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Level 1 – 7th May 2026

Amsterdam bans public ads for meat and fossil fuels

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<https://breakingnewsenglish.com/2605/260507-public-advertisement-ban-1.html>

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Please try Levels 0, 2 and 3. They are (a little) harder.

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THE READING

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban-1.html>

Amsterdam has banned public advertisements for meat and fossil fuel products. There will be no ads for burgers, petrol cars, and airlines in public places. The ban is to help the city be carbon neutral by 2050. Another aim is for people to halve how much meat they eat. An environmentalist said the ban on meat ads is similar to the one on cigarettes. She said it was "weird" that people were once allowed to smoke in public.

Two groups are unhappy with the ban. A meat association said the ban would unfairly change people's behaviour. It said meat was healthy. Similarly, a travel agent group said the ban was too strict. The group said it would make it difficult for travel agents to do business. A climate activist said ads for fossil fuel products damage the environment. He was happy that Amsterdam is setting a good example with the ban.

Sources: <https://earth.org/amsterdams-ban-on-meat-and-fossil-fuel-advertising-comes-into-effect/>
<https://www.bbc.com/news/articles/c9wejdekpwyo>
<https://plantbasednews.org/news/environment/amsterdam-meat-fossil-fuels-ban-public/>

PHRASE MATCHING

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban-1.html>

PARAGRAPH ONE:

- | | |
|-----------------------------|-----------------------|
| 1. fossil fuel | a. is similar |
| 2. petrol | b. products |
| 3. The ban is to help | c. to smoke in public |
| 4. be carbon neutral | d. the city |
| 5. halve how much | e. cars |
| 6. the ban on meat ads | f. "weird" |
| 7. She said it was | g. meat they eat |
| 8. people were once allowed | h. by 2050 |

PARAGRAPH TWO:

- | | |
|-----------------------------------|-----------------|
| 1. Two groups are unhappy | a. activist |
| 2. unfairly change people's | b. environment |
| 3. the ban was too | c. behaviour |
| 4. difficult for travel agents to | d. example |
| 5. a climate | e. products |
| 6. ads for fossil fuel | f. strict |
| 7. damage the | g. with the ban |
| 8. Amsterdam is setting a good | h. do business |

LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban-1.html>

Amsterdam (1) _____ advertisements for meat and fossil fuel products. There will (2) _____ for burgers, petrol cars, and airlines in public places. The ban is to help the city (3) _____ by 2050. Another aim is for people to halve how much (4) _____. An environmentalist said the ban on meat ads (5) _____ the one on cigarettes. She said it was "weird" that people were (6) _____ smoke in public.

Two groups (7) _____ the ban. A meat association said the ban (8) _____ people's behaviour. It said meat was healthy. Similarly, a travel agent group said the ban (9) _____. The group said it would make (10) _____ travel agents to do business. A climate activist said ads for fossil fuel (11) _____ environment. He was happy that Amsterdam is setting a (12) _____ the ban.

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban-1.html>

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ADVERTISEMENTS SURVEY

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban-4.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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WRITE QUESTIONS & ASK YOUR PARTNER(S)

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

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

