

## PR Week Awards Event – Telling The Truth

- The International Energy Agency find the fossil fuel industry responsible for 3/4 of CO2 emissions
- We need dramatic action now, reducing CO2 by 45% by 2030, even on the IPCCs highly optimistic model, to minimise the worst impacts of what will nonetheless be a catastrophe.
- The UN and the IEA are clear: we can't burn anything like the fossil fuels we have discovered, let alone go looking for more, and maintain a civilization and an environment we recognise. Despite this, according to the IEA, about 99% of fossil fuel companies' capital investment is in more coal, oil and gas.
- Fossil fuel companies have known about this since the 1980s but hid it from the public
- They continue to literally destroy civilization to make money
- The new strategy is Greenwash - talk green, act dirty. Although 99% of fossil fuel companies' capital investment is in more coal, oil and gas, yet all their (PR agency created) communication is about small green projects.
- The other strategy is as hominem attacks, focusing on the messenger and completely avoiding talking about the crystal clear, terrifying science. They know they can't defend themselves on that.
- PR firms are complicit. Fossil fuel co's have used PR to lie, deflect and blame everyone else but themselves while they continue to hunt for new oil. PR firms have charged them billions of dollars to tell this disgraceful story. Fossil fuel co's are a huge, secret part of company balance sheets - Edelman for example has billed at least a third of a billion dollars, probably much, much more. They should be ashamed.
- And they are ashamed - the agencies are hiding their work from the public and even from their own employees because they know they are in the wrong. They certainly aren't celebrating it here this evening. We needed investigators to produce this report.
- This complicity needs to end. The PRs should be whistleblowing on the work they are doing; agencies should be refusing work and their skills should be devoted to communicating the truth of our emergency.
- The fossil fuel companies are using their billions to hire the best communicators in the world to continue destroying the planet. These talented PRs shouldn't be spending their time like this. They should choose employers who want to do the right thing.
- The PRs also need to consider the dairy companies, car companies, banks and airlines they are representing. At this critical time the world needs the truth, not obfuscation.
- It's not just the PR agencies. Investment banks, advertising agencies, lawyers, management consultants, insurers, lobbyists and the other outriders for the fossil fuel companies are all in on the greenwashing and need to stop talking green while acting dirty. Actions are everything.