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Amsterdam bans public ads for meat and fossil fuels – 7th May 2026

Level 0

Amsterdam has banned public advertisements for meat and fossil fuel products. This includes ads for burgers, cars, and airlines. The city wants to be carbon neutral by 2050. An environmentalist said the ban on meat ads is like the one on cigarettes. She said it was strange that people were once allowed to smoke in public.

A meat association is unhappy. It said the ban would unfairly change people's behaviour. It said meat was healthy. A travel agent group said the ban was too strict, and that it would be difficult for travel agents to do business. A climate activist said ads for fossil fuel products damage the environment.

Level 1

Amsterdam has banned public advertisements for meat and fossil fuel products. There will be no ads for burgers, petrol cars, and airlines in public places. The ban is to help the city be carbon neutral by 2050. Another aim is for people to halve how much meat they eat. An environmentalist said the ban on meat ads is similar to the one on cigarettes. She said it was "weird" that people were once allowed to smoke in public.

Two groups are unhappy with the ban. A meat association said the ban would unfairly change people's behaviour. It said meat was healthy. Similarly, a travel agent group said the ban was too strict. The group said it would make it difficult for travel agents to do business. A climate activist said ads for fossil fuel products damage the environment. He was happy that Amsterdam is setting a good example with the ban.

Level 2

Amsterdam has banned public advertisements for meat and fossil fuel products. There will be no ads for burgers, petrol cars, and airlines in streets, train stations, and other public places. The ban is to help Amsterdam with its target to be carbon neutral by 2050. One aim is for residents to halve how much meat they eat. An environmentalist said the ban on meat ads is similar to the one on cigarettes. That ban cut the number of smokers. The environmentalist said it was "weird" that people were once allowed to smoke in public.

Two groups in Holland are unhappy with the ban on ads for their products. A meat association called the ban "undesirable" because it would change people's behaviour. It added that meat contained essential nutrients. Similarly, a travel agent group said the ban was too strict. The group said it unfairly limited the ability of travel agents to do business. A climate activist disagreed. He said ads for fossil fuel products damage the environment. He said: "By becoming the first capital to legally ban fossil fuels and meat advertising, Amsterdam is... setting a global standard."

Level 3

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."