
第3回消費者目線で“気候グリーンウォッシュ”広告を問う

電力事業者の広告とグリーンウォッシュ検証Ⅱ

2023.12.25

気候ネットワークウェビナー

浅岡美恵



COP28
UAE

10万人余が登録 2023.11.30~12.13
第1回グローバル・ストック・テイクの結果等を採用
1.5°C目標・脱化石燃料時代化へ踏み出す

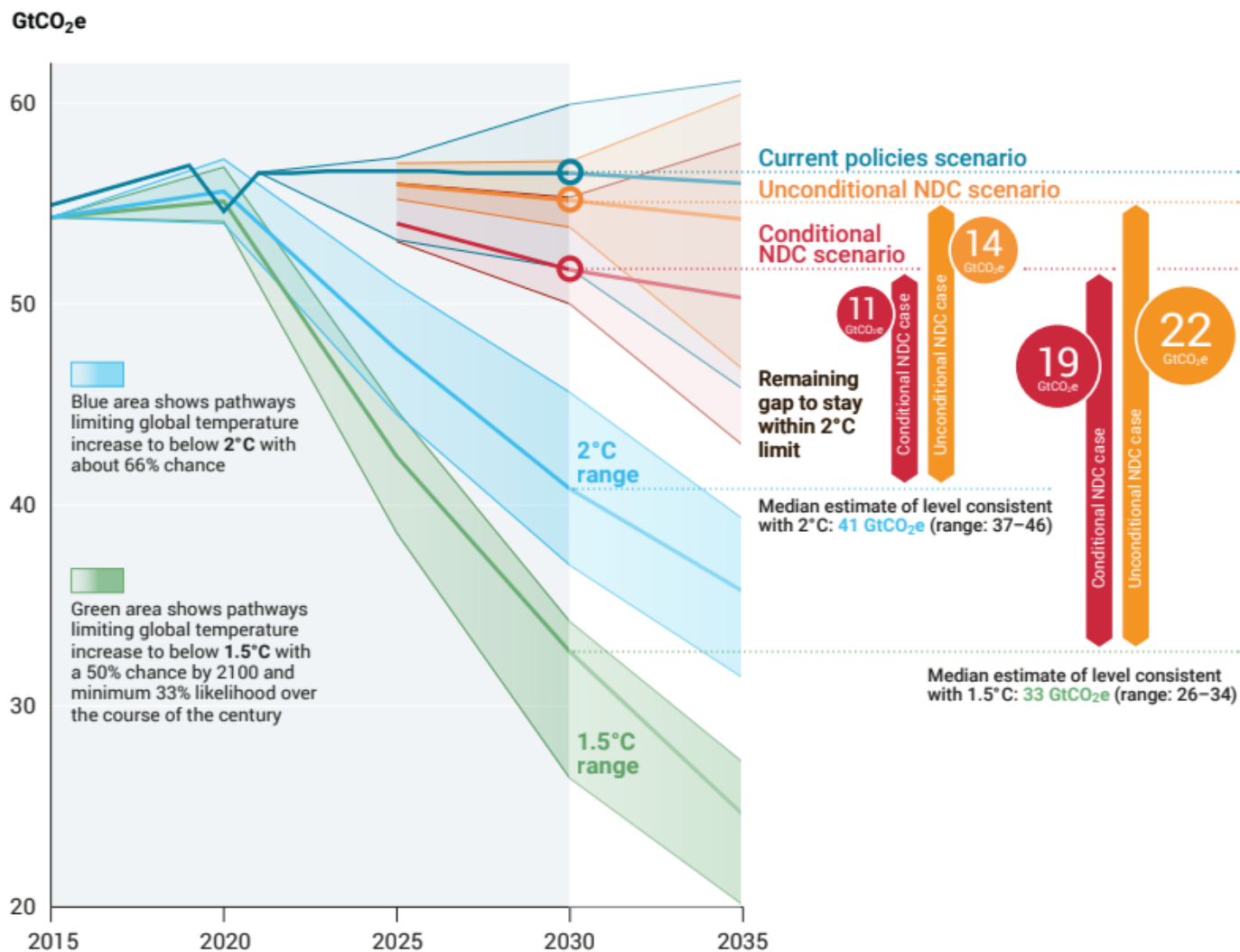


DUBAI 2023



排出GAP 2030年目標引き上げが必要

Figure ES.4 Global GHG emissions under different scenarios and the emissions gap in 2030 and 2035 (median estimate and tenth to ninetieth percentile range)



グローバル・ストック・テイク合意 (2023.12.13 Dubai)

§ 27 1.5°Cに抑えるために、GHGを2019年比で、2030年までに43%、2035年までに60%削減

§ 28 1.5°C実現の経路に沿った削減のために

d この10年間に化石燃料からの脱却 (transitioning away from fossil fuels) を加速

a 2030年までに再エネ3倍、効率2倍

b 対策なし石炭火力の段階的廃止の加速

c 今世紀半ばまでにネットゼロ

e 低炭素技術(原子力、削減が困難なセクターでのCCS、水素製品

f 2030年までにメタン削減

g 道路交通での削減加速

h 非効率化石燃料補助金の早期廃

UNEP排出GAPレポート2023

発電部門・石炭火力の削減が鍵

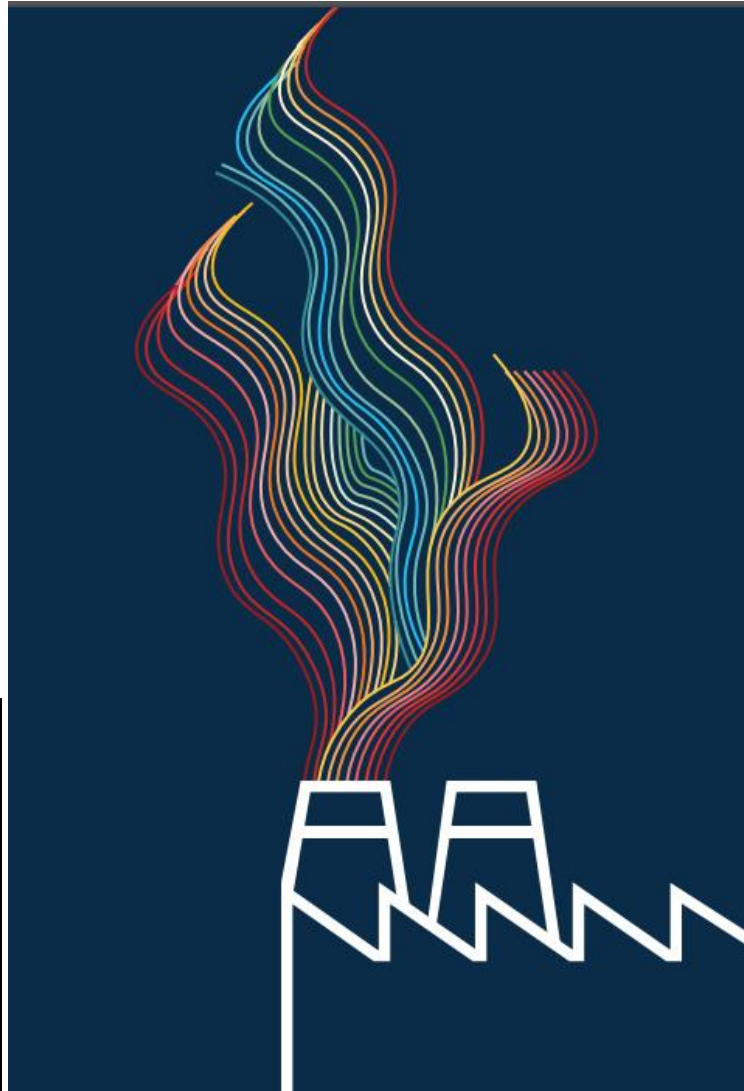
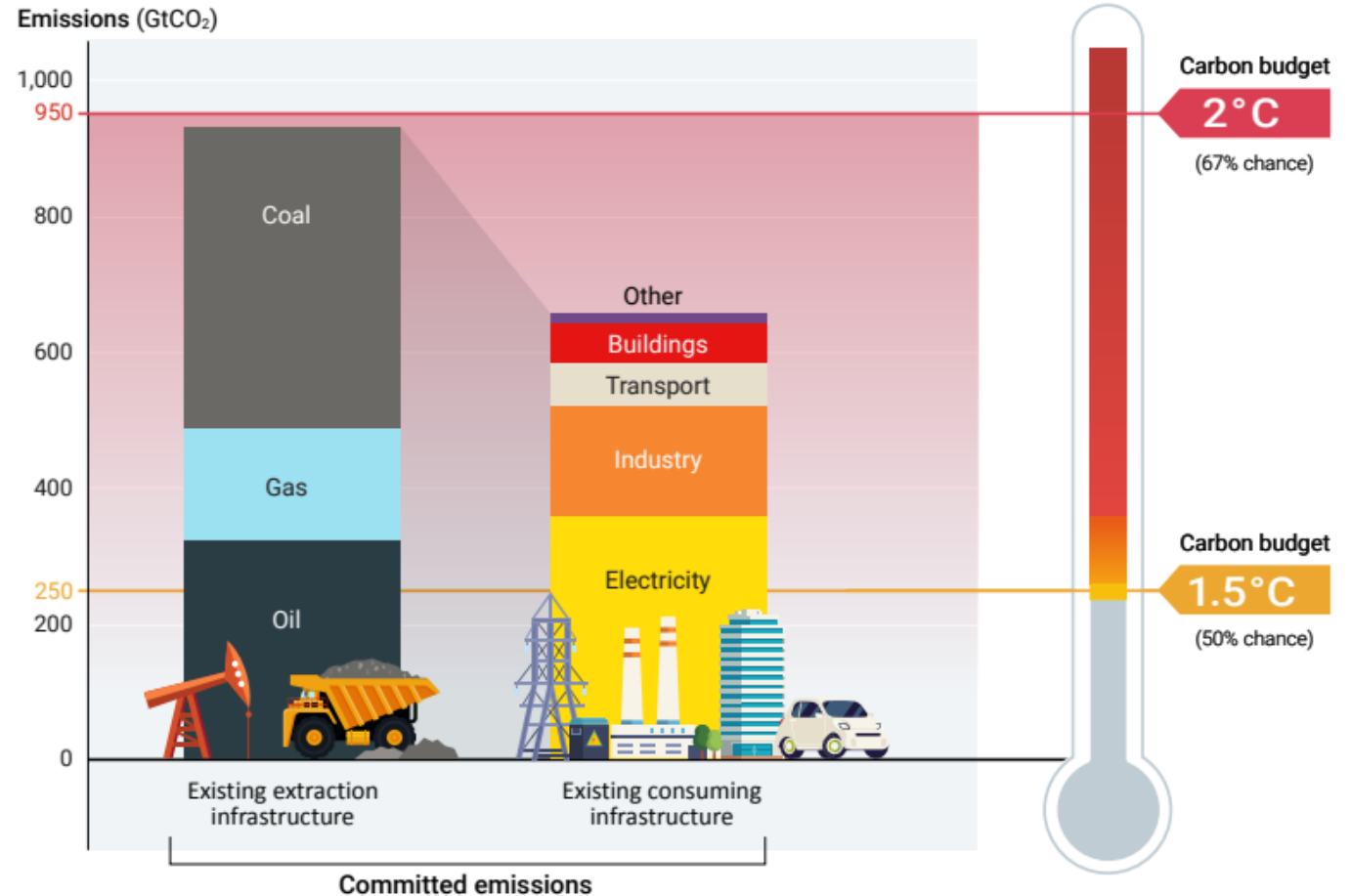
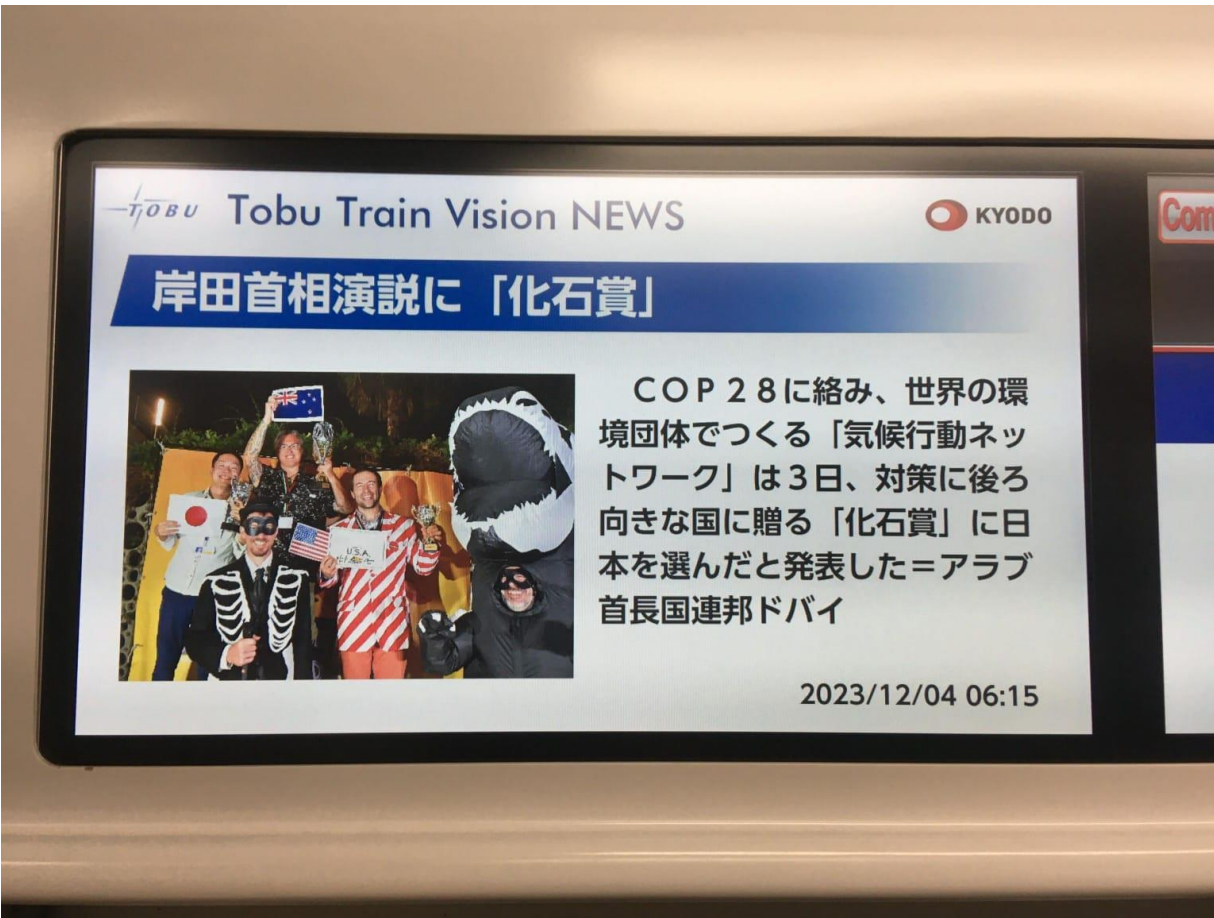


Figure ES.5 Committed CO₂ emissions from existing fossil fuel infrastructure, compared with carbon budgets reflecting the long-term temperature goal of the Paris Agreement





COP28での化石賞

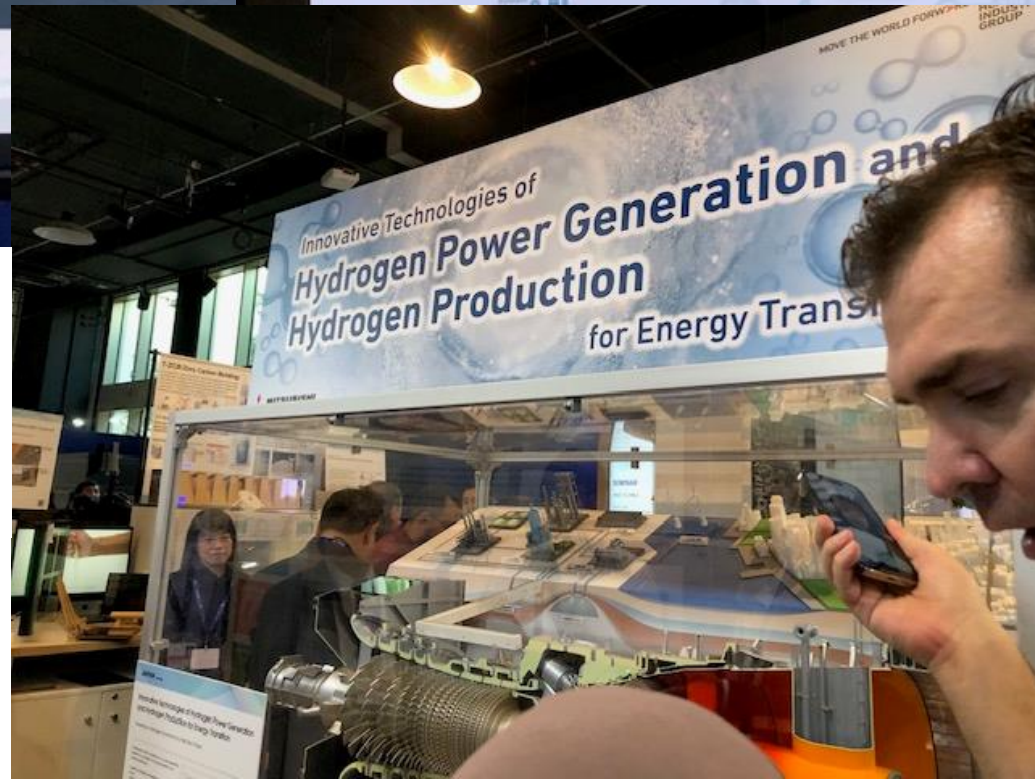
12月3日 岸田首相の演説

12月4日 化石賞へのリアクション

日本の発電における水素・アンモニア混焼、石炭政策はグリーン・ウォッシュ



COP28 日本パビリオンの 展示から



Published Rulings

22 November 2023

Published rulings

This week's rulings have now been added to the ASA website. The following advertisements have been formally investigated:

TOYOTA

Welcome



Search

[Home](#) [About ASA and CAP](#) [Codes and rulings](#) [Advice and resources](#) [Issues and topics](#)

ASA Ruling on Toyota (GB) plc



Upheld | Poster | 22 November 2023

You're here: [Home](#) > [Codes and rulings](#) > [Rulings](#) > [Toyota \(GB\) plc](#)

Ad description

A paid for Facebook post and a poster ad for Toyota:

a. The Facebook post stated, "From Active Traction Control to Hill Start Assist, Toyota Hilux, Born to Roam". An accompanying video showed a wide open plain with mountains either side. A swarm was depicted from a distance moving across the plain, causing dust to rise. A number of Sports Utility Vehicles (SUVs) were then shown moving across the landscape in unison before joining a tarmacked road. A voiceover said, "One of nature's true spectacles." The vehicles were then shown on the road, side by side, and driving through a built-up city area with a single vehicle then shown reversing up a driveway. The voiceover continued, "Toyota Hilux. Born to Roam." A final shot showed the car parked in a rocky, natural environment. Text stated "**WWW.TOYOTA.CO.UK BORN TO ROAM** Learn more".

b. The poster, seen at a bus stop, stated, "**BORN TO ROAM**". An image showed two SUVs driving on a rocky incline in a savannah style landscape. Around 50 identical SUVs appeared in a large pack on a hilly background.

The ads presented and condoned the use of vehicles in a manner that disregarded their impact on nature and the environment. As a result, they had not been prepared with a sense of responsibility to society. The ads breached CAP Code (Edition 12) rule 1.3 (Compliance).

Action

The ad must not appear again in the form complained of. We told Toyota (GB) plc to ensure their future marketing communications contained **nothing that was likely to encourage irresponsible behaviour towards the environment.**

Published Rulings

06 December 2023

Published rulings

This week's rulings have now been added to the ASA website. The following advertisers have been formally investigated:

Welcome



Search...



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ASA Ruling on Deutsche Lufthansa AG t/a Lufthansa

[★ Add to my favourites](#)

[🔍](#) Upheld | Internet (display) | 06 December 2023

You're here: [Home](#) > [Codes and rulings](#) > [Rulings](#) > [Deutsche Lufthansa AG](#)

Ad description

A paid-for Google ad for Lufthansa, seen in July 2023, stated “Fly now with Lufthansa [...] **Book your ticket** directly with Lufthansa and explore destinations around the world [...] **Fly more sustainably**”.

While we noted that flying with the Green Fares option used “sustainable aviation fuel” as part of the fuel mix for that flight and made contributions to climate protection projects, and that this might decrease some of the negative environmental impact of flying with Lufthansa, we considered that the basis for the claim “Fly more sustainably” had not been made clear in the ad. Although we accepted that space in a search result ad was limited, we did not consider that meant that material information of such relevance could be omitted.

While we welcomed **Lufthansa’s decision to remove the sentence “Fly more sustainably”** from future ads, we therefore concluded that **the ad gave a misleading impression of Lufthansa’s environmental impact, and that the ad breached the Code.**

Published Rulings

06 December 2023
Published rulings

This week's rulings have now been added to the ASA website. The following advertisers have been formally investigated:

Air FRANCE—KLM

The screenshot shows the ASA website interface. At the top, there is a navigation bar with a 'Welcome' button, a user profile icon, the ASA and CAP logos, and a search bar. Below the navigation bar, there is a menu with links for 'Home', 'About ASA and CAP', 'Codes and rulings', 'Advice and resources', 'Issues and topics', and 'Make a complaint'. The main content area features a red header with the text 'ASA Ruling on Air France-KLM' and a star icon with the text 'Add to my favourites'. Below the header, there is a sub-header with a magnifying glass icon and the text 'Upheld | Internet (display) | 06 December 2023'. At the bottom of the page, there is a breadcrumb trail: 'You're here: Home > Codes and rulings > Rulings > Air France-KLM'.

Ad description

A paid-for Google ad for Air France, seen in July 2023, stated “Manchester to Bangkok [...] Air France flights [...] **Air France is committed to protecting the environment: travel better and sustainably**”.

Action

The ad must not appear again in the form complained about. We told Air France-KLM t/a Air France to ensure that **their ads did not give a misleading impression of the impact caused by travelling with the airline**, and that robust substantiation was held to support all objective claims.

地球環境時代 どうする JARO ! ?

2023年12月25日

公益社団法人日本広告審査機構 御中

特定非営利活動法人気候ネットワーク

理事長 浅岡 美恵

一般社団法人 JELF（日本環境法律家連盟）

理事長 池田 直樹

関西電力株式会社による不当な広告の中止勧告の申立

申立の趣旨

電源開発株式会社による不当な広告の中止勧告の申立

申立の趣旨

電源開発株式会社（以下、J-POWER といいます）は、後記広告1、2、3記載の広

**JAROに審査申立て
2023年10月5日 JERAの広告
12月25日 関西電力及び
電源開発(J-
Power)の広告
&
JAROの広告審査の適正化提言**

2023年12月25日

JAROの広告審査の適正化確保に関する提言
特定非営利活動法人気候ネットワーク

第1 提言の趣旨

公益社団法人日本広告審査機構（以下「JARO」という。）は、組織体制及び今後の運用について、以下の点の改善を行い、迅速かつ適正な広告審査とその検証可能性を確保すべきである。

1. 広告審査のプロセスを明確にし、申出者の関与を位置づけ、これらを公表すること