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**Level 0 – 7th May 2026**

**Amsterdam bans public ads for meat and fossil fuels**

**FREE online quizzes, mp3 listening and more for this lesson here:**

<https://breakingnewsenglish.com/2605/260507-public-advertisement-ban-0.html>

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**Please try Levels 1, 2 and 3. They are (a little) harder.**

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# THE READING

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban-0.html>

Amsterdam has banned public advertisements for meat and fossil fuel products. This includes ads for burgers, cars, and airlines. The city wants to be carbon neutral by 2050. An environmentalist said the ban on meat ads is like the one on cigarettes. She said it was strange that people were once allowed to smoke in public.

A meat association is unhappy. It said the ban would unfairly change people's behaviour. It said meat was healthy. A travel agent group said the ban was too strict, and that it would be difficult for travel agents to do business. A climate activist said ads for fossil fuel products damage the environment.

Sources: <https://earth.org/amsterdams-ban-on-meat-and-fossil-fuel-advertising-comes-into-effect/>  
<https://www.bbc.com/news/articles/c9wejdekpyo>  
<https://plantbasednews.org/news/environment/amsterdam-meat-fossil-fuels-ban-public/>

# PHRASE MATCHING

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban-0.html>

## PARAGRAPH ONE:

- |                                |                   |
|--------------------------------|-------------------|
| 1. banned public               | a. airlines       |
| 2. fossil fuel                 | b. on cigarettes  |
| 3. This includes ads           | c. products       |
| 4. cars and                    | d. in public      |
| 5. The city wants to be carbon | e. for burgers    |
| 6. the ban                     | f. neutral        |
| 7. like the one                | g. on meat ads    |
| 8. allowed to smoke            | h. advertisements |

## PARAGRAPH TWO:

- |                                |                   |
|--------------------------------|-------------------|
| 1. A meat association is       | a. healthy        |
| 2. unfairly change people's    | b. strict         |
| 3. It said meat was            | c. activist       |
| 4. travel                      | d. behaviour      |
| 5. the ban was too             | e. to do business |
| 6. difficult for travel agents | f. environment    |
| 7. a climate                   | g. unhappy        |
| 8. damage the                  | h. agent          |

# LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban-0.html>

Amsterdam (1) \_\_\_\_\_ advertisements for meat and fossil fuel products. This (2) \_\_\_\_\_ burgers, (3) \_\_\_\_\_. The city wants to be carbon (4) \_\_\_\_\_. An environmentalist said the ban on meat ads is (5) \_\_\_\_\_ on cigarettes. She said it was strange that people (6) \_\_\_\_\_ to smoke in public. (7) \_\_\_\_\_ is unhappy. It said the ban would (8) \_\_\_\_\_ behaviour. It said meat was healthy. A (9) \_\_\_\_\_ said the ban (10) \_\_\_\_\_, and that it would be difficult for travel agents (11) \_\_\_\_\_. A climate activist said ads for fossil fuel (12) \_\_\_\_\_ environment.

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban-0.html>

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# ADVERTISEMENTS

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban-0.html>

Write five GOOD questions about advertisements in the table. Do this in pairs. Each student must write the questions on his / her own paper.  
When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

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More free lessons at [breakingnewsenglish.com](http://breakingnewsenglish.com)

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## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

