

PETROGANDA PRIZE 2025

nominees: the long list

Category 1: Children and youth (education)

- First Lego League
- Our Energy Challenge
- Code power
- TENK Tech Camp
- LYDLAB music lessons
- Inspiria - build the platform of the future
- Honorable Mention: Energy Town

Category 2: Sports

- Ski VM

- Arctic Race of Norway
- Alpine National Team
- Gassco Bustling Day
- The public halls

Category 3: Folk festivals

- Celebration of the Johan Castberg field
- Aker BP celebrates new offices

Category 4: Campaign

- Searching for a better movie series
- Anorak
- Rebel Aker BP
- Sponsor and event award
- Petro Ladies Club

Category 5: Media and public debate

- NRK Oil Fund on the inside
- Oil-free climate interview
- Arendal week
- Dagens Næringsliv: Operation Gandalf

Category 6: Research

- Research Council - new petrocenters
- The Academy Agreement
- CICEROS disinformation seminar

Category 7: Arts and Culture

- Street art at Yggdrasil
- The Autumn Exhibition
- Bergen International Festival
- Arctic Talent Award

Category 8: Health and humanitarian work

- The Swedish Cancer Society / Young Cancer
- Red Cross and NRC

The Petroganda Prize shows examples of how the oil industry affects us in Norway.

Through various categories, we see the breadth and scope of the oil industry's advocacy work - and those who assist them.

More and more countries and regions are banning fossil fuel advertising, and the UN Secretary-General has urged all countries in the world to do so. same.

That the oil industry's lobbying efforts are exacerbating the climate crisis and obstructing climate action is well documented. Most recently in the book “**Climate Obstruction,**” where a hundred researchers write about the fossil fuel industry's efforts to slow down or block climate policy.

The jury chair is **Ketan Joshi**, energy analyst and greenwashing expert.

The winner will be chosen by the audience at **the Petroganda Festival** on Monday, October 20, 2025 at Carls in Oslo.

Brukt 833 millioner på sponsoravtaler

Equinor bruker store summer på å utvikle energispill for unge, på lego-konkurranser for barn ned i 6 års alder og på vitenskapssentre.





Category 1: children and young people (education)

PETROGANDA PRIZE 2025

nominated: equinor / first lego League



First Lego League is one of the world's largest knowledge and technology competitions. It is sponsored by Equinor in Norway, Sweden and Brazil.

The competition is aimed at children aged 6-16, and is often organised by schools and science centres.

In 2024, First Lego League tournaments were held in 34 cities in Norway and Sweden. A total of 11,625 participants participated, divided into 775 teams.

Equinor and organizer FIRST® Scandiavia won the award for **socio-sponsorship of the year** at the Sponsor and Event Awards in 2023 because they: “by using influencers, SoMe and competitions, have managed to create great engagement in a young target group”.

[First Lego League](#)

[Annual Report First Lego League 2024](#)

[Equinor advertisement about First Lego League](#)



Category 1: children and young people (education)

PETROGANDA PRIZE 2025

nominated: Young entrepreneurship / our energy challenge



Velkommen til

Vår Energi Challenge 2025!



Vår Energi Challenge 2025 is an innovation camp for school students in Rogaland organized by **Young Entrepreneurship** and sponsored by **Vår Energi**.

The Innovation Camp is an offer for all upper secondary schools in Rogaland, across educational programs. In 2025, **1,000** students from **14** upper secondary schools participated in the Vår Energi Challenge.

The problem itself is given by Vår Energi, against *the "background of their own goals and ambitions to be a leader in sustainability"*.

The final took place at Vår Energi in Forus, through a presentation of the solutions to a jury from Vår Energi.

Vår Energi is one of the fastest growing oil companies in the world and is 63% owned by the Italian oil company ENI.

[Our Energy Challenge](#)

[E24 case about Vår Energi Challenge](#)



Category 1: children and young people (education)

PETROGANDA PRIZE 2025

nominated: equinor / codepower

VilVite > Sekundærmeny > Om oss > Aktuelt > Åpning av Norges kuleste klasserom

Åpning av Norges kuleste klasserom

I dag ble Norges kuleste klasserom, det nye koderommet på VilVite, offisielt åpnet av konserndirektør i Equinor, Anders Opedal, sammen med elever fra Holen skole.

Publisert tirsdag 21. september 2021





Equinor has sponsored the educational program **Kodekraft** is offered to all 9th and 10th graders. To date, half of all Norwegian school classes have completed it, i.e. 73,778 students divided into 3,166 classes in 782 schools.

Students learn programming by coding an energy game “*where an energy minister must collect energy to get points.*” Additional tasks include “*simulating a border control*” so that people from poor countries don’t come and steal our resources.

The program is offered by the Norwegian science centers (except Vitenparken at Ås) and INSPIRIA Science Center in Sarpsborg is the coordinator for the project.

Teaching takes place during school hours, often in "**Equinor Coderoom**" which is available at several of the Norwegian science centers.

Code power

Equinor & INSPIRIA



Category 1: children and young people (education)

PETROGANDA PRIZE 2025

nominated: think tech camp



TENK Tech Camp is a free, two-day event for girls aged 13-19 held in ten cities across Norway.

Equinor is the main sponsor of TENK Tech Camp. The individual cities also have their own sponsors. In Stavanger, oil players such as Vår Energi, Shell, Subsea 7, Halliburton and Aker BP were among the sponsors in 2025.

Sponsors have had good visibility on digital platforms, at the event venue and on merch such as t-shirts.

The purpose of “giving girls the opportunity to explore technology in a fun and hands-on way through workshops, lectures, and activities” is commendable.

Giving the oil industry free access to market itself to 13-19 year old girls is alarming. TENK founder Isabelle Ringnes should conduct an ethical review with her team and consider what kind of actors they are working with.

[TENK Tech Camp](#)

[Equinor about TENK Tech Camp](#)

Photo: Line Owren / TENK Tech Camp



Kategori 1: barn og unge (undervisning)

PETROGANDAPRISEN 2025

nominert : equinor / ly dlab MUSIKKUNDERVISNING



Photo: Fests pille nei Bergen / Thor Brødreskift

LY DLAB was developed by the VilVit sound science center in connection with the Bergen International Festival 2022. The program was initiated and funded by Equinor and offered to all Norwegian schools.

LydLab is an educational program where students learn to program music for film clips.

It is linked to the learning objectives for grades 5-10 in music, science, and arts and crafts and is offered to all Norwegian schools through these science centers:

- The Science Center of Southern Norway
- INSPIRIA science center
- WillKnow
- DuVerden
- Norwegian Technical Museum
- The Jær Museum
- The Science Center in Trondheim
- The Science Center in the Inland Region
- Science Center Nordland
- Atlantic Park Science Center
- KnowMore
- Northern Norwegian Science Center

Sound lab

Bergen International Festival / VilVite / Lydlab



Category 1: children and young people (education)

nominated: Inspiria Science Center - build the platform of the future In Lego



PETROGANDA PRIZE 2025

A number of Norwegian science centers have had programs where children can come and build **the “platform of the future” in LEGO**. Sponsored by Equinor.

Inspiria Science Center in Sarpsborg has a major exhibition about preserving marine life. The exhibition includes a section with LEGO where children are invited to build platforms of the future, such as schools, hotels (in rainbow colors) or greenhouses at sea.

“How can the platforms solve the challenges of the future?” asks Equinor. No information is provided about the oil company's ambitions to produce oil and gas for as long as possible.

Inspiria invites you to a LEGO festival in October 2025 with free admission for children aged 0-16, supported by Equinor.

[LEGO festival INSPIRATION](#)

[Technical Museum/platform](#)

[Want to Know Bergen / platform](#)

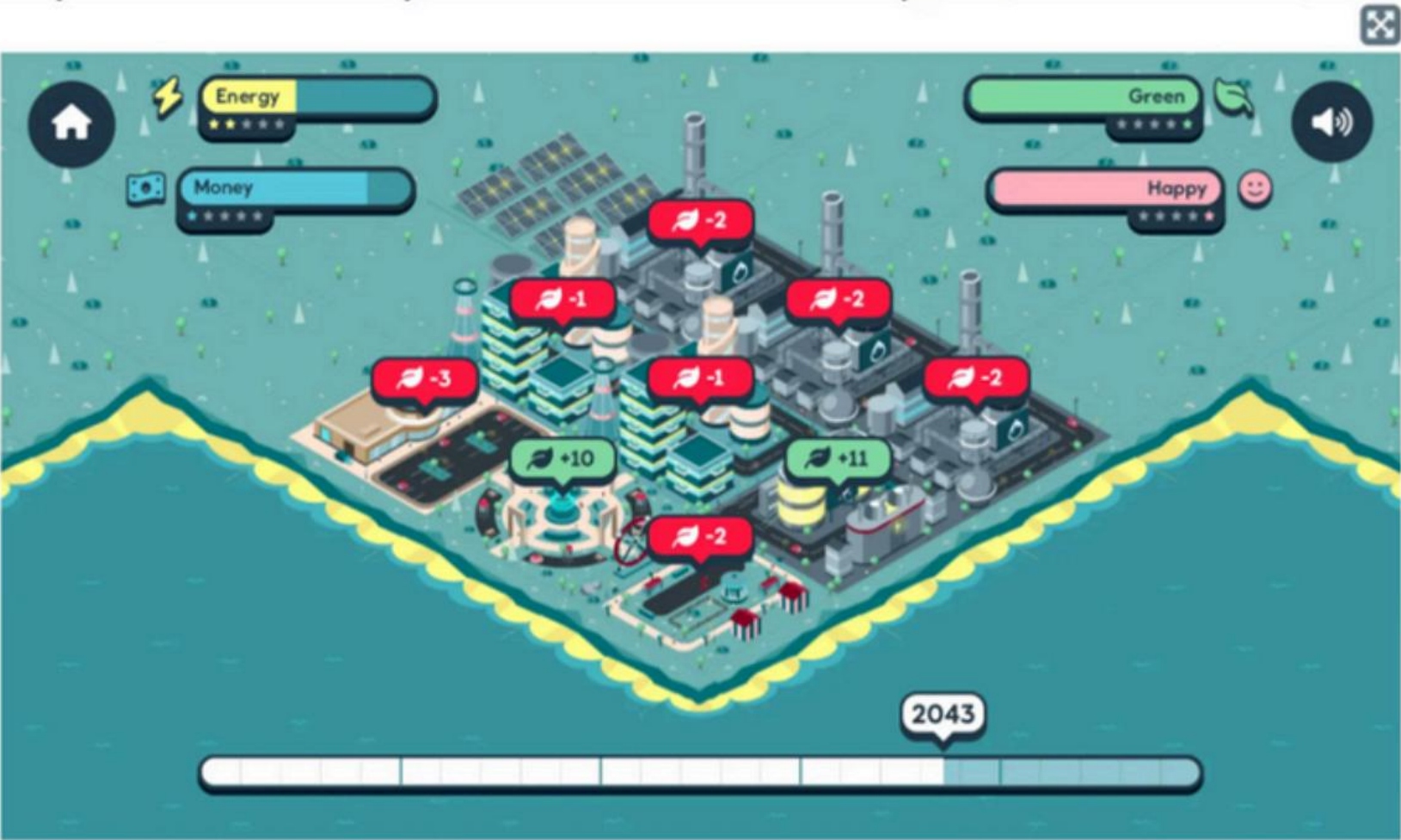
Photo: Inspiria Science Center, July 2025



Honorable Mention: Equinor - Energytown (UK)

Equinor har finansiert energispill for britiske skolebarn

Spillet viser blant annet at oljeplattformer kan være en del av en grønn energimiks. Hva Equinor har betalt for spillet, er hemmelig.



ENERGIBYEN: «Energy Town» skal stimulere barn og unge til å bli nysgjerrig på teknologi og realfag, sier Equinor. Foto: Skjermdump av wonderverselearning.com

In the Equinor-funded game **Energy Town** , children will build a city that will survive until the year 2050. They will learn, among other things, that oil can be part of a green energy mix. The game is aimed at schoolchildren in the UK aged 9 to 14.

According to the website (now removed), the game is intended to "secure permission to operate at a time of sensitivity around fossil energy sources, particularly in light of the approval to develop **Rosebank**."

Rosebank is a highly controversial oil field that Equinor wants to develop on the English continental shelf. The emissions from the field will be equivalent to the emissions from the 27 poorest countries in the world.

In connection with the media cases surrounding Energy Town, it emerged that Equinor has spent **833 million on sponsorship agreements** over the past five years.

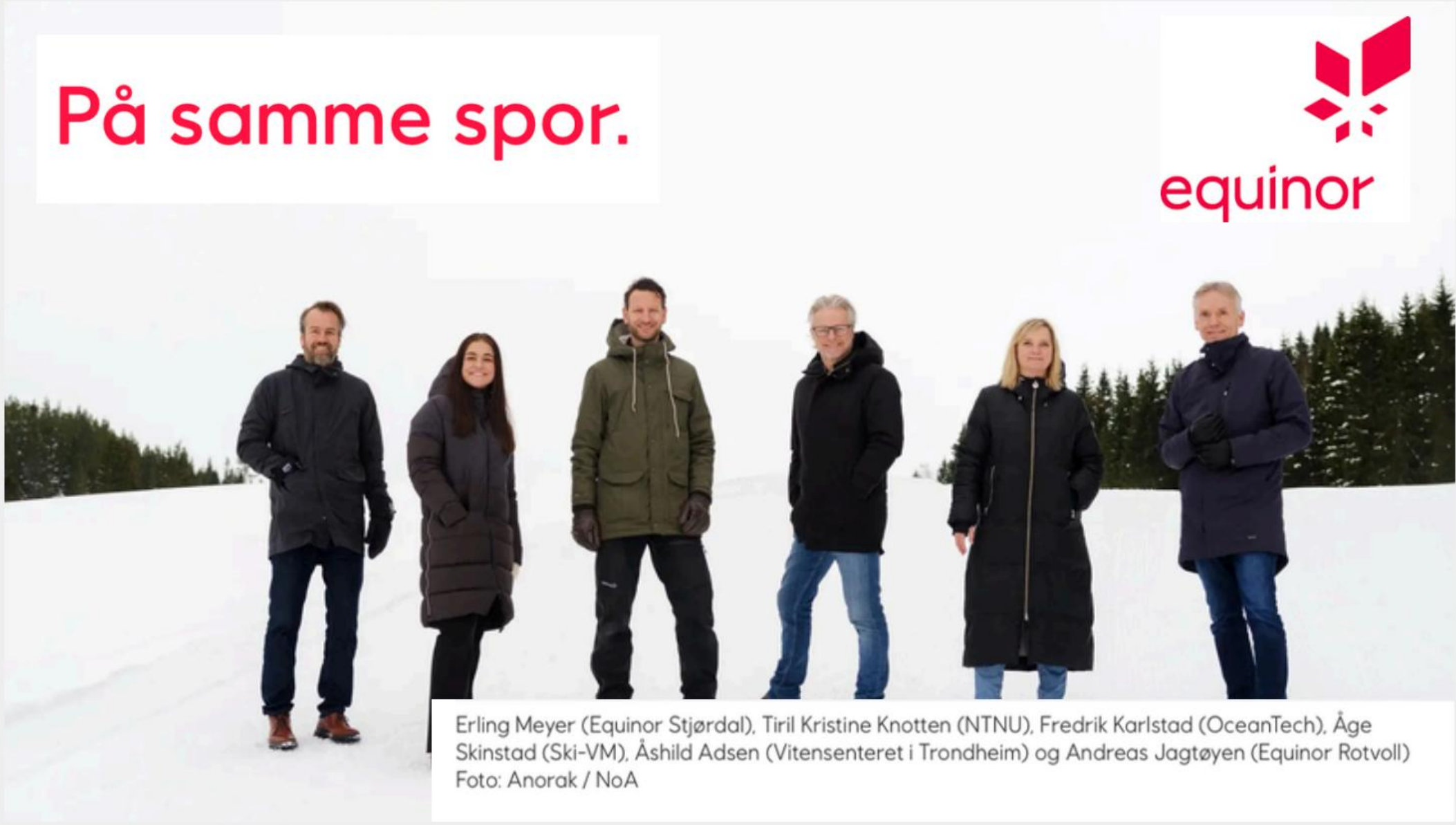
[E24 case about Energytown](#)

[NRK case about Energy Town](#)

[TU has played Energy Town](#)



nominated: equinor / ski world championships trondheim



Ski-VM 2025 i Trondheim har som ambisjon å være tidenes mest bærekraftige mesterskap i nordiske grener. Typisk Trøndelag, spør du oss. For her er veien til innovasjon og teknologisk nyvinning kortere enn noe annet sted i Norge. Av den grunn har Trøndelag alltid vært viktig for Equinor – og sånn kommer det til å være framover også.

Through **the 2025 World Ski Championships**, Equinor presented itself as a driving force for the green shift.

The sponsorship linked the company to Norway's largest sporting event and public festival throughout the year and gave them a platform to establish the narrative that Equinor is part of the solution.

Åge Skinstad, head of the Ski World Championships, stated:

- Equinor has collaborated and elevated the sport of skiing for over 12 years. They are a key driver in the green shift, spending significant sums on renewable energy. This fits well with our values of being forward-looking and proactive.

[Ski World Cup about Equinor](#)

[Equinor about the Ski World Championships](#)

[Olympic skiers take action](#)



nominert: arctic race of Norway



Equinor gains massive visibility as the main sponsor of the Arctic Race of Norway cycling race. The agreement runs until 2030.

The bike ride engages volunteers, families and the business community in a large public celebration that portrays the fossil fuel industry as **the world's best neighbor** and an integral part of a vibrant and sustainable Northern Norway.

Knut-Eirik Dybdal, CEO of Arctic Race of Norway:

- Equinor has a clear focus on the need for more talented minds and hands. By being present in various arenas in large and small local communities and digitally, we show northern Norwegian youth that exciting opportunities are just a short distance away in one of the world's leading companies in its field.

Equinor's Head of Sponsorship, Thea Moen, on the Arctic Race: *- They leave a positive mark on Northern Norway every year and are constantly working to improve the sustainability of the event through environmental and social initiatives. That's how we think at Equinor too.*

[Arctic Race: New Equinor agreement](#)

[Equinor om Arctic Race of Norway.](#)



nominated: gassco / busy day for 2-5 year olds



State-owned **Gassco** is the operator of the Norwegian gas transport system. The company sponsors a wide range of activities and organizations in Rogaland, from metal festivals to Sildajazz and sports.

In 2025, the Haugar Sports Club will be organizing **Gassco Vrimledager** aimed at families with young children in Haugesund with **children aged 2-5**. Here, the children can play with a ball and other unorganized activities in the sports hall.

There are many ties between the fossil fuel industry and football in Norway.

Karl Petter Løken, Secretary General of **the Norwegian Football Association**, sits on the board of **Gassco**.

Energiwatch asked Løken what similarities there are between working in sports and the petroleum industry?

– *Both are about liking to compete, chasing margins, and making a team work. In addition, there are of course many differences. Personally, I have always liked combining both industries,* said Karl Petter Løken.

[Gassco Bustling Day](#)

[Energiwatch interview Karl Petter Løken](#)



nominated: our energy / alpine national team



The Norwegian alpine national team is sponsored by Vår Energi, where the Italian oil giant ENI is the majority owner (63%).

When Vår Energi and the Norwegian Alpine Team expanded their collaboration in 2024, Andreas Wulff, Director of Policy and PR at the oil company, stated:

- Vår Energi is one of the world's fastest growing oil and gas companies and shares many of the same values as the Norwegian Alpine Skiing Team.

In October 2025, Vår Energi invited two of the national team's alpine skiers to the Gjøa oil field and the operations director Torger Rød was excited:

-The purpose of the visit was simple, yet powerful: To get to know each other better, share what we do for a living, and explore what we have in common.

Vår Energi extends agreement with the Norwegian Alpine Team
ENI sponsoring the 2026 Winter Olympics



nominated: folk halls



PETROGANDA PRIZE 2025

The public halls in the Stavanger region are sponsored by Vår Energi:

Our Energy Arena Sørmarka
Our Energy Arena Randaberg
Our Energy Arena Forus
Our Energy Arena Sandnesshallen
Our Energy Arena Sola

The five sports halls have close to 500,000 visitors per year and are important arenas for physical activity and social interaction – especially for children and young people.

Vår Energi writes in a press release:

*The collaboration with Folkehallene has given Vår Energi good visibility in the region, but what is essential for Vår Energi is the long-term goal of improving **the public health** of children and young people in the region.*

Regarding Vår Energi's long-term goal of improving public health, we can recommend the report “**From Cradle to Grave - the health toll of fossil fuels and the imperative for a just transition**”.

The report clearly shows the kind of health damage that fossil fuels cause to humanity. More people die from health damage from fossil fuels than from tobacco.

[Press release Vår Energi](#) .

[Rapport: From Cradle to Grave](#)



nominated: CELEBRATION of the Johan Castberg field

Arrangerer stor gratiskonsert i sentrum: – Det er en gave til byen



Grete Birgitte Haaland og Knut Vidar Larssen i Equinor åpner pengeboka og henter blant annet Espen Lind til sentrum. Foto: Lars Richard Olsen / Thomas Andersen / TV 2

Av Lars Richard Olsen Publisert: 29.04.25 17:19 Del

Equinor feirer pengemaskinen med familiekonsert. Enkelte av artistene er fremdeles hemmelige.



32/88 Foto: Martin Mortensen



10/17 Vitensenteret med show. Foto: Martin Mortensen

Equinor, Vår Energi and Petoro invited people to public celebrations in Harstad and Hammerfest when the opening of the Johan Castberg field was to be celebrated earlier this year.

Expected recoverable volumes from the Castberg field are 450-600 million barrels of oil with an expected **production period of 30 years**. Equinor is planning significant new investments and drilling campaigns.

At the folk festivals, **the North Norwegian Science Center** contributed free activities for the children, while artists such as **Keino, Sirkus Eliassen, Espen Lind and Vinni** performed on stage. Equinor handed out **large red checks** to local organizations while politicians and businesses showered praise.

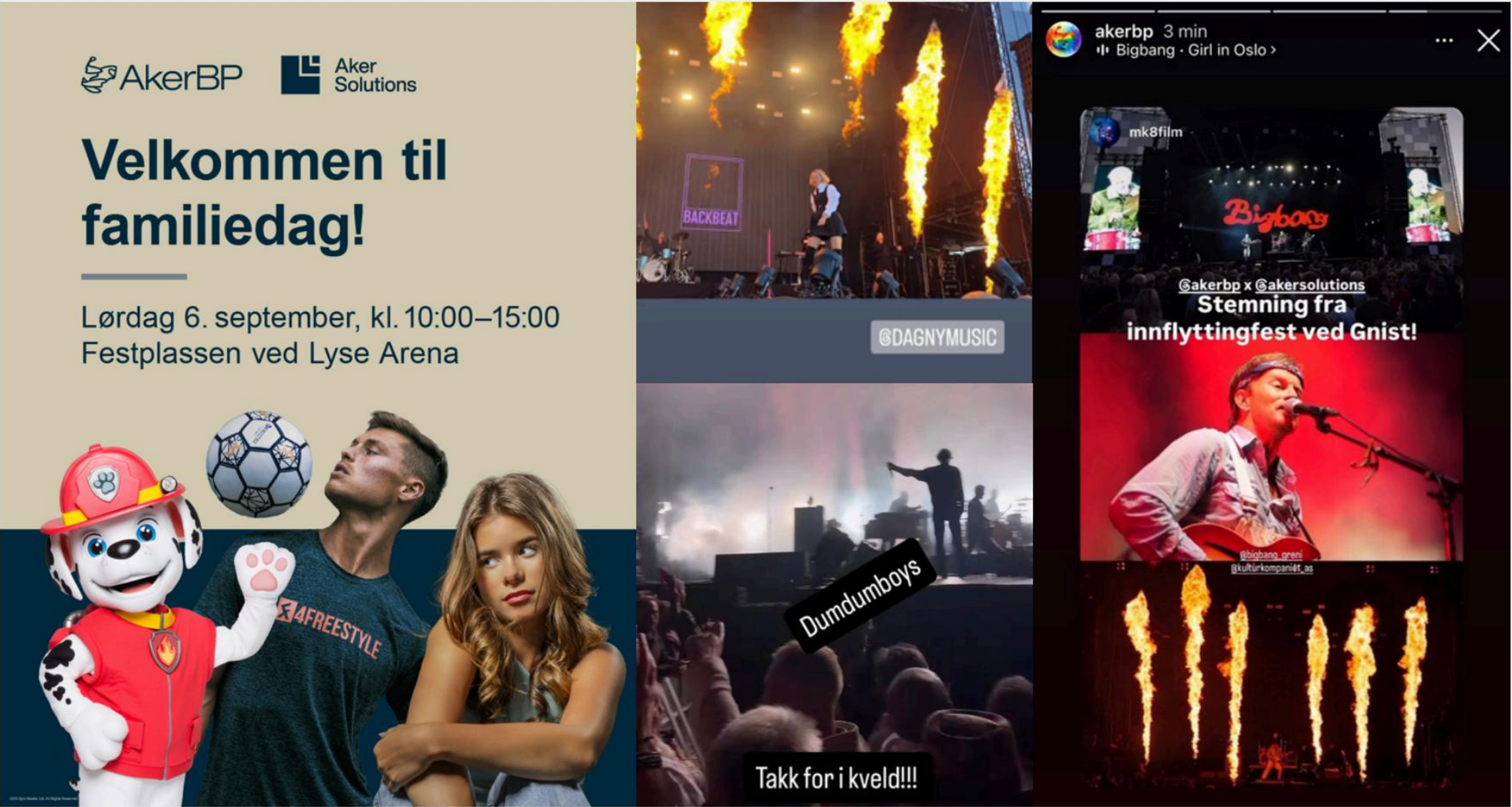
On Facebook we can read words of praise from residents who participated: “Thank you so much for the great city gift.”

The Castberg field is located 240 km north of Hammerfest and is Norway's northernmost oil field.

Equinor invites to a town party



nominated: aker bp celebrates new offices



On Saturday, September 6, 2025, Aker Solutions and Aker BP celebrated their move into the new Gnist office building – and the entire neighborhood was invited to celebrate with them.

The festival consisted of a family day with children's activities, entertainment and free food. Throughout the day and evening, concerts were arranged with artists such as Bigbang, Dagny and Dum Dum Boys.

Gnist brings together Aker's 3,000 employees in Stavanger and is intended to be a symbol of their commitment to sustainability, with a "high environmental profile" through energy-efficient technology, solar panels and a sea-based heat pump system.

Welcome to Family Day



nominated: searching for better



Equinor has been running a campaign for the past year on the company's new motto **Searching for Better**.

Through 13 short films, we get to know Strategy Director Henriette Undrum and other employees who go to work “to drive the energy transition forward.”

According to the campaign, Henriette and her colleagues at Equinor go to work to find new solutions every single day.

In the video with Henriette, the work is compared to a heart transplant. The patient, or society, could quickly die if we interfere with Equinor in its ongoing work.

The campaign combines many of the fossil fuel industry's favorite narratives, but most importantly: **Remember that Equinor is the reason your life works.**

The videos had **3.2 million** views by early October 2025.

The campaign was created by Equinor's advertising agency Anorak.



nominated: anorak (Noa)



It was the advertising agency Anorak that came out on top when Equinor was to hire a new agency in 2024. Anorak is now responsible for building and strengthening the Equinor brand in the Norwegian market.

In addition to strategy and creativity, the company is also responsible for Equinor's sponsorship program, Equinor's visual identity, social media operations and development, content marketing and recruitment communications. Anorak works together with Equinor's international agencies such as McCann in London, Rio and Germany, as well as Hill Holliday in the USA.

Among other things, the company has worked on Equinor's new campaigns with the slogan "**Searching for better**".

The PR and advertising industry's complicity in extending the oil age and delaying climate action is well documented, most recently in the book **Climate Obstruction**.

UN Secretary-General **Antonio Guterres** has called for all countries in the world to adopt bans on fossil fuel advertising and for agencies and advertisers to **refuse to work with fossil fuel companies**.

More and more cities are adopting bans on fossil fuel advertising, most recently **Stockholm** in October 2025.

Organizations like **Clean Creatives** and **Creatives for Climate** are working to get the advertising industry to drop fossil fuel clients.

[Bok: Climate Obstruction](#)
[The mad men of information pollution](#)
[Fossil fuel ad ban](#)



Facsimile KOM24: NoA on the Equinor contract: - A dream customer for us case

nominated: Rebel Aker BP



PETROGANDA PRIZE 2025

In recent years, the oil company Aker BP has run campaigns that are similar in content and design to climate activists such as Extinction Rebellion.

First, Aker BP launched **Rebels with a Cause** in connection with the ONS oil conference in Stavanger in 2022:

“We want to change the oil and gas industry. We are the rebels seeking radical improvements. At Aker BP, we welcome the rebels – because we will achieve something meaningful. Important to us and vital to you... We are rebels, revolutionising productivity for the cause of energy production and value creation. We are rebels with a good cause!”

Aker BP further developed the concept to ONS in 2024: **We don't Imagine. WeAct. We are Rebels in Action.**

The campaigns build on Aker BP's "radical" ambitions to revolutionize the oil and gas industry. They want to drive a *productivity revolution* through new technology and digitalization and drastically increase oil and gas production in the years ahead.

The campaigns were developed by the advertising agency Melvær&Co from Stavanger.

Rebels with a cause

Rebels in action

Melvær&Co about ONS 2024



nominated: sponsor and event award

Årets Kultursponsorat

FIRST LEGO League og Equinor
Equinor, deles med First Scandinavia,
Vitensenterforeningen, Anorak NoA og Burson.

Nominasjonstekst:
Dette initiativet viser vi hvordan Equinor og FIRST
LEGO League har inspirert unge til å utforske realfag.
Gjennom kreativ kommunikasjon og aktiviteter som
fremmer læring og samarbeid har de ikke bare styrket
koblingen mellom Equinor og STEM-fag, men også
gjort konkurransen tilgjengelig for flere. Kampanjen
engasjerte tusenvis av unge, lærere og ansatte, og
viste at realfag ikke bare er viktig, men også gøy!

Årets Samfunnsengasjement

TENK Tech Camp
Equinor, deles med Tenk:tech-nettverket for Kvinner,
Anorak, Burson
Nominasjonstekst:
For å sikre fremdrift i energiomstillingen – har vi ikke
råd til å miste noen kloke hoder. Norge vil trenge flere
titusen teknologer de neste ti årene, da holder det ikke
at halvparten av befolkningen velger seg bort. Derfor
heier Equinor på TENK Tech Camp. Gjennom et
langsiktig samarbeid, som inkluderer digital
kommunikasjon, aktivering av egne ansatte,
workshopper, og mye mer, så sørger TENK Tech
Camp for at flere jenter velger teknologi. 2025 ble et
rekordår, 2026 skal bli enda bedre!

Årets Sponsor

EQUINOR
Nominasjonstekst:
Gjennom strategiske sponsorater i en spesifikk region
og mot utvalgte studieretninger, har Equinor målrettet
styrket sitt omdømme og økt attraktiviteten til
realfagsstudier. Langsiktige samarbeid med FIRST
LEGO League og Arctic Race har bidratt til en mer
positiv oppfatning av Equinor som en sentral
samarbeidspartner for Nord-Norge – i en periode
preget av fallende omdømme. Samtidig har initiativene
løftet Equinors posisjon på viktige nøkkelparametere
innen STEM-feltet, og styrket deres rolle som en
pådriver for realfag og teknologiutdanning.

Årets Idrettssponsorat

På samme lag
Equinor, deles med Anorak NoA, Byraa Bodø og Arctic
Race of Norway
Nominasjonstekst:
Equinor har vært en stolt sponsor av Arctic Race of
Norway i 11 år – et partnerskap som strekker seg langt
utover sykling og idrett. Samarbeidet handler om å
styrke fellesskapet, bidra til lokal verdiskaping og finne
bedre løsninger for regionen. I 2024 tok Equinor
sponsoratet til et nytt nivå ved å fremheve lokale
samarbeidspartnere gjennom en omfattende kampanje
og ulike aktiviteter. Ved å knytte Arctic Race tett opp
mot deres arbeid i Nord-Norge og de ringvirkningene
de skaper sammen med lokalsamfunnet, har Equinor
ikke bare bygget sterke relasjoner, men også positivt
påvirket holdningene til selskapet. Gjennom synlighet,
engasjement og aktiv deltakelse har de vist sitt
langsiktige engasjement for regionen og menneskene
som bor der.

The Sponsor and Event Association annually presents
a number of awards to recognize companies that *contribute
to solving important societal challenges, communication
needs and business problems.*

Equinor and its partners were nominated in 2025 in
the categories **Cultural Sponsorship of the Year,
Sports Sponsorship of the Year, Sponsor of the Year
and Community Engagement of the Year.**

Equinor was nominated for its ability to influence people's
attitudes towards the company through sponsorships
aimed at children, young people and local communities.

In Norway, oil companies are honored for their ability to
influence children. **Nominating an oil company for
their ability to influence children and young people is
like nominating a tobacco company for its ability to
give people lung cancer.**

Sponsor and Event Award 2025



nominated: petro ladies club



Petro Ladies Club (PLC) is a Norwegian network for women in the oil, gas and energy industry. PLC wants to strengthen the reputation of the industry and ensure future recruitment.

The network regularly invites to meetings and events, often on Women's Day on March 8th.

In 2024, PLC celebrated Women's Day and invited people to a conference at the Concert Hall in Stavanger entitled: **Power, Money, the Future**.

The event was supposed to be a **celebration** of women and equality. An opportunity to celebrate the opportunities, power, and future that are being created for women. The speaker list included an extensive bouquet of leading oil executives, journalists, and politicians.

Power Money Future concluded with the **Petro Lady of the Year (PLOTY)** award, an annual award given to prominent women in the oil industry.

The Petro Ladies Club claims to care about women's living conditions, rights, inclusion and equality. The fact that they themselves represent the industry that poses **the greatest threat to women's welfare** now and in the future is never mentioned.

Power Money Future

UN: Women and climate change



nominated: nrk / oil fund on the inside



The Oil Fund Inside is a documentary series in 4 episodes funded entirely by NRK.

A total of 142 minutes **filmed from the inside without critical voices from the outside**. This is an expensive production with filming done in Oslo, London and New York over an extended period of time.

"The Oil Fund from the Inside" is a classic example of Norwegian petroganda - where the climate consequences of our oil production are never mentioned - and where the series' creators build on the myth of Norway as a **green and ethical beacon** in the world's financial markets. We are not.

The more people know about the fund, the more trust they have, said Marthe Skaar, communications director at the Norwegian Oil Fund, at the launch of the series.

The narrative of democratic Norwegian oil benefiting us all (because it never contributes to the climate crisis) is a powerful one that is told to Norwegians again and again. That NRK uncritically contributes to supporting that narrative is disappointing.

[NRK Oil Fund on the inside](#)

[Interview Marte Skaar](#)



nominated: oil-free interview with climate minister



Political editor at Aftenposten, **Kjetil B Alstadheim**, led a conversation with Minister of Climate and Environment Andreas Bjelland Eriksen (AP) during this year's edition of the climate festival Varmere Vætere Villere.

Alstadheim failed to ask a single question about Norwegian oil and gas. The topic was not mentioned in the conversation at all.

The premise of the conversation was *a deep dive into climate policy*.

One must then ask: doesn't oil have anything to do with climate policy?

Warmer Wetter Wilder



nominated: arendalsuka

Debatt – Klima

KLASSEKAMPEN

Arendalsuka bør droppe Equinor som sponsor

Truls Gulowsen (Leder i Naturvernforbundet)

Frode Pleyrn (Leder i Greenpeace)

Ragnhild Bergli (Leder i Changemaker)

Mari Nythun Utheim (Talsperson i Extinction Rebellion Norge)

Julie Forchhammer (Partner i Klimakultur)

Thea Birgitte Erfjord (Leder i Spire)

12. aug.

A number of climate and environmental organizations (including Klimakultur) spoke out against Equinor's sponsorship of Arendal Week this year.

The post included the following:

*Over the past 5 years, Equinor has spent NOK **833 million** on sponsorship agreements, including games and “educational programs” for children as young as 6 years old.*

*Through sponsorship of culture, sports, education and now Norway's **largest stage for social debate** just before the election, Equinor works purposefully to maintain its image as a responsible company that provides "long-term value creation in a low-carbon future."*

*...In order for Arendalsuka to have integrity as a political platform and be a “**democracy festival**” without pretense, we believe that the sponsorship agreement with Equinor must be terminated.*

Debate post



nominated: today's business / operation Gandalf



Anders Opedal er tilbake i New York og på Equinors anlegg i Brooklyn for første gang etter kampanjen som reddet havvind-prosjektet Empire Wind. – Denne måten å jobbe på har vi aldri gjort før, sier han.

Operasjon Gandalf: Equinors største lobbykampanje noensinne

REPORTASJE

TEKST Mikael Holter
FOTO Per Thrana

20. JUNI 2025 - NEW YORK/ALBANY/STAMFORD

Da «worst case»-scenarioet inntraff, mobiliserte Equinor alle de kunne. Etter 500 møter og telefoner fikk selskapet Donald Trump til a snu.

DNHelg

Over **eight full pages**, Dagens Næringsliv covers Equinor's *largest ever lobbying campaign*, **Operation Gandalf**. The story provides a detailed insight into how Equinor worked to secure the Empire Wind offshore wind project in the USA.

The newspaper has joined CEO Anders Opedal in New York to thank Governor Kathy Hochul and others who assisted Equinor in the lobbying campaign. A number of American politicians were involved, not least thanks to the efforts of **Finance Minister Jens Stoltenberg, who took an active role** in helping Equinor along the way.

The narrative is a **heroic tale** where Anders Opedal and Equinor appear as the renewable industry's eager knights who take on an oil-loving American president.

Is it possible to imagine a similar case where DN had put the same spotlight on **Equinor's work** to secure the development of **the Rosebank oil field** in England?

A news story that followed the political lobbying, influence campaigns targeting British schoolchildren, marketing and reputation work to mitigate the massive opposition to the project and win a majority among British politicians for the project.

Would the newspaper have had as good access to a smiling Equinor CEO standing in his underwear ironing his shirts in his hotel room?

[DN: Operation Gandalf](#)



nominated: the Research Council's new petrocenters



Innspelsmøte: Petrosenter-utlysninga

Passer for: Forskingspartnarar, privat sektor, offentlig sektor og andre samfunnsaktørar

The Research Council plans to announce up to two new petrocenters in the spring of 2026. Each center can receive up to **15 million kroner per year for eight years**.

The petroleum centers will *create new knowledge and expertise to solve important challenges in the management and value creation of petroleum resources in Norway*.

According to the Government, petroleum research centers (PETROCENTERES) work to solve defined and limited challenges for the exploitation of petroleum resources and the reduction of climate emissions. The petroleum centers consist of selected research environments and the business community.

The scheme is administered by the Research Council of Norway and has so far been awarded to the University of Tromsø, the University of Stavanger, SINTEF and NORCE. Today there are three active Petrocenters.

The Petrocenters have not been tasked with rounding off, but with **maintaining Norwegian oil extraction**. By researching technology that can marginally reduce emissions (during production), the Petrocenters are **effective tools** for a fossil fuel industry that wants to be perceived as part of the solution to the climate crisis, not the cause of it.

[Input meeting on petrocenters](#)

[Regjeringen.no petrocenters](#)



nominated: academia agreement

Equinor has entered into agreements to fund basic research at **five Norwegian universities and the Norwegian School of Economics (NHH)** worth **380 million NOK** over five years.

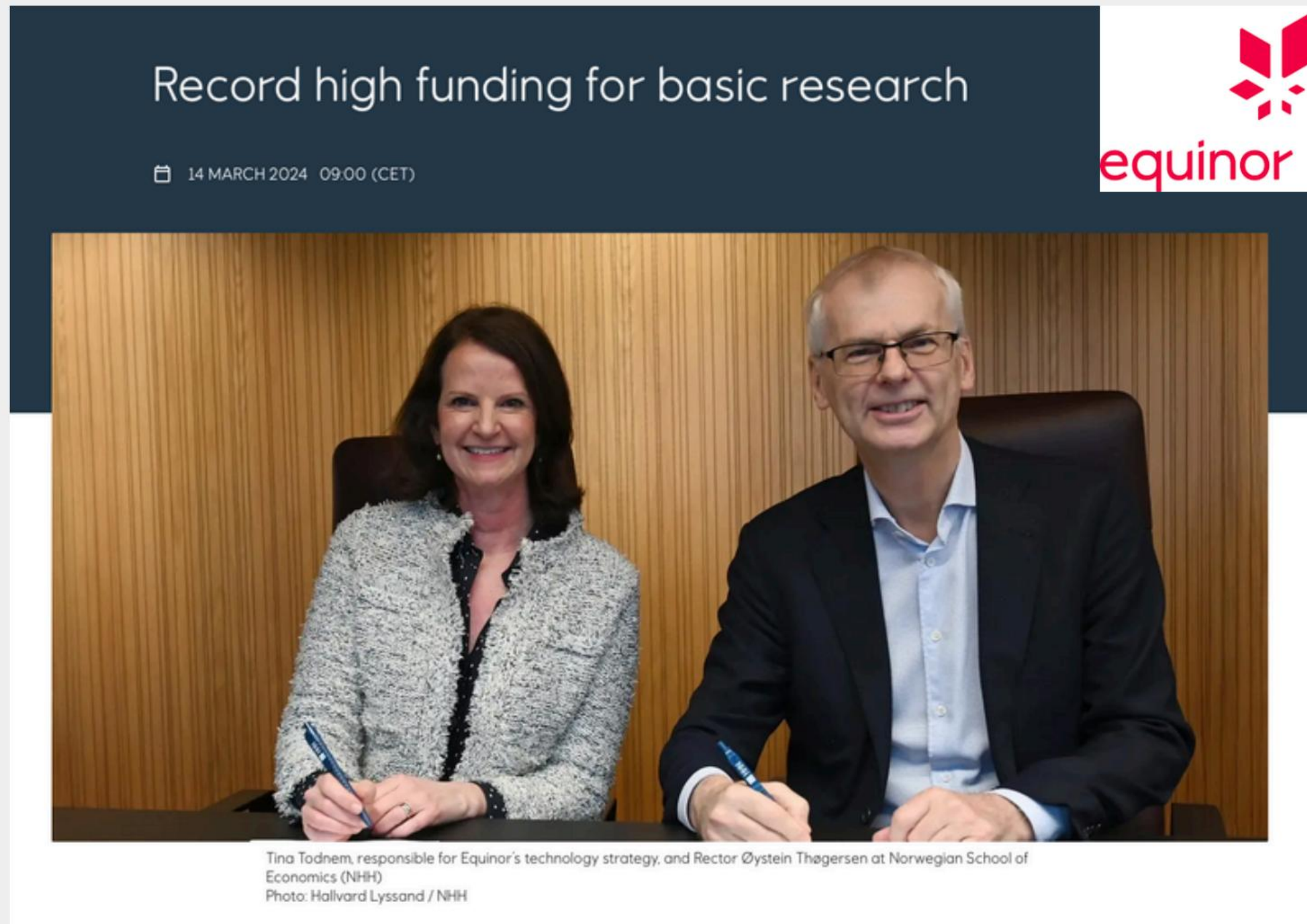
In addition to NHH, agreements have been signed with the Norwegian University of Science and Technology (NTNU), the University of Oslo, the University of Bergen, the University of Stavanger and the University of Tromsø – The Arctic University of Norway.

The new academy agreement extends until **2028**.

At each location, a steering group is appointed, with half of the representatives coming from the educational institution and half from Equinor.

The agreements cover topics that are mainly aimed at **the future maintenance of fossil activity on the shelf**, such as: carbon capture and storage (CCS), next generation operations, offshore wind and oil and gas-related research, fusion energy, robotics and robotic organizations, materials technology, climate risk and energy systems.

[Equinor on the Akademia agreement](#)



nominated: cicero / disinformation seminar



The CICERO Center for Climate Research organized the seminar **Fighting disinformation and climate change** which was held at the **Ministry of Climate and Environment** on May 23, 2025.

Climate Minister Andreas Bjelland Eriksen said in his opening speech:

So what do I really mean by disinformation? It's the intentional spread of false information about climate and climate policy to mislead the public, often driven by political motives, profit, or simply the desire to harm our societies.

When Climate Minister Andreas Bjelland Eriksen talks about climate disinformation being driven by political motives and profit, **he is not referring to Norway** in any way. It is something that is happening **elsewhere**, in other countries.

The seminar was a sad example of the public debate around climate in Norway: Climate disinformation is something that comes from **sinister foreign actors**, it's not something that happens here.

How is the oil country of Norway supposed to adapt when **disinformation from the fossil fuel industry is never addressed** by the most influential climate scientists or politicians in contexts like this? Disinformation is also everything that is not said

[CICERO: about the seminar](#)

[Bok: Climate Obstruction](#)



nominated: aker bp / street art at Yggdrasil

Aker BP velger gatekunst i utsmykking av Yggdrasil



Yggdrasil is the **largest ongoing oil and gas development** in Norway. In close collaboration with **Street Art Norway**, operator Aker BP is now rolling out a major decoration project, where street art will make its mark on **all platforms and facilities** in the Yggdrasil area.

"The project is very extensive and has no parallel on a Norwegian and European scale. We are not aware of any projects that have been given to a street art project this large ever," project manager for Street Art Norway. Ola Hanø stated,

The project includes over 20 walls inside and outside, which will be decorated on **three platforms, two land facilities and the operations center** in Stavanger.

*"Through art, we want to create a common thread that ties all parts of Yggdrasil together. Our goal is that those who work on our platforms and facilities should have a good working environment, and then **well-being and pride** in the surroundings are enormously important. So the decoration project is not just about aesthetics. It is about **identity, environment, pride – and culture building**, "* stated platform manager and project manager for the decoration Truls Haugen.

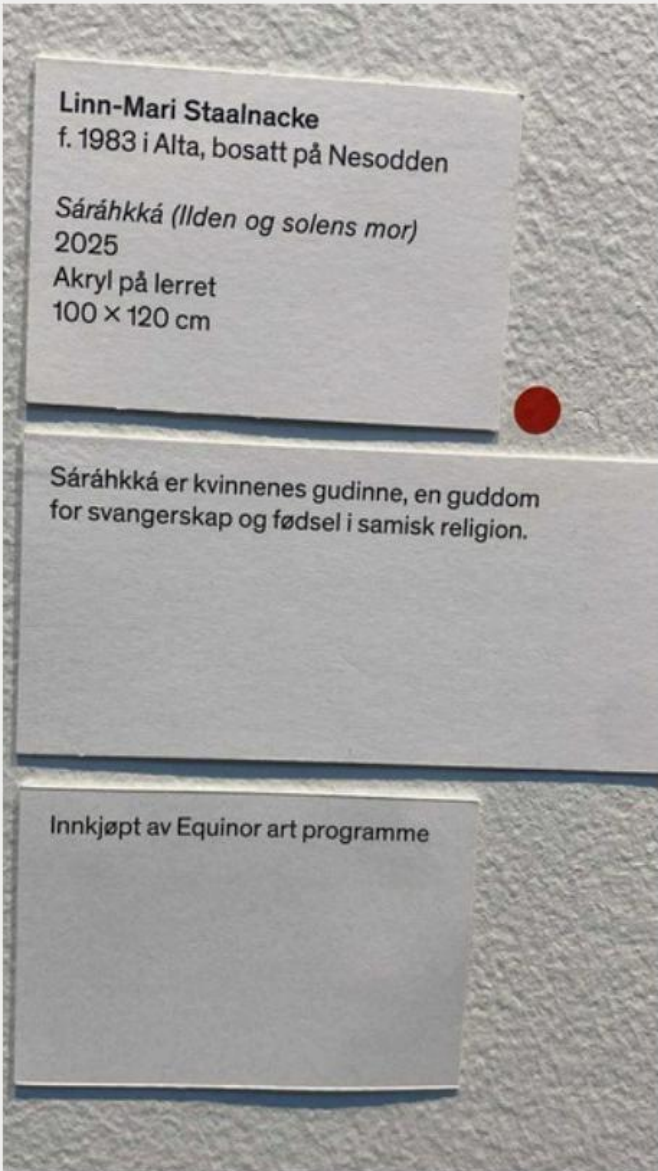
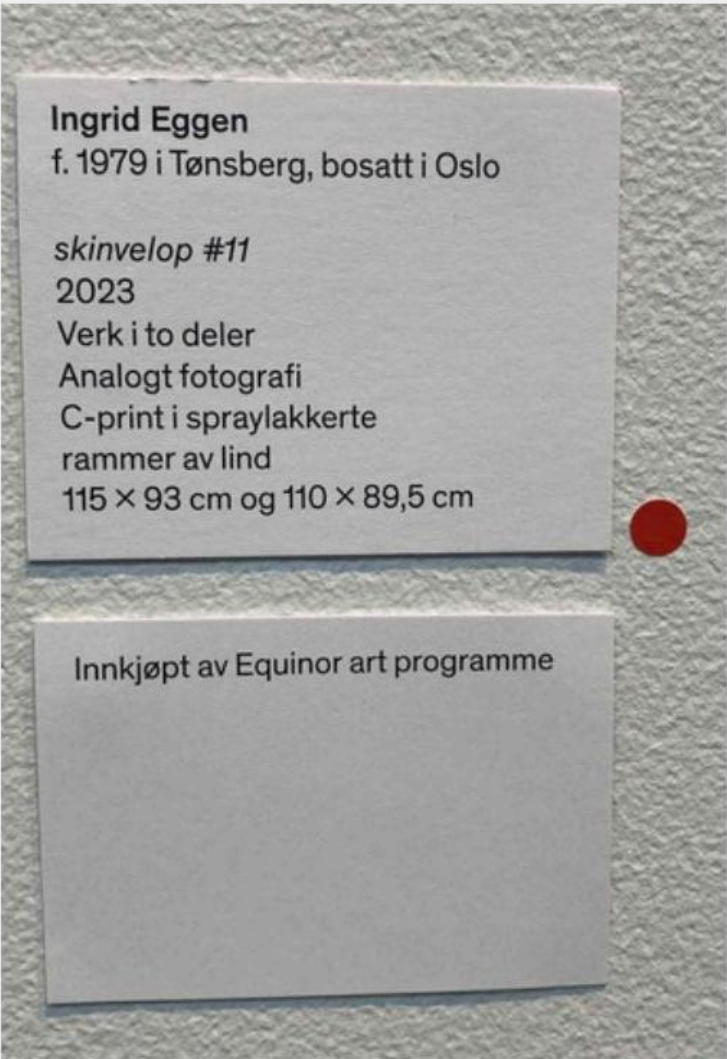
The Yggdrasil oil field is named after **the tree of life in Norse mythology**. It is one of three fields that Greenpeace and Natur og Ungdom have taken to court to have stopped. Scientists believe that the three new oil fields together could lead to over **100,000 heat-related deaths** by 2100.

[Street Art Norway news story](#)

[E24 about oil-related deaths Yggdrasil](#)



nominated: equinor / autumn exhibition



At this year's **Autumn Exhibition** at **Kunstnernes Hus** in Oslo, several of the works were marked with notes that read: **"Purchased by Equinor art programme"**.

On its website, Equinor describes the art program as follows:

Equinor began collecting art around 1988, and our art program manages a collection of more than 1,400 works of art. These are exhibited in our offices, as well as at a number of onshore and offshore facilities.

We collect contemporary art based on our core values of being open, courageous, collaborative and caring. Equinor's commitment to the arts supports the company's purpose: to transform natural resources into energy for people and progress for society.

Several of the works purchased from this year's autumn exhibition are by Sami artists and artists who have had a clear focus on climate and environmental themes.

The autumn exhibition is organized by the professional organization Norwegian Visual Artists.

[About Equinor's art program](#)

[About the Autumn Exhibition](#)



nominated: bergen festival

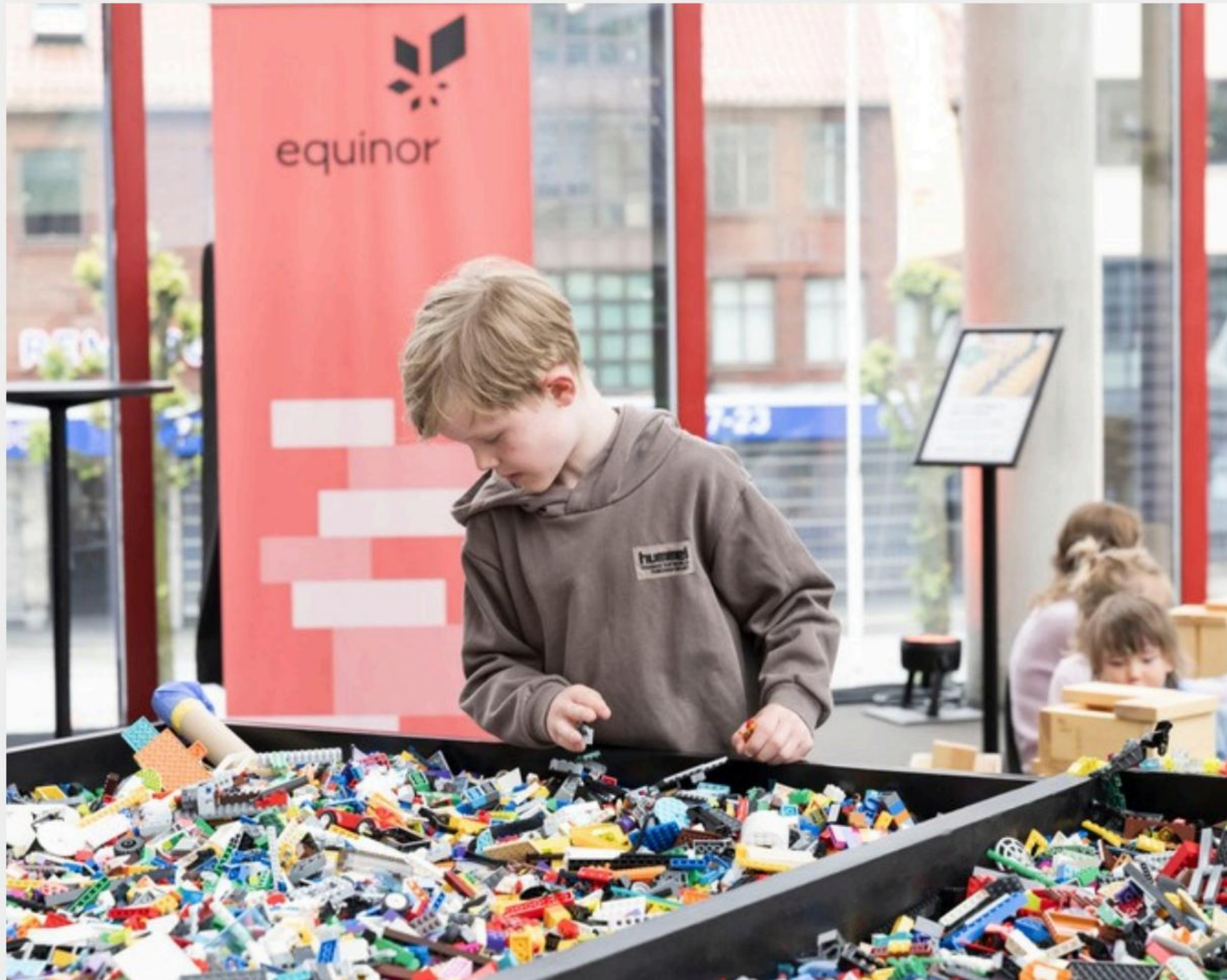


Photo: Thor Brødreskift / Bergen International Festival

Equinor is **the main sponsor** of the **Bergen International Festival**. The sponsorship has often had a focus on young talents, for example, selected talents have been offered their own master classes with world stars such as **pianist Leif Ove Andsnes** (who was an ambassador for the oil company's Tomorrow's Heroes program for several years).

Several of the activities are aimed **directly at children and young people**, preferably in collaboration with the local science center VilVite, which is also sponsored by Equinor.

The music education program **LYDLAB** was created in connection with the 2022 festival by VilVite on behalf of Equinor. LYDLAB is now offered to **all schoolchildren in the country** through the science centers.

Festspillene i Bergen skriver følgende om sin hovedpartner Equinor: *“Equinor is working with the best environments for talent development. In that way, together, we can lift boys and girls to be future role models for all of us. They will inspire us to understand that the impossible can become possible.”*

Chairwoman **Thorhild Widvey** has a background as Minister of Petroleum (and Minister of Culture). She is also chairwoman of the oil company Vår Energi and a board member of ONS. **The Ministry of Culture has appointed Widvey** as chairwoman of the festival.

Desmog revealed in an article earlier this year how cultural sponsorship is actively used by oil companies to **block climate action**.

People Against Fossil Power campaigned against oil sponsorship during the Festival this year.

[The festival about Equinor](#)

[Desmog about oil response of culture](#)

[People against Fossil Power's action](#)



nominated: arctic talent / varanger festival



The **Arctic Talent** music scholarship was established in 2014 and is awarded in connection with **Vår Energi's sponsorship of the Varanger Festival**. The scholarship is worth 400,000 kroner and is awarded each year to a promising artist from Northern Norway.

Vår Energi is a **leading oil and gas company** on the Norwegian continental shelf with major growth ambitions. The **Italian oil company ENI** owns 63 percent of Vår Energi.

The Arctic Talent scholarship is set up according to the same model as **the Statoil scholarship** that was awarded under **Bylarm** from 2008 - 2013.

The Statoil grant was heavily criticized, among other things for turning musicians into advertising posters for the oil industry. **Kråkesølv, Erlend Øye and Whitest Boy Alive and Ungdomsskulen** were among the artists who withdrew from the nomination list. **Synne Øverland Knutsen** left the band **Team Me** when they were nominated in 2012.

[Vår Energi about Arctic Talent](#)

[NRK: Discontinues controversial grant](#)



nominated: cancer association / Young Cancer

Together for young cancer patients

Beading workshop

September 18, 2025 | At 15.30-19.00

Aker Tech House
John Strandruds Vei 10, 1366 Lysaker

Bring your friends and family

Help us create a space of strength and comfort for young cancer patients. Every donation goes directly to the youth room at Radiumhospitalet

YoungSolutioneers

AKER YOUNG

AkerBP | Young professionals

YOUNG-CANCER

KREFTFORENINGEN UNGKREFT



Aker BP ASA
115 792 følgere
6md. •

Innsamlingsaksjonen 2025 er i gang!
Denne uken deltar Aker-selskapene i årets viktigste innsamlingsaksjon: Vi samler inn penger til Kreftforeningen og forskning på kreft med spredning. Og for hver krone vi samler inn, vil Aker BP doble beløpet. Det betyr at hvis du gir 500 kr, gir Aker BP 1000 kr, slik at totalt 1500 kr går til Kreftforeningen.



Ingrid Stenstadvold Ross
Secretary General,
Norwegian Cancer Society

thank you very much to
all the Aker companies,

Health organizations such as the **Norwegian Cancer Society** and **Ung Kreft** cooperate with Norwegian oil companies such as Aker BP and the Aker Group. **Øyvind Eriksen**, CEO of Aker, is currently deputy chairman and acting **chairman of the Norwegian Cancer Society**.

The Norwegian Cancer Society is happy to appear in videos and proudly tells about its collaboration with oil players. The organization had **its own stand at the ONS oil fair** in 2024 and collaborated with the organizers on a daily walk “Morning walk with the Norwegian Cancer Society” and the Global Relay For Life relay.

Leif Johan Sevland, direktør for ONS uttalte i den forbindelse: *For ONS Global Relay For Life is extremely important to be a part of. We know the importance of fighting cancer and making cancer history.”*

The fact that the health damage from **fossil fuels** causes greater health damage and **kills more people than tobacco** each year is never mentioned by cancer organizations or oil companies.

The Global Climate and Health Alliance released the report “**Cradle to Grave** - The Health Toll of Fossil Fuels and the Imperative for a Just Transition” in the fall. The report clearly shows how fossil fuels lead to **increased cancer cases in absolutely** all phases - production, use, etc.

ONS - Relay For Life

Rapport: Cradle to Grave

Young Cancer linkedin case

Fundraising for the Norwegian Cancer Society 2025



nominated: equinor/red cross and refugee aid

**Røde Kors**

Partnerskap med Equinor

Røde Kors har signert en langsiktig partnerskapsavtale med Equinor. Equinor vil støtte Røde Kors med 20 millioner kroner i året fra 2023 til 2026, med mulighet for to år til etter det.

03.10.2023 – 13:48 Skrevet av Røde Kors

– Avtalen vil bidra til at vi kan hjelpe flere mennesker og reagere på katastrofer og hendelser der behovene er størst. Den vil styrke vårt humanitære arbeid og sikre forutsigbare og langsiktige inntekter.

Cecilie Thuv, leder for inntektsavdelingen i Røde Kors.

**FLYKTNINGHJELPEN**
NORWEGIAN REFUGEE COUNCIL



Flyktninghjelpen og Equinor inngår langvarig samarbeid i en tid der rekordmange mennesker er på flukt

In October 2023, **the Red Cross and the Norwegian Refugee Council** launched new partnership agreements with Equinor. The agreements are worth NOK 20 million in annual support from Equinor and will be used to strengthen the organizations' work at **"a time when record numbers of people are on the move"**.

The partnership between the Red Cross and the oil company caused concern internally among employees. 40 people in the organization chose to send a letter of concern to management, stating that they disagreed with the decision.

– *If we are going to cry out about the climate crisis and try to help millions of people affected by climate change, we cannot at the same time have a partnership with Equinor, the letter said.*

As the Red Cross itself writes on its pages about climate and people:

The climate crisis is hitting the poorest hardest. Hurricanes, floods and droughts are destroying homes and forcing people to flee. The Red Cross is on the ground around the world to help those most affected.

Entering into partnership with Equinor

Employees looking forward to collaboration with Equinor

