



Welcome to Adfree Cities Conference 2020



Online conference · Free to attend
Saturday 7th November 2020

The Programme

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Introduction

Thanks for registering for the second Adfree Cities conference. Following our first national event in Autumn 2019, we were delighted to see the emergence of new Adblock groups in Birmingham, Leeds and Exeter - joining Cardiff and Bristol. Over Spring 2020, those Adblock groups have formalised into the **Adfree Cities** network.

This year, we'll be hearing from a swathe of organisations that are campaigning for spaces free from the deceptive messages of corporate advertising. These include climate charity Possible and thinktank the New Weather Institute who have launched their *Badvertising* campaign against ads for high carbon products; and law firm Client Earth exposing fossil fuel company greenwash. We'll hear how you can take action against harmful advertising via your local council. The day will include a tour of art projects across the UK that represent a positive alternative to commercial messaging in public space. And we'll hear from campaigners in impacted communities that don't feature in the slick billboard ads of major polluters or high street banks, such as Justiça Ambiental from Mozambique who are resisting HSBC-financed gas extraction.

Amidst much talk of *building back better* from the ongoing Covid-19 crisis, we have the opportunity to consider which parts of the old world we want to leave behind, and how we want to shape our economies for the future. This conference hopes to skill up and inspire new organisers to start winning at a local level and national level. If you're interested in starting a group in your area - do get in touch.

Robbie Gillett - Arts Director, Adfree Cities
robbie@adfreecities.org.uk



'You Are Appreciated' by Grace Kress on [Adblock Bristol's Burg Arts billboard](#), celebrating Angela Francis DJ.

How to join, accessibility and privacy

How to join

All sessions will take place online on Zoom. The link has been emailed to everyone who has registered for the conference. If you did not receive the link, email carla@adfreecities.org.uk.

If you haven't used Zoom before, set aside some time before the conference to create a free account and make sure your equipment is working. Do this at <https://zoom.us>.

We recommend using a PC, laptop or tablet if you have access to one. (Zoom is available for smartphones but we find it doesn't work as smoothly.)

Before joining, please make sure that you set your name on Zoom to the name you registered for the conference with - [here is a guide on how to change your name](#). This helps us to prevent 'Zoombombing' (anonymous people hijacking the meeting with disruptive/offensive behaviour).

Accessibility

To support people with hearing difficulties, all sessions will have live automated captioning via [Otter.ai](#). If you want to use this feature there is no need to create an Otter account in advance - just click on a link once inside the Zoom meeting.

If you have any other accessibility needs we will do our best to accommodate these - please get in touch as soon as possible to let us know how we can help: kat@adfreecities.org.uk.

Privacy

We will be recording video and audio from all three main sessions. The recordings will not be published in their entirety, but we may share short snippets of the guest speakers on our website or social media, or make the recordings available internally to members of the Adfree Cities network to watch later.

If you do not want to be included in the recordings, please let us know.



Please feel free to tweet and post about this conference during the day using the hashtag **#AdfreeCities**

Timetable

Time	Session Title	Description	Chair	Speakers
11am - 12 noon	Session 1: Stop adverts fuelling the climate emergency	How to persuade your local council to introduce curbs on advertising for high carbon products. Part of the ' <u>Badvertising</u> ' campaign with <u>New Weather Institute</u> and <u>Possible</u> .	Robbie Gillett, Adfree Cities	Andrew Simms Hirra Khan Adeogun Sophie Marjanac Carla Denyer
12 noon - 1pm	Break 1 (1 hour)			
1pm - 2pm	Session 2: Street Art Tour	Travel the UK with us (virtually!) to see some inspiring examples of people taking public space back from advertisers. See community arts billboards and murals celebrating local heroes. Hear from the artists who made them.	Kat Hobbs, Adfree Cities	Michele Curtis Rosa ter Kuile Josephine Gyasi Jack Ellis Wezi Mhura
2pm - 2:30pm	Extra bonus session: Big up your project!	Got a campaign or project related to Adfree Cities that you want to tell everyone about? This is your chance. Give a rapidfire 2 minute verbal pitch and stick a notice on our virtual noticeboard in this 30 minute session.	Nicola Round, Adfree Cities	You?
2:30pm - 3pm	Break 2 (30 mins)			
3pm - 4pm	Session 3: Big Bank Bulls*** — Ads, Banks & Climate Colonialism	Activists are 'subvertising' bank adverts to create a 'right of reply' for frontline resistance movements, exposing the impacts of their policies. Join for stories of resistance from the frontline in Cabo Delgado, Mozambique, and to hear about the latest UK-wide solidarity actions.	Kat Hobbs, Adfree Cities	Daniel Ribeiro Henrieke Butijn

Speakers

Session 1: Stop adverts fuelling the climate emergency

How to persuade your local council to introduce curbs on advertising for high carbon products.

Part of the '[Badvertising](#)' campaign with [New Weather Institute](#) and [Possible](#).



'Embrace the Traffic Jam?' by Matt Bonner on [Adblock Bristol's Burg Arts billboard](#)

Andrew Simms is co-director of the New Weather Institute, coordinator of the Rapid Transition Alliance, and co-author of the original Green New Deal. His books include *The New Economics*, *Ecological Debt*, and *Cancel the Apocalypse*.

Twitter: @AndrewSimms_UK

Hirra Khan Adeogun has recently begun a new role as Head of Car Free Cities at the climate charity Possible. She is also a Trustee of Wen (the Women's Environmental Network) and is passionate about designing sustainable futures that centre social justice, human rights and community cohesion.

Twitter: @_wearepossible

Sophie Marjanac is the Climate Accountability Lead at Client Earth. Sophie is an Australian qualified environmental lawyer and a specialist in climate change law, climate litigation and environmental human rights. In 2019, her team brought a complaint against BP's fossil fuel advertising to the UK National Contact Point for the OECD Guidelines.

Twitter: @SMarjanacCE

Carla Denyer is Policy & Communications Coordinator at Adfree Cities, and a Green Party councillor in Bristol. She proposed the first Climate Emergency declaration in Europe, committing Bristol to go carbon neutral by 2030. Before entering politics, Carla worked as an engineer in the wind energy industry.

Twitter: @carla_denyer, Instagram: @carladenyer, Facebook: @CllrCarlaDenyer

Session 2: Street Art Tour

Travel the UK with us (virtually!) to see some inspiring examples of people taking public space back from advertisers.

See community arts billboards and murals celebrating local heroes. Hear from the artists who made them.



Mural of Carmen Beckford MBE, part of [The Seven Saints of St Pauls®](#) mural trail by Michele Curtis

Michele Curtis is a Bristol-based Artist, Illustrator & Graphic Designer, and founder of the Iconic Black Britons project. Blending art and history into one, Michele's portraits celebrate the unsung heroes of Bristol's Caribbean communities, from civil rights campaigners to the founders of St Pauls Carnival.

Twitter: @IcncBlkBritons, Instagram: @iconicblackbritons

Rosa ter Kuile is an artist and Campaign Manager for Rising Arts Agency. She recently led the Bristol-wide #WhoseFuture campaign which reclaimed 370+ poster and billboard sites as a platform for 37 young artists to call for racial justice, access and inclusion, wellbeing and climate justice.

Twitter: @rtiika, Instagram: @rtiika, Facebook: @rtiika

Josephine Gyasi: Creative - Producer - Director - Activist - Performer with a strong passion to ensure equality, inclusion and diversity is implemented at the heart of everything. She believes it's important to speak honestly and be positive in her approach. She has a strong trajectory to promote social change, raising the voices of under-represented people. Her life experiences have enabled her to understand the complexities of humanity and (lack of) equal opportunities. Community has become a key focus within her work. A member of Rising Arts Agency.

Twitter: @JosieGyasi, Instagram: @josephine.gyasi

Jack Ellis is the co-founder of Leeds Street Gallery, a project bringing legal access to walls to Leeds Street artists. The project brings colour to the streets of West Yorkshire, and free art for the public to enjoy.

Instagram: @leedsstreetgallery, Facebook: @leedsstreetgallery

Wezi Mhura is a freelance creative producer and Creative Associate for National Theatre of Scotland, who has initiated and developed projects with widely diverse groups of artists, organisations and artforms including dance, street theatre, circus, physical theatre, digital and music performances. She is the founder of AfriFest, Scotland's first festival commemoration of African arts and culture, and a celebratory showcase of visual, performing arts and culture of the Scottish Pan-African community. Her latest project is the Black Lives Matter Mural Trail.

Twitter: @BLMMuralTrail, Instagram: @blmmuraltrail

Session 3: Big Bank Bulls*** — Ads, Banks & Climate Colonialism

Advertising is a key tactic in maintaining corporate power. Companies use adverts to launder their public image and shore up their social licence to operate.

Activists targeting the fossil fuel investments of high street banks have recently used 'subvertising' to create a 'right to reply' for frontline resistance movements to speak back to these toxic ad campaigns; and to expose the human rights and climate impacts of their policies.

Join for:

- Stories from the frontline from Cabo Delgado in Mozambique;
- An intro to climate policy analysis;
- To hear about the latest UK-wide solidarity actions;
- To find out how you can support the wider campaigns.



Bus stop in Brixton, London. Installed by [Brandalism](#). Artwork by [Soofiya](#)

Henrieke Butijn is a climate campaigner at BankTrack, based in Utrecht. She analyses different banks' climate policies, and works with communities on the frontlines of bank financed projects to support their resistance to fossil infrastructure.

Twitter: @banktrack, Facebook: @BankTrack

Daniel Ribeiro, technical coordinator and program officer at Justiça Ambiental/Friends of the Earth Mozambique. Justiça Ambiental! (JA!) is an organisation which operates out of Mozambique. JA! views the environment as an holistic concept, and thus views environmental justice as the act of using the environment as a vehicle for ensuring equity and equality across society.

Twitter: @JA4change, Facebook: @ja4change

What next?

Hopefully you've been informed and inspired by today's sessions. What next?

1. [Join our mailing list](#)
2. Check out the '[Resources](#)' section of our website for ideas.
3. Join one of our existing [local groups](#) to work with others to stop corporate outdoor advertising in your area
4. Set up a [new local group](#) using our guide. Contact kat@adfreecities.org.uk for support.
5. [Donate](#) to support our work: donations help make our campaigns accessible (e.g. hiring meeting rooms with disabled access) and help us to reach more people.
6. Sign the '[Badvertising](#)' petition and [write to your local councillors](#) to ask your council to bring in a policy to ban high carbon advertising.
7. Follow our guest speakers on social media, support their campaigns.



Dear JCDecaux, We don't want your digital advertising screens. Signed, The People Who Live Here

About Adfree Cities

Adfree Cities is a network of groups across the UK who are concerned about the impacts of corporate advertising on our health, wellbeing, environment, climate, communities and the local economy. We have a shared vision and values.

Our vision

We want happier, healthier cities free from the pressures of corporate outdoor advertising. We are seeking alternatives beyond consumerism: we celebrate community connection, solidarity, public art and nature. Together we will take back creative control of our neighbourhoods and make space for what we need to thrive.

What we do

- **Hold the line:** We stop new advertising sites in our cities. We support residents and community groups to oppose planning applications for new digital billboards.
- **Positive alternatives:** We showcase arts, nature and ad-free space as positive alternatives to corporate advertising.
- **Movement building:** We produce resources and organise events to raise awareness about the impacts of corporate advertising on mental health, wellbeing, environmental damage, climate breakdown, body image and the local economy.
- **Lobby for change:** We engage in a constructive dialogue with councils about sites they control and changing policies. We explore opportunities for change at a national level, including working with partners on joint campaigns.



adfreecities.org.uk

twitter.com/adfreecities

instagram.com/adfreecities