

Amsterdam bans public ads for meat and fossil fuels

7th May 2026



Amsterdam has banned public advertisements for meat and fossil fuel products. This means there will be no ads for burgers, chicken nuggets, petrol cars, and airlines in Amsterdam's streets, train stations, and other public places. The ban

is to help move Amsterdam towards its target of being carbon neutral by 2050. One aim is for local residents to halve how much meat they eat. The city is the world's first capital to take such action. Environmentalist Hannah Prins said the ban on meat advertising is similar to the one on cigarette products. The number of smokers went down because of that. Ms Prins said it was "weird" that people were once allowed to smoke in public.

Two groups in Holland are unhappy that they can no longer advertise their products. The Dutch Meat Association called the ban "an undesirable way to influence consumer behaviour". It added that meat "delivers essential nutrients and should remain visible and accessible to consumers". Similarly, the Dutch Association of Travel Agents and Tour Operators said the ban was too strict and unfairly limited their ability to do business. Climate activist Andrea Mancuso disagreed. He said ads that lead to more fossil fuels being used damages the environment. He said: "By becoming the first capital to legally ban fossil fuels and meat advertising, Amsterdam is... setting a global standard."

Sources: earth.org / bbc.com / plantbasednews.org

Writing

It is a good idea to ban ads for meat and fossil-fuel-related products. Discuss.

Chat

Talk about these words from the article.

Amsterdam / ban / advertisements / meat / fossil fuels / burgers / cars / airlines / city / unhappy / consumer / behaviour / travel agent / climate / environment / global

True / False

- 1) The city of Amsterdam has banned all meat and fossil fuel products. T / F
- 2) Amsterdam wants to be a carbon neutral city by 2050. T / F
- 3) The city of Amsterdam wants residents to have their meat consumption. T / F
- 4) An environmentalist said it was weird that people once smoked in public. T / F
- 5) The Dutch Meat Association is happy with the advertising ban. T / F
- 6) A Dutch travel agent association thinks the advertising ban is too strict. T / F
- 7) A climate activist said ads for meat damage the environment. T / F
- 8) The climate activist said Amsterdam is setting a national standard. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|-----------------------|---------------|
| 1. banned | a. strange |
| 2. target | b. citizens |
| 3. residents | c. campaigner |
| 4. similar | d. important |
| 5. weird | e. comparable |
| 6. undesirable | f. tough |
| 7. essential | g. prohibited |
| 8. strict | h. nasty |
| 9. activist | i. lawfully |
| 10. legally | j. aim |

Discussion – Student A

- a) What do you think of ads for burgers and chicken nuggets?
- b) What do you think of ads for petrol cars and airlines?
- c) What is your town doing to be carbon neutral?
- d) What are you doing to reduce your carbon footprint?
- e) Should people reduce the amount of meat they eat?
- f) What do you think of a ban on advertising cigarettes?
- g) Is a ban on ads for meat the same as a ban on ads for cigarettes?
- h) How successful do you think the advertising ban will be?

Phrase Match

- | | |
|---|---------------------|
| 1. This means there will be no | a. behaviour |
| 2. its target of being carbon | b. standard |
| 3. the world's first capital to | c. allowed to smoke |
| 4. The number of smokers | d. their products |
| 5. it was "weird" that people were once | e. neutral by 2050 |
| 6. they can no longer advertise | f. nutrients |
| 7. influence consumer | g. went down |
| 8. meat delivers essential | h. ads for burgers |
| 9. the first capital to legally | i. take such action |
| 10. setting a global | j. ban fossil fuels |

Discussion – Student B

- What do you think about what you read?
- What do you think of ads for fast food?
- Do you agree with the Dutch Meat Association?
- How important is meat to us?
- Should we all fly less?
- What do you think of advertising?
- Should all cities ban ads for meat and fossil fuel products?
- What questions would you like to ask Amsterdam residents?

Spelling

- chicken ngutge
- local edtssienr
- avelh how much meat they eat
- similar to the one on itagetecr products
- Ms Prins said it was rediw
- once loedawl to smoke in public
- leifcnue consumer behaviour
- meat delivers lsesteina nutrients
- remain ilivbes and accessible to consumers
- Climate stcvitia Andrea Mancuso disagreed
- the first capital to llelayg ban fossil fuels
- Amsterdam is setting a global rdnaastd

Answers – Synonym Match

1. g	2. j	3. b	4. e	5. a
6. h	7. d	8. f	9. c	10. i

Comprehension Questions

Listen to / read the news article. Answer these questions. (Answers are on p. 27 of the 27-page PDF.)

1.	What food will not be advertised in public besides meat and burgers?
2.	What does Amsterdam want to be by 2050?
3.	What does Amsterdam want people to halve?
4.	What did an environmentalist liken the advertising ban to?
5.	What did the environmentalist say was weird?
6.	How many groups does the article say are unhappy about the ban?
7.	What did a meat association say meat delivers?
8.	What did a tour guide association say the ban limited the ability of?
9.	How many capital cities around the world have banned ads for meat?
10.	What did a climate activist say Amsterdam was setting?

Speaking – Carbon Neutral

Rank these with your partner. Put the best ways to be carbon neutral at the top. Change partners often and share your rankings.

- | | |
|------------------|----------------------|
| • Eat less meat | • Cycle or walk |
| • Fly less | • Buy local produce |
| • No petrol cars | • Avoid fast fashion |
| • Plant trees | • Recycle more |

Answers – True False

1	F	2	T	3	T	4	T	5	F	6	T	7	T	8	F
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Answers to Phrase Match and Spelling are in the text.