

STOP
funding
HEAT

SUPPORTERS GUIDE

HOW TO MAKE CLIMATE DENIAL
UNPROFITABLE

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 subtler forms of climate lies](#) — but they are still one and the same.

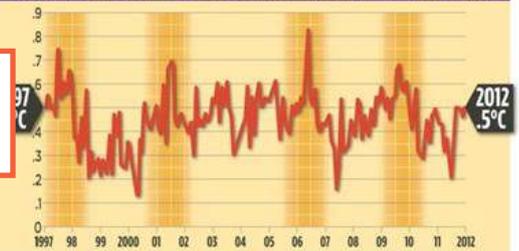
Now, aided and abetted by tech giant algorithms and the editorial direction of newspapers owned by the rich and powerful, coordinated climate denial spreads online like wildfire.

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

Global warming stopped 16 years ago, Met Office report reveals

Graph showing tenths of a degree above and below 14C world average



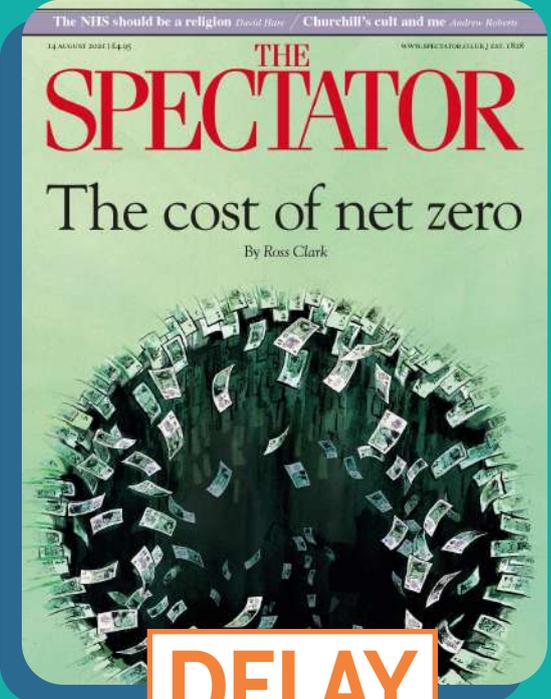
by the Met Office's Hadley Centre and Prof Jones's Climatic Research Unit. cuts to carbon-dioxide emissions, predicting a catastrophic increase of up to a further five degrees by the end of the century. Energy Minister, John Hayes, promised that 'the high-flown theories of bourgeois Left-wing academics will not override the interests of ordinary

DENY

Eco Central
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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/>



DIVIDE



DELAY

The Telegraph News Business Sport Opinion Politics World
UK news Coronavirus Royals Health Defence Science Education

DEFLECT

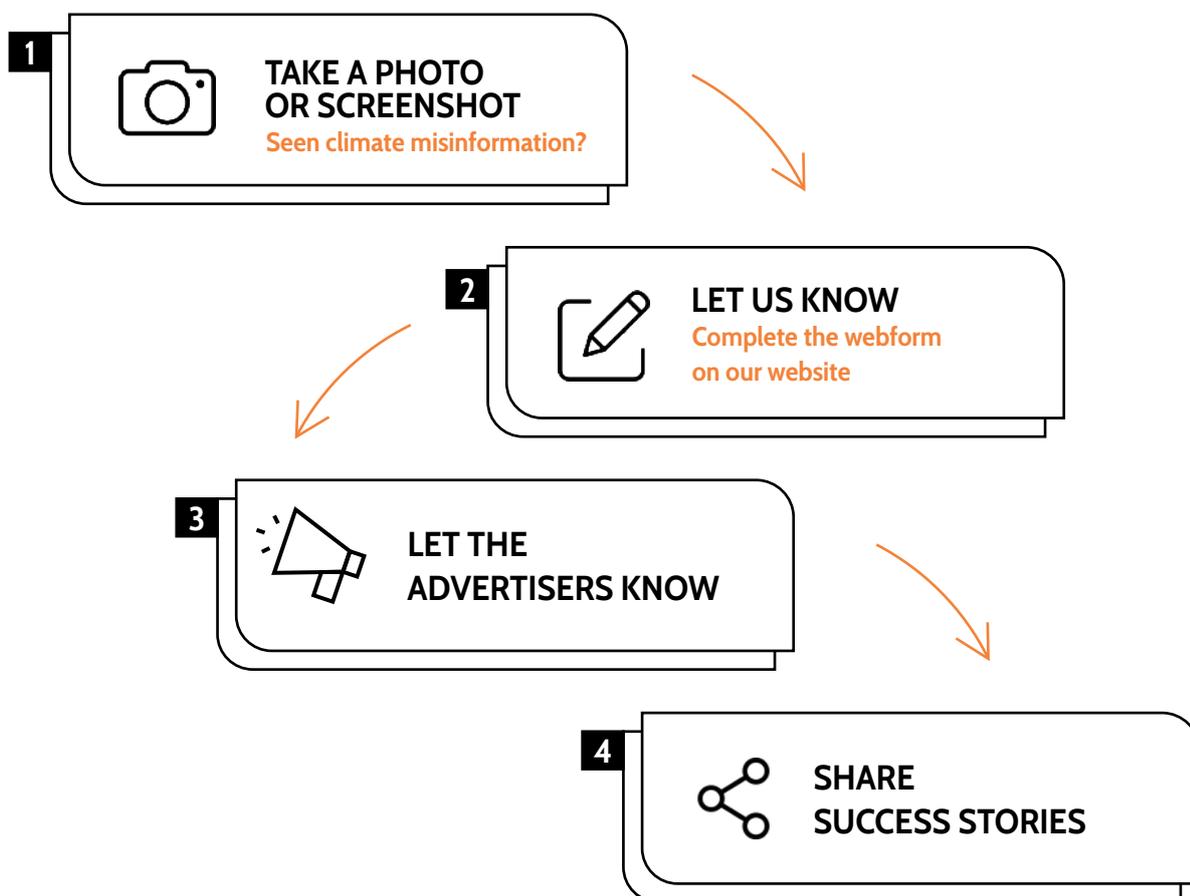
Hypocrisy and hot air hover over Glasgow as Cop26 leaders fly in by polluting private jet

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':



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.



STEP ONE

TAKE A PHOTO OR SCREENSHOT

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'.



STEP TWO

LET US KNOW

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](#)



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.



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STEP THREE

LET THE ADVERTISERS KNOW

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.



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

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.

Your Climate commitment

Customerservice@mysupermarket.co.uk

Your Climate commitment

Dear [your supermarket here],

I shop at [supermarket] every week, and it's my favourite place to buy my groceries.

I also care deeply about climate change, which is why I'm so heartened to see that your company has a commitment to reach net zero emissions by 2050.

However, I noticed that in this morning's paper, [supermarket] advertisements were printed alongside climate misinformation in [newspaper]. It was so disappointing to see your company's money inadvertently being used to fund action directly against climate policy like this.

As I know these news articles don't align with your company's values, I politely ask you to remove your advertisements from [newspaper] and commit to changing to advertising practices.

Kind regards,
xxxx



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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.

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 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.

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.



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.



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.