

Embargo: 00.01AM Thursday, 29 January 2026 (UK)

Public majority fear snow loss - 8 out of 10 in Olympic host nations want winter sports to stop advertising fossil fuels

For information contact: Liam Killeen liam@newweather.org ++00 7481 462728

One week ahead of the Milano Cortina 2026 Winter Olympics, new polling of several leading ski nations across Europe and Canada, including Italy and France - the current and next Winter Olympic hosts - reveals high public concern over the loss of snow due to global heating, and large majorities in favour of the Olympics and winter sports banning fossil fuel advertising. Fans of winter sports are particularly critical of winter sports advertising polluting companies; this is the case in France, Italy, Sweden, Canada, Germany and the UK.

Over two thirds of people (67%) in both the current and next host countries for the Winter Olympics, Italy and France are concerned about the loss of snow due to global warming. People in France – set to host the Winter Olympics in 2030 – are particularly critical of winter sports being used to promote heavily polluting companies, with 83% agreeing that they should stop advertising high carbon companies. In Italy, host of the current games, the support is also very strong, almost 8 out of 10 (77%) agreed such deals should end.

Polling was conducted by the agency Novus (see notes) on behalf of the New Weather Institute UK & Sweden, the Canadian Association of Physicians for the Environment and Klimakultur. The countries polled were: Italy, France, Germany, Sweden, Norway, Canada and the UK. A large majority in all of these countries except Norway (a major oil producer) want the Olympic games and winter sports in general to stop advertising high-carbon companies. The Olympic Winter Games in Italy are sponsored by the oil major Eni.

On the question of whether the Winter Olympics specifically should stop advertising oil companies like Eni, France also has the highest level of agreement at 74%, whilst in Italy nearly two thirds people, 64%, agreed such deals should end.

- **Fans in particular want action from winter sports**

In almost all countries, of people polled, those interested in winter sports are particularly critical of winter sports advertising high carbon companies. In France almost 9 out of 10 (86%) of those who enjoy watching and following winter sports want such sports to stop advertising high carbon companies. In Germany the figure for fans is almost 8 out of 10 (78%) who want such forms of promotion to end, while three quarters of people feel the same way in Canada (74%). In current Olympic hosts Italy, 7 out of 10 winter sports fans (68%) think that the Winter Olympics specifically should stop advertising oil companies like Eni.

Summary of key results:

- 1. Concern about snow and ice loss due to global warming is especially high, over two thirds (67%) in both the current and next host countries for the Winter Olympics, Italy and France.**

All other countries polled show a clear majority of their populations with a high extent of concern about the loss of snow and ice due to global warming: UK (62%) Sweden (60%), Canada (59%), Germany (57%), Norway (56%).

- 2. Even larger proportions of the general public in countries polled believe that winter sports organisations and events should stop advertising companies that cause large greenhouse gas emissions contributing to global warming (for example through sponsorship deals) - with opinion being strongest in the country set to host the next Winter Olympics in 2030, France where a full 83% agreed that the promotion of such polluting companies should end. Next highest in support were people in current Olympic hosts, Italy (77%) and the UK (77%).**

Opinion was strongly in favour of winter sports ending the promotion of climate polluting companies in all other countries polled: Germany (71%), Canada (69%), Sweden (63%), Norway (61%).

- 3. When asked whether the Winter Olympics should stop advertising oil companies like Eni - sponsor of the current Milano Cortina 2026 Winter Olympics - again majorities in every country agreed, with the highest level support to end such deals coming from the hosts of the next Games in 2030, France, where 74% agreed. In Italy, host of the current games, still nearly two thirds, 64%, agreed such deals should end.**

Clear majorities in nearly all other countries polled also agreed that the Winter Olympics should not promote oil companies like Eni: UK (69%), Germany (65%), Canada (59%), Sweden (59%), Norway (51%).

Fans in particular want winter sports to stop advertising fossil fuels

Of all the respondents those who identified as fans - people who enjoy watching or taking part in winter sports - are particularly critical of those sports advertising climate polluting companies and think such deals should be dropped. The polling showed fans wanting an end to climate polluter sponsorship deals (including all the three groups who are either interested in following winter sports in the media or who enjoy skiing or other winter sports):

- In France - 86%
- UK - 85%
- Italy - 81%
- Germany - 78%
- Canada - 74%
- Sweden - 66%
- Norway - 62%

Similarly, fans of winter sports were also more likely to want the Winter Olympics specifically to stop advertising oil companies like Eni, sponsors of the 2026 Games:

- In France, the next host of the Games after Italy, over three quarters of winter sports fans (78%) want the Winter Olympics to stop advertising oil companies like Eni.
- In Italy over two thirds of fans (68%) want the Winter Olympics to stop advertising oil companies like Eni.

Andrew Simms, co-director of the New Weather Institute, said, “The general public have seen through the madness of the Winter Olympics being sponsored by the companies whose climate pollution is melting the snow and ice that winter sports depend on. Eight out of ten people in both Italy and France, the current and next Winter Olympic hosts, want winter sports to stop advertising big polluters. It’s time for sports’ organisers to apply the lessons of the 1988 Calgary Winter Olympics, which led the way in banning tobacco sponsorship of sport, and drop sponsors whose products threaten the health of athletes and the future of winter sports.”

Anna Jonsson, co-director of the New Weather Institute Sweden, “The result shows strong support across Europe and in Canada for the Olympic movement and other winter sports organisations to stop promoting polluting companies. It is not surprising that in almost every country in the polling those enjoying winter sports, either watching or taking part themselves, are even more critical to these polluting sponsorships that are contributing to the melting of snow and ice. This is a very clear signal, now it is just a matter of time about who will be the first to take a clear stand. Just as with tobacco advertising, sport can choose to be the heroes by dropping harmful adverts.”

Dr. Melissa Lem, Past President of Canadian Association of Physicians for the Environment (CAPE), said: “Winter sports bring joy and health benefits to people across the country — from cardiovascular fitness to stress reduction to social connection. But the very snow and ice that make winter sports possible are at risk as our planet heats. The cruel irony is that the fossil fuel companies responsible continue to splash their logos across our winter games. It’s time to end fossil fuel sponsorships that threaten both outdoor winter activities and the health of communities worldwide.”

Erlend Eggen, CEO of Klimakultur, Norway, said: “These are encouraging figures for a major oil producing country like Norway. Resistance to oil companies’ sponsorship of winter sports and the Olympics persists in Norway despite decades of massive influence campaigns from Norwegian oil companies through targeted sponsorships. Furthermore, the survey shows that opposition to high-emission sponsors is as high as 61%.”

Climate scientist Dr Stuart Parkinson, executive director of Scientists for Global Responsibility, said; “This polling demonstrates that the views of the general public, and especially those who enjoy winter sports, reflect what climate science tells us about the threat posed to snow and ice by fossil fuels. So many people want to see an end to major climate polluters sponsoring the Winter Olympics and snow sports - and this mirrors the findings of our own new [research report, “Olympics Torched”](#), which estimates the climate impacts of promoting those polluters.”

Emil Johansson Kringstad, former member of the Swedish National Cross-country Ski Team, said: “Oil companies don’t belong in the Olympics — these Games honor human strength, not the forces weakening the world we compete on. The ancient Olympics banned those who corrupted the spirit of the Games; today, fossil fuel giants should be first on that list.”

For information contact: Liam Killeen liam@newweather.org ++00 7481 462728

Notes to editors:

1. Interviews were conducted by the polling company Novus and its partners in December 2025 and January 2026.
2. The questions asked in the polling were the following:
 - a. Which of the following apply to you when it comes to winter sports?
 - i. I enjoy following winter sports in the media (e.g. watching TV, listening to the radio, reading the news)
 - ii. I enjoy skiing
 - iii. I enjoy doing other types of winter sports
 - iv. None of these apply to me
 - b. To what extent are you concerned about the reduction in snow cover and ice due to global warming? Are you concerned...?
 - c. To what extent do you agree with the following statement? Organisations and events in winter sports should stop advertising companies that cause large greenhouse gas emissions contributing to global warming.
 - d. The 2026 Winter Olympics in Italy advertises, among other things, the major oil company Eni, because the company is a sponsor. To what extent do you agree with the following statement? The Winter Olympics should stop advertising for oil companies like Eni.
3. In each country over 1,000 people were interviewed. The result is post-stratified, ie. subsequently weighted against known population figures in order to correct any distortions in the sample compared with the target population. The size of the margin of error depends on the proportion that responds and the number of interviews that have been conducted. Below are examples of error margins for different outcomes in the survey: 1 000 interviews:
 - a. At turn-out 20/80: +/- 2,5%
 - b. At turn-out 50/50: +/- 3,1%
4. The survey was conducted by the polling company Novus on behalf of the New Weather Institute UK and Sweden, Klimakultur in Norway and the Canadian Association of Physicians for the Environment (CAPE) in Canada. The purpose of the survey is to examine the target group's attitude towards fossil sponsorship in sport events in general and in particular the 2026 Winter Olympics in Italy. The full polling results are available on request.
5. **The New Weather Institute** is a think tank cooperative, focused on finding pathways for rapid transition to a fair economy that thrives within planetary ecological boundaries. It established the Cool Down - Sport for Climate Action Network, a global movement mobilising athletes, fans, and sports institutions to demand climate action

within and beyond sport: cooldownclimate.org. New Weather Sweden is a sister organisation of the New Weather Institute and leads the [Save our Snow](https://saveoursnow.org) campaign. newweather.org & newweather.se

6. More information about climate impacts of the high carbon sponsorships of the Olympics in the new report: [Olympics Torched](https://olympics.torched.org)

-Ends-