company’s website.

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**Sam Smith**
@JustSam85

Hey @DFS, as a loyal customer, I am really unhappy to see this advert in The Telegraph. Please can you review your ad policies and #StopFundingHeat @stopfundingheat
TIPS ON HOW TO CRAFT YOUR MESSAGE:

**KEEP IT POLITE**
Brands generally don’t choose which articles their advertisements appear alongside, so it’s important that we politely let them know. Also, companies are much more likely to respond to a polite message from a concerned customer.

**ASK FOR A COMMITMENT**
Ask the company to withdraw its advertising and commit to changing their advertising practices. They may or may not commit, but this will clearly indicate that you’re serious about holding them to account.

**MAKE IT PERSONAL!**
We’ve found that companies are more likely to respond if you give them a bit of a personal background on why you’re asking them to change their advertising practices.

**ASK FOR A RESPONSE**
You might not have enough characters to do this on Twitter, but it’s worth making clear that you’d like them to consider your message and respond.

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**STEP FOUR**
HEARD BACK FROM AN ADVERTISER?
If you heard back from a company you contacted, that’s fantastic! Let us know by sending us a direct message on social media (via our Facebook, Twitter or Instagram), or an email at hello@stopfundingheat.info.

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HOW TO FIND CLIMATE MISINFORMATION ONLINE?
If you would like to help find climate misinformation, we have a core team of volunteers scanning the news every day. But we always need help! Get in touch with us at hello@stopfundingheat.info and let’s chat.