

4. **Fossil Fuel Advertisement Review – Motion No. FCSC 2024-12-05
(Councillor Menard)**
- Examen de la publicité sur les combustibles fossiles – Motion no FCSC
2024-12-05(S. Menard, conseiller)**

Committee Recommendation(s)

That Council approve the following:

The legal landscape around fossil fuel advertisements in Canada is rapidly evolving. This is partly due to the ongoing legal challenge against the anti-greenwashing legislation under the *Competition Act*, which forms the legal basis for the City of Ottawa to refuse advertisements due to false, unverified, or misleading environmental claims.

Staff shall therefore be directed to monitor the decision which results from this ongoing legal challenge and upon delivery of a court decision, prepare and provide a report to Finance and Corporate Services Committee and the Environment and Climate Change Committee regarding the results and any further action potentially required as it pertains to the City of Ottawa advertising policy.

Recommandation(s) du Comité

Que le Conseil approuve ce qui suit :

Le paysage juridique entourant la publicité sur les combustibles fossiles au Canada évolue rapidement, en partie en raison de la contestation judiciaire en cours des règles sur l'écoblanchiment prévues dans la *Loi sur la concurrence*, qui permettent à la Ville d'Ottawa de refuser les publicités contenant des allégations environnementales fausses, non vérifiées ou trompeuses.

On demande donc au personnel de rester à l'affût de la décision qui sera rendue par la cour dans cette contestation, puis de préparer un rapport sur l'issue de l'affaire et les modifications qu'il pourrait être nécessaire d'apporter à la politique sur la publicité de la Ville et de présenter ce document au Comité des finances et des services organisationnels et au Comité de l'environnement et du changement climatique.

Documentation/Documentation

1. Extract of draft Minutes, Environment and Climate Change Committee, 17 June 2025.

Extrait de l'ébauche du procès-verbal, Comité de l'environnement et du changement climatique, le 17 juin 2025.

2. General Manager's Memorandum, Recreation, Cultural and Facility Services, dated 22 May 2025.

Note de service du Directeur général, Direction générale des loisirs, de la culture et des installations, date le 22 mai 2025.

**Extract of Draft Minutes 18
Environment and Climate
Change Committee

17 June 2025**

**Extrait de l'ébauche du
procès-verbal 18
Comité de l'environnement et
du changement climatique

Le 17 juin 2025**

Fossil Fuel Advertisement Review – Motion No. FCSC 2024-12-05 (Councillor Menard)

Prior to the delegations, Chair Menard read in a Direction to Staff for consideration. Councillor Hill requested a recorded vote, pursuant to Subsection 33(10) of the Procedure By-law. The Direction to staff was turned into a Motion.

The following members of the public spoke before the Committee and provided comments:

- Sam Hersh
- James Adair, CAFES*
- Tom Ledgley
- Jen Martin
- Louise Green
- Rob Samulack
- Edelweiss D'Andrea
- Leah Temper

[* Individuals / groups marked with an asterisk above either provided comments in writing or by e-mail; all submissions and presentations are held on file with the Office of the City Clerk.]

The following written submissions were received:

- Petition submitted on 29 May 2025 from Horizon Ottawa
- Video submissions Deputy Mayor Barker and Tjarda van der Vijver, the Hague

The following also responded to questions:

- Mr. Dan Chenier, General Manager, Recreation, Cultural and Facility Services

Following discussion and questions of staff, the Chair put the Motion to Committee which was Carried on a division of 10 Yeas to 1 Nay. The item was then put to Committee and Carried the item as amended.

Motion No. ECCC 2025-18-03

Moved by S. Menard

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For (10): S. Menard, D. Brown, C. Curry, S. Devine, L. Johnson,
T. Kavanagh, R. King, W. Lo, M. Luloff, and T. Tierney

Against (1): D. Hill

Carried (10 to 1)