

PETRO-PEDAGOGY IN THE CLASSROOM: RECOGNISING & RESPONDING



Foundation Reading

The webinar was built around two key pieces of research. We recommend reading these before exploring the activities below.

Primary article

- Travis T. Fuchs (2026) — Recognising and Addressing Petro-Pedagogy in the Geography Classroom. *Geography*, 111(1), pp. 24–29. DOI: [10.1080/00167487.2026.2604987](https://doi.org/10.1080/00167487.2026.2604987)

Supporting report

- Keary, A. and Chestnut, J. (2025) — Polluting Education: The Influence of Fossil Fuels on Children's Education in Canada. Published by the Canadian Association of Physicians for the Environment and For Our Kids. [Download the full report \(PDF\)](#)

Note: This report includes references to a searchable database ([found here](#)) documenting oil and gas company involvement in Canadian schools — a powerful illustration of the scale of industry reach into education.

Classroom Activities

The webinar introduced practical activities for both teachers and students to identify and respond to petro-pedagogy.

For teachers — Spotting Fictitious Industry Resources:

This activity asks teachers to critically examine example classroom resources that have been influenced or created by fossil fuel companies. Working through these fictitious examples builds the skills to identify petro-pedagogy in real materials.

Activity website: [Webinar Website with Fictitious Resources](#)

For students — Anti-Greenwashing Toolkit:

These resources give students practical tools to identify greenwashing -when companies exaggerate or misrepresent their environmental commitments.

- Interactive kit: [Anti-Greenwash Education](#) — An interactive toolkit for students to practise spotting greenwashing claims.
- Printed guide: [The Anti-Greenwash Guide \(Creatives for Climate\)](#) — A clear, visual guide students can work through independently or in groups.

Youth Climate Leadership

These resources were recommended in response to a question about highlighting youth leadership on climate. They are useful if you want to inspire students or make the link between classroom learning and real-world activism.

Youth activist profiles:

- [Francisco Vera — Young Activists Summit](#) — Francisco began climate advocacy at age 9 and is a compelling example to share with students. The [wider page](#) also features profiles of other young activists from around the world.

Training and programmes for young people:

- [Global Youth Coalition](#) — The organisation behind our [Global Youth Climate Training programme](#), available for students aged 16 and over.
- [Youth Climate Justice Fund](#) — Funds youth-led climate projects. Their site features impact stories and funded project examples.
- [HERO App](#) — Funds and profiles climate activists (slightly older audience than school students, but useful for inspiration and browsing).

Further Reading & Links

These links were shared by participants or the facilitators during the webinar to illustrate key themes — from real-world examples of petro-pedagogy to media literacy frameworks.

Real-world examples of fossil fuel messaging:

- ['Coalie' — the US government's fossil fuel mascot \(The Guardian, 2026\)](#) — A recent example of fossil fuel promotion through a cartoon character, illustrating how pro-fossil-fuel messaging can be packaged for public audiences.
- [Canada cracks down on fossil fuel advertising \(CBC, 2024\)](#) — Explores regulatory responses to fossil fuel advertising in Canada.
- [Tobacco and fossil fuel advertising — the parallels \(YouTube Short\)](#) — A short video drawing parallels between how the tobacco industry and fossil fuel companies have used advertising strategies to shape public perception.

Further Reading & Links

Media literacy:

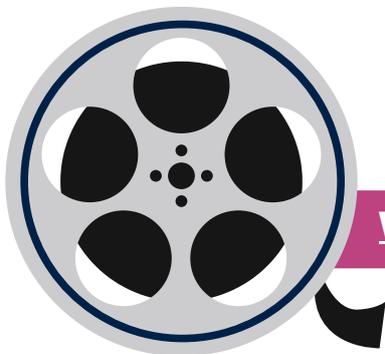
- [Media Literacy Is About Where to Spend Your Trust — Mike Caulfield \(2018\)](#) — A widely-cited blog post arguing that media literacy education should focus on helping students decide where to place their trust, not just how to doubt everything. Useful framing for classroom discussions.

Research and accountability tools:

- [CLARA \(Corporate Litigation & Accountability Research Assistant\)](#) — A research tool for investigating corporate accountability, useful for in-depth research into fossil fuel company conduct.

Additional Information

This resource package was compiled following the webinar. All links were correct at time of publication. For questions or to share additional resources, please contact the webinar organiser.



[Watch the recording here](#)