**Climate Change Impact Assessment Summary**

| Project/Proposal Name	Advertising and Sponsorship Policy	Portfolio	Policy, Performance and Communications
Committee	Strategy and Resources	Lead Member	
Strategic Priority	Healthy Lives and Wellbeing for All	Lead Officer	Nicola Allen
Date CIA Completed	14/12/23	CIA Author	Nicola Allen
		Sign Off/Date	

Project Description and CIA Assessment Summary	Introduce a modern policy to govern how all advertising and sponsorship is managed across the authoity - including all Council assets, land and relationships. The policy will include restrictions that support the Council's commitment to improving health & the climate, and contribute to long-term savings. The policy will provide consistent, clear, transparent and fair criteria in managing advertising and sponsorship relationships, ensuring that all businesses/organisations/individuals are assessed using the same set of terms.

Rapid Assessment	Does the project or proposal have an impact in the following areas? Select all those that apply. Only complete the sections you have selected here in the assessment.		
Buildings and Infrastructure	Yes	Influence	Yes
Transport	Yes	Resource Use	Yes
Energy	No	Waste	Yes
Economy	No	Nature/Land Use	No
		Adaptation	Yes

Initial Assessment Summary

Initial Assessment Summary

Full Assessment Summary

Full Assessment

Progress Towards Net Zero
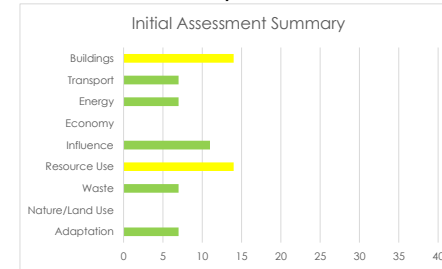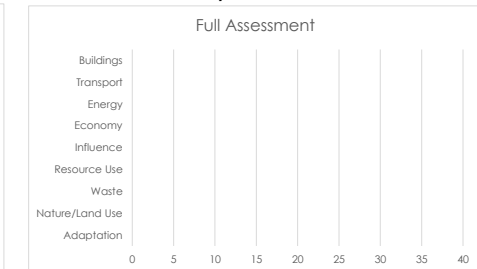
>=27	The project will increase the amount of CO2e released compared to before.
21-26	The project will maintain similar levels of CO2e emissions compared to before.
12-20	The project will achieve a moderate decrease in CO2e emissions compared to before.
3-11	The project will acheve a significant decrease in CO2e emissions compared to before.
0-2	The project can be considered to achieve net zero CO2e emissions.

Initial Assessment

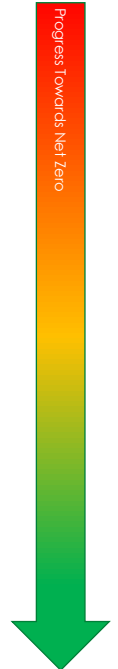| Category	Impact	Description of Project Impact	Score
Buildings and Infrastructure	Construction	N/A	NA
	Use	Our buildings and facilities are also available for advertising - such as the Winter Garden - the policy would limit the promotion of fossil fuel products	7
	Land use in development	Any new external advertising contract developments approved by Planning on SCC land would be limited by the policy terms, again restricting the promotion of fossil fuel products and services. This policy does not address circumstances in which additional digital out of home advertising would be authorised by planning.	7
Transport	Demand Reduction	N/A	NA
	Decarbonisation of Transport	By limiting ads for fossil fuel and polluting vehicles there will be a reduction in the exposure of the population to these categories of subject, and some reduction in the normalisation of fossil fuels and polluting vehicles. It is difficult to quantify the extent to which this will have an impact on emissions.	7
	Public Transport	N/A	NA
	Increasing Active Travel	N/A	NA
Energy	Decarbonisation of Fuel	Whilst it is difficult to quantify, it is possible that banning advertisements for fossil fuels may have some impact on demand for them and products fuelled by them.	NA
	Demand Reduction/Efficiency Improvements	The introduction of an authority wide policy opens up potential opportunities for more businesses to advertise in more places. It is anticipated that most advertising will be online. The policy is not linked to further expansion of digital out of home advertising, which would be assessed by planning regulations.	7
	Increasing infrastructure for renewables generation	NA	NA
Economy	Development of low carbon businesses	NA	NA
	Increase in low carbon skills/training	NA	NA
	Improved business sustainability	NA	NA
Influence	Awareness Raising	Promotion of the new policy, the restrictions and the reasons for implementing, will increase awareness of climate change and actions to address climate change issues. Media, online digital media, stakeholder sharing will support this activity. Fossil Fuel companies use advertising to promote false solutions. Greenwashing is often used by fossil fuel companies to influence people's thoughts about the companies operations. The introduction of the policy and restrictions challenges this misleading activity and prevents such ads from being promoted. Whilst the policy does not significantly reduce emissions in and of itself, the leadership it shows in terms of the content of advertising permitted is significant and so the score reflects the potential wider impact.	3
	Climate Leadership	This could be a strong example of leading the way on banning fossil fuel ads. Some other UK local authorities have passed motions, approved a policy, butwe are not aware of any in the UK that have actually implemented restrictions (cities and countries in some other countries are further ahead on this issue). In terms of covering both climate issues and public health (HFSS foods/drinks) it is likely to attract more attention, as other authorities have generally focussed on one or the other. Existing contracts would however be unaffected until the point of renewal/retender - unless national legislation was to change	3

10	The project will significantly increase the amount of CO2e released compared to before.
9	The project will increase the amount of CO2e released compared to before.
8	The project will maintain similar levels of CO2e emissions compared to before.
7	
6	
5	The project will achieve a moderate decrease in CO2e emissions compared to before.
4	
3	
2	The project will achieve a significant decrease in CO2e emissions compared to before.
1	
0	The project can be considered to achieve net zero CO2e emissions.
Carbon Negative	The project is actively removing CO2e from the atmosphere.

Progress Towards Net Zero

	Working with Stakeholders	Development of the policy terms has been done with advice and liaison from industry stakeholders such as AdFreeCities and Sustain. These organisations will amplify promotion of the adopted policy. Other authorities meet frequently to discuss policy terms across climate and health and share knowledge and experience. In addition the policy creates more space in the ad market for business stakeholders who share similar values or promote non-harmful products. We've seen interest from local media around banning ads so expect this will gain media coverage.	5

Resource Use	Water Use	N/A	NA
	Food and Drink	N/A	NA
	Products	Advertising in general promotes consumption, but the policy will restrict adverts of some types of products which have negative impacts for climate and sustainability, contributing to a reduction in consumption of these products. Evidence from studies and reports shows that adverts do influence consumption levels.	7
	Services	Advertising in general promotes consumption, but the policy will restrict adverts for some services which have negative impacts for climate and sustainability, contributing to a reduction in consumption of these services. Evidence from studies and reports shows that ads do influence consumption levels.	7

Waste	Waste Reduction	The introduction of an authority wide policy opens up potential opportunities for more businesses to advertise in more places. While most forms of advertising will be online, this could lead to an increase in the production of materials, such as banners.	7
	Waste Hierarchy	NA	NA
	Circular Economy	NA	NA

Nature/Land Use	Biodiversity	NA	NA
	Carbon Storage	NA	NA
	Flood Management	NA	NA

Adaptation	Exposure to climate change impacts	NA	NA
	Vulnerable Groups	NA	NA
	Just Transition	This policy will only apply to existing external providers at point of contrat renewal.	7

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