



Deputy Malcolm Byrne TD
Dail Eireann
Leinster House
Dublin
D02 A272

18 February 2026

Re: Parliamentary Question 4848/26 / Dail PQ ref 34

Dear Deputy Byrne,

I refer to the following Parliamentary Question submitted by you for written answer on 21 January 2026.

To ask the Minister for Climate; Energy and the Environment the total sums spent for each year from 2016 to 2025, inclusive of advertising, by his Department on social media or online platforms, including identifying separately payments to influencers on such platforms; and to set out the annual totals for that period to each specific platform, including but not limited to major platforms.

The information requested is set out below. I trust that this clarifies the position.

Yours sincerely

A handwritten signature in dark ink, appearing to be 'D. O'Brien', written over a horizontal line.

Darragh O'Brien TD
Minister for the Climate, Energy and the Environment



My Department uses advertising and promotion to communicate important public information, promote services and supports, and encourage behaviour change in areas such as energy efficiency, climate action and public safety.

As the media landscape has evolved, advertising expenditure has increased to ensure effective national reach across diverse audiences and platforms, and to meet statutory requirements, including Irish language advertising obligations under the Official Languages (Amendment) Act 2021. Advertising is procured in line with public procurement rules, primarily through a central media buying agency, with channel mix determined by target audience, best practice and value for money considerations.

The table below sets out overall advertising expenditure in my Department since 2019. As my Department has been reconfigured on several occasions since 2012, the information sought by the Deputy is not readily available. My Department has gathered the information requested covering the period since the formation of the previous and current Government and this is set out below by year.

Year	Spend*
2019	€279,805.00
2020	€107,898.17
2021	€516,668.44
2022	€3,828,081.00
2023	€3,764,527.50
2024	€2,519,386.01
2025	€679,013.28**

* Following the transfer of the Communications function to another Department in 2025, figures for that year and earlier may vary slightly, as advertising is now reported by the Departments that incorporated the function.

** A number of campaigns span 2025-2026, final figures will be confirmed once they are completed.

The table below comprises major campaigns over that period:

Ad Campaign	Objective	Start	End	Media Platforms	Advertising Agency	Spend Ex. VAT
2021						
Climate Action Plan / Climate Jargon Buster	Campaign to publicise the new Climate Action Plan.	May-22	Aug-22	Programmatic Display, Media Partnership	Mediavest T/A Spark Foundry	€307,000.15
2022						



Reduce Your Use - Burst 1, 2 & 3	Reduce Your Use was designed to assist every household in Ireland in dealing with rising energy costs and supporting positive behaviour change.	May-22 Jul-22 Oct-22	Aug-22 Aug-22 Dec-22	TV, Outdoor, Radio, Press, Cinema, Display, VOD, Social Media, Digital Audio, Search • Meta: €41,206.54 • LinkedIn: 4,582.89 • X (formerly Twitter): €29,770.15	Mediavest T/A Spark Foundry & PHD Media Ireland	€3,000,660.15
Climate Conversations	Campaign inviting people across the country to have their say on the Climate Action Plan and how we can all play our part in securing our sustainable future.	Jul-22	Sep-22	Radio, Social Media • Meta: €5,432.75 • X (formerly Twitter): €5,272.59	PHD Media Ireland	€32,401.34
Solid Fuel Regulations	Campaign to publicise solid fuels regulations.	Aug-22	Nov-22	OOH, Programmatic Display, Radio, Digital Audio	PHD Media Ireland	€90,705.00
Let's clear the air – Burst 1	Campaign to raise awareness of impacts of air pollution and the health of our communities.	Nov-22	Feb-23	TV, Radio, Press, VOD, Display, Digital Audio, Social Media, Search • Meta: €22,665.00	PHD Media Ireland	€634,155.00
It's Time to Get Circular – Burst 1	Campaign to raise awareness of	Oct-22	Nov-22	Radio, Press, Social Media,	PHD Media Ireland	€108,569.00



	the circular economy and sustainable practices.			Digital Audio • Meta: €7,218.39 • X (formerly Twitter): €2,999.51		
2023						
Let's clear the air - Burst 2	Campaign to raise awareness of impacts of air pollution and the health of our communities.	Oct-23	Mar-24	TV, Radio, VOD, Digital Audio, Display, Social Media, Search • Meta: €15,531.00	PHD Media Ireland	€569,725.00
Reduce Your Use - Burst 4	Reduce Your Use was designed to assist every household in Ireland in dealing with rising energy costs and supporting positive behaviour change.	Jan-23	Apr-23	Cinema, TV, Radio, Press, VOD, Digital Audio, Display, Partnership, Social Media, Search • Meta: €50,299.97 • LinkedIn: €7,915.98 • X (formerly Twitter): €31,499.36	PHD Media Ireland	€1,789,697.00
Reduce Your Use - Burst 5	Reduce Your Use was designed to assist every household in Ireland in dealing with rising energy costs and supporting positive behaviour change.	May-23	Sep-23	Radio, Partnership, Display, Social Media, Search • Meta: €31,119.72 • X (formerly Twitter): €14,551.71	PHD Media Ireland	€379,244.00



Reduce Your Use - Burst 6	Reduce Your Use was designed to assist every household in Ireland in dealing with rising energy costs and supporting positive behaviour change.	Dec-23	Dec-23	Radio, Outdoor, Press, Partnership, display, Digital Audio, Social Media • Meta: €29,992.05	PHD Media Ireland	€360,247.00
The Second Offshore Renewable Energy Development Plan (ORED P II): Public consultation campaign	Campaign inviting people to give their views on the second Offshore Renewable Energy Development Plan (ORED P II) – Ireland's new national spatial strategy for our offshore renewable energy future.	Feb-23	April-23	Radio, Press, Partnership, Social Media, Display • Meta: €12,024.00	PHD Media Ireland	€76,980.00
It's Time to Get Circular – Burst 2	Campaign to raise awareness of the circular economy and sustainable practices.	Oct-23	Dec-23	Radio, Partnership, VOD, Digital Audio, Social Media, Display, Search • Meta: €19,038.00 • X (formerly Twitter): €5,010.00	PHD Media Ireland	€225,338.12
Climate Conversations 2023	Campaign inviting people across the	Jul-23	Sep-23	Radio, Display, Social Media	PHD Media Ireland	€28,540.27



	country to have their say on the Climate Action Plan and how we can all play our part in securing our sustainable future.			• Meta: €7,499.94 • X (formerly Twitter): €2,961.01		
2024						
Reduce Your Use - Burst 7	Reduce Your Use was designed to assist every household in Ireland in dealing with rising energy costs and supporting positive behaviour change.	Jan-24	Mar-24	Outdoor, Radio, Press, Partnerships, Display, Digital Audio, Social Media, Search • Meta: €23,702.96 • X (formerly Twitter): €14,090.55	PHD Media Ireland	€918,976.00
Reduce Your Use - Burst 8	Reduce Your Use was designed to assist every household in Ireland in dealing with rising energy costs and supporting positive behaviour change.	Aug-24	Oct-24	Partnership, Display, Social Media, Search • Meta: €13,229.66	PHD Media Ireland	€33,841.00
Climate Conversations 2024	Campaign inviting people across the country to have their say on the	May-24	Sep-24	Radio, Partnership, Display, Social Media • Meta: €10,821.49	PHD Media Ireland	€30,349.18



	Climate Action Plan and how we can all play our part in securing our sustainable future.					
Climate Action Works 2024	Climate Actions Work was a national campaign and programme of engagement on climate action, inviting people and communities across Ireland to be part of the conversation about climate change.	Sep-24	Nov-24	Radio, Press, Partnerships, Display, VOD, Digital Audio, Social Media, Search • Meta: €22,821.22 • TikTok: €7,988.21 • LinkedIn: €4,789.21	PHD Media Ireland	€379,037.00
Reverse the trend – Burst 1	Campaign aims to raise awareness of alternatives to frequent purchasing of clothing and some of the environmental impacts of over-consumption of textiles.	Sep-24	Dec-24	Radio, Media Partnership, Digital Audio, Display, Social Media • Meta: €18,937.8 • TikTok: €9,000.00 • Snapchat: €7,314.6	PHD Media Ireland	€323,127.40
It's Time to Get Circular – Burst 3	Campaign to raise awareness of the circular economy and sustainable practices.	Sep-24	Oct-24	Radio, VOD, Partnerships, Display, Digital Audio, Social Media, Search	PHD Media Ireland	€128,024.00



				Meta: €13,025.88		
Let's clear the air - Burst 3	Campaign to raise awareness of impacts of air pollution and the health of our communities.	Dec-24	March-25	TV, Radio, Partnerships, Digital Audio, Display, VOD, Social Media, Search Meta: €11,022.00	Spark Foundry	€343,407.00
2025						
Let's clear the air - Burst 4	Campaign to raise awareness of impacts of air pollution and the health of our communities.	Jan-25	Mar-25	TV, Radio, Partnerships, Digital Audio, VOD, Display, Social, Search Meta: €11,237.43	Spark Foundry	€281,412.00
Reverse the trend – Burst 2	Campaign aims to raise awareness of alternatives to frequent purchasing of clothing and some of the environmental impacts of over-consumption of textiles.	Jun-25	Nov-25	Radio, Digital Audio, Digital Display, Socials, Search, Influencer Partnership - Meta: €8,916.42 - TikTok: €5,437.55 - Pinterest: €4,500.00 - Influencers partnership: €34,000.00	Spark Foundry	€172,078.59
Climate Conversations 2025	Campaign inviting people across the country to have their say on the Climate Action Plan	August-25	Sep-25	Digital Display, Social - Meta: €6,394.41 - LinkedIn: €3,050.00	Spark Foundry	€12,293.51



	and how we can all play our part in securing our sustainable future.					
Let's clear the air – Burst 5	Campaign to raise awareness of impacts of air pollution and the health of our communities.	Oct-25	Ongoing	Radio, Digital Audio, Print, Door Drop, VOD, Digital Display, Social • Meta: €26,435.02 • TikTok: €22,329.40	Spark Foundry	€180,448.18