

## David Suzuki Foundation B.C. LNG ad campaign Backgrounder

June 28, 2023

### Introduction

The David Suzuki Foundation has launched an ad campaign in key parts of B.C. to help push back on the oil and gas industry's misleading lobbying and marketing about fossil gas, and liquefied natural gas (LNG) in particular.

As the Foundation's 2023 report [Burning Bridge — Debunking LNG as a Climate Solution](#) affirms, LNG is neither a bridge fuel nor a climate solution.

In the face of a barrage of [greenwashing reports](#) and [millions of dollars of industry advertising](#), many British Columbians are under the impression that fossil gas and LNG are part of the solution in warding off the intensifying impacts of the climate emergency.

But the science, and economics, tell a different story.

The Foundation's ad campaign is aimed at unmasking industry claims and countering them, inviting those who see, hear and read the ads on a learning journey about the reality of fossil fuel/LNG development in a time of catastrophic climate change.

### About the ads — location and timing

The ads will be seen primarily on people's mobile devices in B.C.'s Lower Mainland, but they will also appear in other parts of the province. Additionally, they will appear on transit, billboards and at special events.

The ads will be in market for one month, beginning on June 27. The campaign launches around the two-year anniversary of B.C.'s deadly 2021 heat dome, and will run during the LNG 2023 conference in Vancouver.

### Focus of the ads

The ads focus on industry claims and turn some of the images and words it uses in promoting the [increasingly lethal](#) expansion of fossil fuels/LNG back on the industry.

The ads do not attack or criticize the B.C. government in any way. Quite the opposite: they recognize that the B.C. government – and involved Indigenous governments – have the power to act to limit the damage done by fossil fuels and ensure the LNG industry does not expand in B.C.. The ad campaign positions

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government(s) as potential hero(es) should they prioritize climate, nature and Indigenous rights in decision-making.

### **Shifting the narrative**

The fossil fuel industry has made more than [\\$3 billion in profit every day](#) for the past 50 years; \$52 trillion since 1970, and counting. This staggering amount of money has empowered the industry to affect almost every aspect of modern society, including through stories and ideas presented as truth that ignore the reality of the climate crisis and industry's direct, scientifically undeniable role in it.

The Foundation's ad campaign is one part of the larger effort to shift the narrative about energy and the climate emergency.

In B.C., the fossil fuel industry wants to expand LNG exports even though the [world's leading scientists](#) and [energy market experts](#) tell us over and over again, with increasing urgency, that we cannot build any more fossil fuel infrastructure anywhere in the world if we wish to have a livable planet.

### **Advertising agency**

The Foundation retained the progressive Canadian agency [Point Blank](#) to help produce and coordinate the ad campaign.

### **Current state of play in B.C.'s LNG export industry**

LNG Canada Phase 1 is the only LNG export project currently under construction. It will likely become operational in 2025. Woodfibre LNG and Cedar LNG both have environmental assessment certificates. However, Cedar LNG has yet to reach a final investment decision and may or may not ever begin construction. Similarly, Woodfibre LNG may or may not ever begin construction. Ksi Lisims LNG has recently entered the environmental assessment process.

[This B.C. government site](#) tracks LNG activity and prospective activity in the province.

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### **For more information, please contact:**

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