



**InfluenceMap**

**EU Disinfo Lab Conference #Disinfo2021**

Faye Holder, Program Manager, InfluenceMap. October 2021.

## About InfluenceMap

- Think tank founded in 2015
- Global team of 35, London HQ with NYC, Tokyo offices
- Core program assesses the corporate sector on climate lobbying
- We work extensively with the media, campaigners, financial institutions, corporations & policymakers

## Climate Change Counter Movement

- An ecosystem of organisations and individuals that operate using monetary resources and discourse of power to shape the public and policy [non]response to climate change
- The **corporate world**, ‘public relations’ firms, foundations, **conservative, libertarian and partisan think tanks, advocacy groups**, contrarian scientists, and the media. (McKie, 2021)

## 50 Shades of Climate Misinformation

- **Climate disinformation and misinformation refers to deceptive or misleading content that:**
  - Undermines the **existence or impacts of climate change**, the unequivocal human influence on climate change, and the need for corresponding urgent action according to the IPCC scientific consensus and in line with the goals of the Paris Climate Agreement;
  - **Misrepresents scientific data**, including by omission or cherry-picking, in order to erode trust in climate science, climate-focused institutions, experts, and solutions; or
  - **Falsely publicises efforts** as supportive of climate goals that in fact contribute to climate warming or contravene the scientific consensus on mitigation or adaptation.

## Climate Change & Digital Advertising: Climate Science Disinformation

IN THE FIRST HALF OF  
**2020**  
THERE WERE  
AT LEAST

**51**

ADS THAT CONTAINED  
CLIMATE DISINFORMATION  
ON FACEBOOK'S PLATFORMS

**ONLY**

**1**

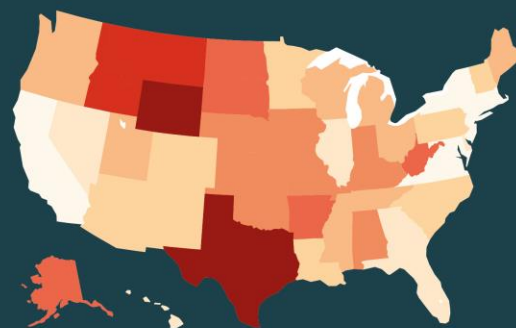
**HAD BEEN  
TAKEN DOWN**

WITH 8 MILLION  
IMPRESSIONS

THIS EQUATES TO AROUND

**70**

MILLION IMPRESSIONS  
SINCE THE PARIS AGREEMENT



AD DISTRIBUTION  
FAVOURS RURAL STATES  
**IN THE US**

© INFLUENCEMAP



# Climate Change & Digital Advertising: Climate Science Disinformation

**Inactive**  
23 Apr 2020 - 28 Apr 2020  
ID: 785741218626713

**Turning Point USA**  
Sponsored • Paid for by Turning Point USA

Charlie Kirk Is So Right... Conservatives Are Pro-Science, While Leftists Are Pro-Panic! Climate Change Is A HOAX! #ThinkForYourself #EarthDay

**CLIMATE CHANGE PANIC IS NOT BASED ON FACTS**



Climate Change Panic Is Not Based On Facts

Amount spent (USD): **\$200-\$299**  
Estimated audience size: **>1M people**

[See ad details](#)

**Inactive**  
19 Jun 2020 - 25 Jun 2020  
ID: 3531939460169040

**Life: Powered**  
Sponsored • Paid for by Texas Public Policy Foundation

Hurricane season is here. Think manmade climate change is going to make severe weather worse? Think again.

Atmospheric scientist, meteorologist, and former director of the National Hurricane Center shares the real facts about hurricanes:



WASHINGTONEXAMINER.COM  
Hurricane season is here, but don't believe climate change pandering  
With hurricane season looming, it's time to be prepared both for the possibility of severe weather and for the inevitable media...


Amount spent (USD): **<\$100**  
Estimated audience size: **100K-500K people**

[See ad details](#)

**Inactive**  
9 May 2020 - 14 May 2020  
ID: 536683450331082

**PragerU**  
Sponsored • Paid for by PragerU

Does the data validate those who say humans are causing the earth to catastrophically warm?



WWW.PRAGERU.COM  
Climate Change: What Do Scientists Say?

[Learn More](#)

Amount spent (USD): **\$600-\$699**  
Estimated audience size: **>1M people**

[See ad details](#)

## CC & DA: The Oil & Gas Sector's Digital Advertising Strategy

### Climate Change and Digital Advertising: Key findings



# CC & DA: The Oil & Gas Sector's Digital Advertising Strategy

**OneALASKA**  
Sponsored • Paid for by OneAlaska

Instead of helping families, jobs and small businesses, Ballot Measure 1 will give politicians a blank check with no guarantee of results. It's the wrong plan at the wrong time.



**Community  
& Economy**

**Californians for Energy Independence**  
Sponsored • Paid for by Californians for Energy Independence

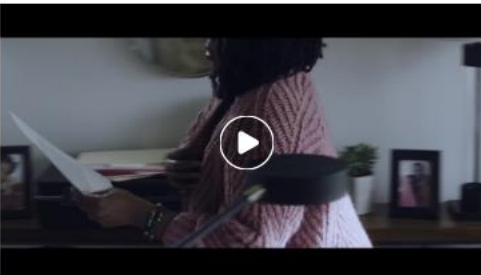
Shutting down local oil and gas production would force us to increase reliance on unstable foreign oil.



**Patriotic  
Energy mix**

**Energy Citizens**  
Sponsored • Paid for by AMERICAN PETROLEUM INSTITUTE

Access to natural gas and oil means reliable energy Americans can count on to heat and cool their homes and power everyday life.




**Pragmatic  
Energy Mix**

**Climate  
Solutions\*\***

**Enbridge**  
Sponsored


We're committing to net-zero emissions by 2050. At Enbridge, we're holding ourselves accountable.






‘Gas is Green’ = 7000 ads, seen 70 million times

Inactive  
29 Jan 2020 - 2 Feb 2020  
ID: 223481808657538

 **The American Petroleum Institute**  
Sponsored • Paid for by AMERICAN PETROLEUM INSTITUTE

We can all agree we need strong climate solutions—and with natural gas as a dominant energy source, U.S. carbon emissions are the lowest in a generation.




AMERICA'S NATURAL GAS AND OIL  
**ENERGY for PROGRESS**

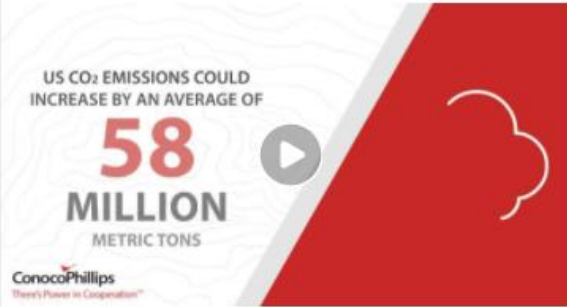
ENERGYFORPROGRESS.ORG  
Learn how we're driving strong climate solutions through innovative partnerships.

[Learn More](#)

Inactive  
6 Oct 2020 - 30 Oct 2020  
ID: 1098572437263672

 **Power In Cooperation**  
Sponsored • Paid for by Power in Cooperation


A ban on federal leases could result in an increase in coal consumption. Instead of decreasing emissions, analysis shows the ban would result in an INCREASE in CO<sub>2</sub> emissions.




US CO<sub>2</sub> EMISSIONS COULD INCREASE BY AN AVERAGE OF  
**58**  
MILLION  
METRIC TONS

ConocoPhillips  
*There's Power in Cooperation™*

Environmental Progress

 Amount spent (USD): <\$100

 Potential reach: 50K-100K people

Inactive  
23 Jul 2020 - 31 Jul 2020  
ID: 610136482966590

 **American Gas Association**  
Sponsored • Paid for by AMERICAN GAS ASSOCIATION

Young voters want affordable climate change solutions and recognize the affordability of #natgas. See how natural gas is critical for American communities:



an affordable  
solution to  
**CLIMATE  
CHANGE**

AGA

WWW.AGA.ORG  
Natural Gas is Part of Our Future

[Learn More](#)

## Corporate Capture of Climate Policy: TEN-E



Zdzislaw Krasnodebski, Vice  
Chair on Committee on  
Industry, Research and  
Energy

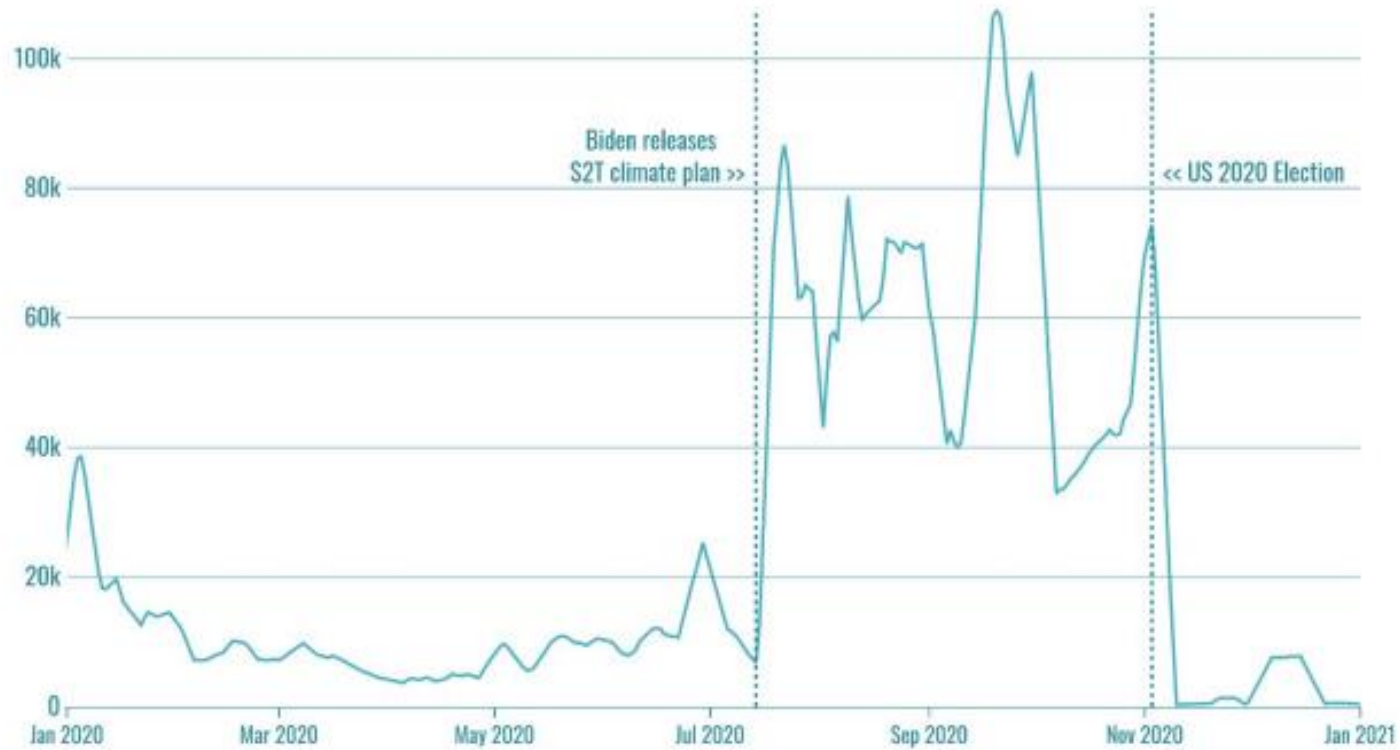
- Special status for existing fossil gas projects
- Consider a long-term role for fossil gas “as a step to full decarbonization need **to switch to natural gas from energy intensive fuels**”
- “It is providing industry and households with access to **secure, reliable and affordable energy**”
- “Natural gas, **due to its low emissions compared to oil and coal**, is considered as an energy source with the potential to contribute significantly to the reduction of greenhouse gas emissions in the medium and long-term”

*Industry, Research and Energy Committee Amendments:* Continued special status for fossil gas, allowing for quicker approval processes and easier access to private funding

## Political advertising spend:

Spend on social issues, election, and political ads on Facebook in 2020

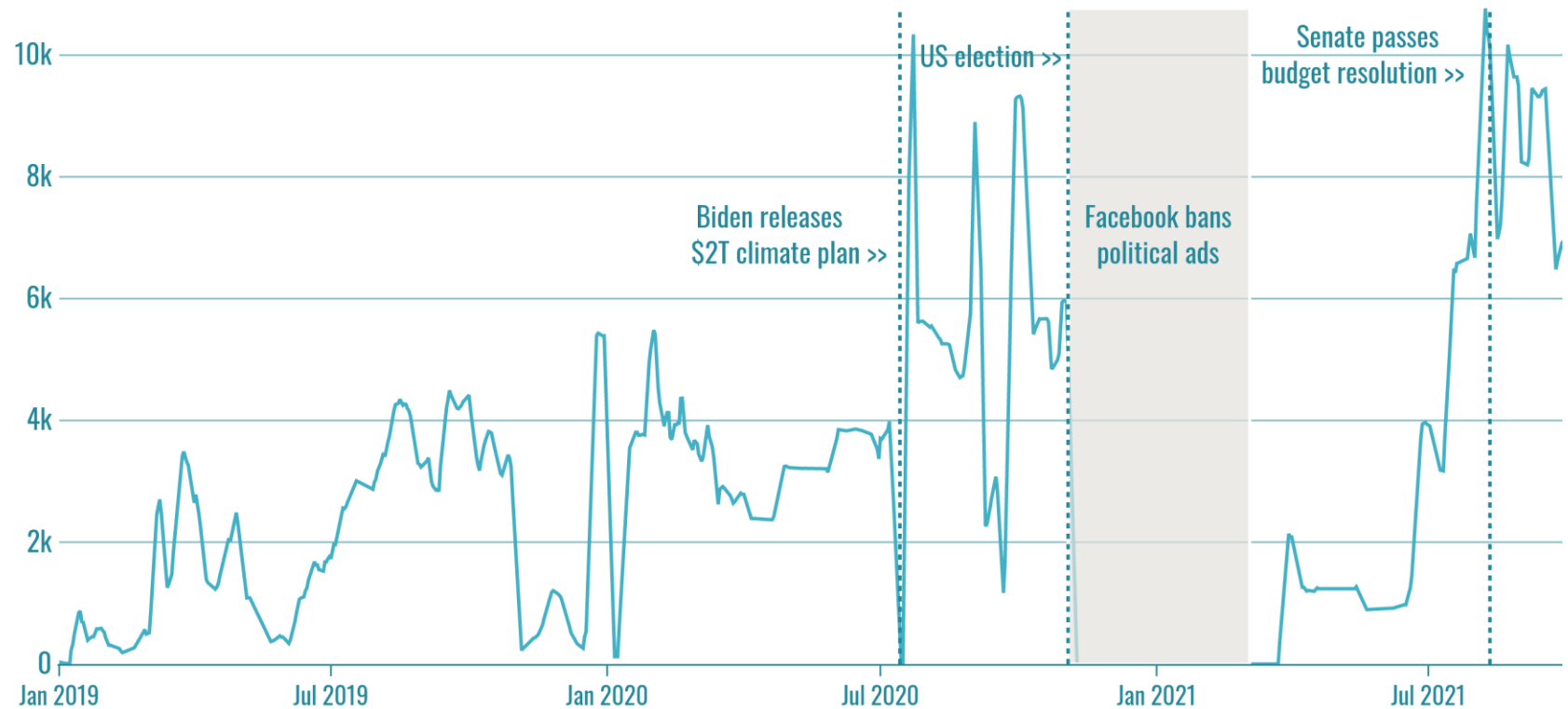
(For the ads included in this research)



# Political advertising spend: API

## American Petroleum Institute (API) Facebook Ad Spend

API Facebook ad spend in the US (\$ USD) per day. Shown as a 7 week running average



## Conclusion

- Climate misinformation operates on a spectrum.
- Climate misinformation is used by many different players in different format, but for the same end goal.
- It is important we contest and remove these source of mis/disinformation where we can in order to achieve Paris-Aligned climate policy.



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