

My Zero Carbon – Annual report 2021-22

My Zero Carbon

The best time to act is now!



By Dr Ingo Schüder, Project Manager, My Zero Carbon

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Project aim

My Zero Carbon is a not-for-profit Climate Change communication project to enable as many people as possible to take positive actions on climate change by sharing helpful and practical tips and tricks via social media and videos.

Social Media

The project created a website and four social media accounts.



<https://myzerocarbon.org>



https://www.youtube.com/channel/UC-L8ANojZmCg_40kEzMzB4A



<https://twitter.com/MyZeroCarbon>



<https://www.facebook.com/myzerocarbon>



<https://www.tiktok.com/@myzerocarbon>

Introduction to the annual report

This is the annual report for the first financial year of My Zero Carbon.

My Zero Carbon launched as a not-for profit project in April 2021. It was the right time to do it and the right thing to do.

The project aims to share the personal experience of the Project Manager, Dr Ingo Schüder, of how he reduced his carbon footprint by two thirds (of the UK national average). The project wants to encourage people to join the journey towards zero carbon, using social media, including new video content.

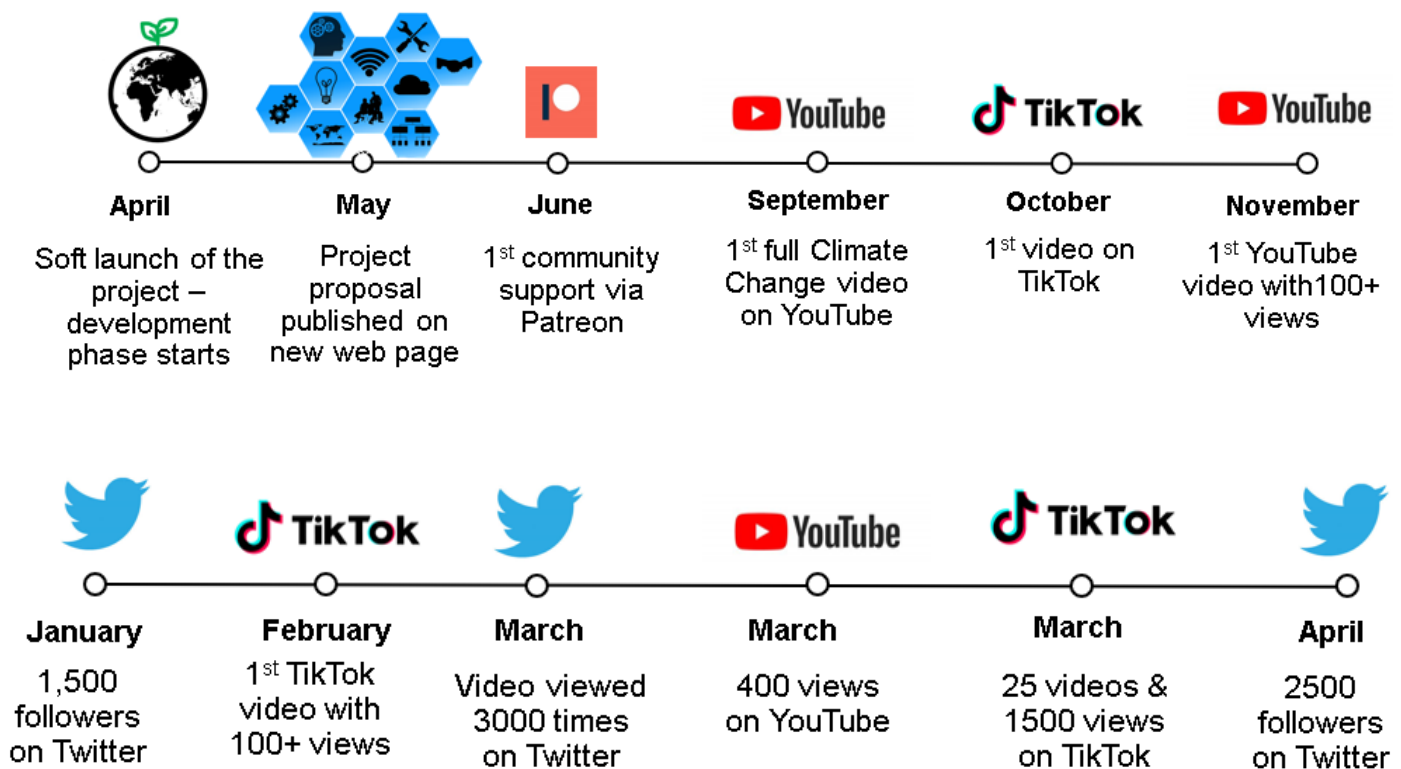
A lot has happened since the publication of the [annual report for the calendar year 2021](#)

(a more informal, personal account of the year 2021).

Timeline and highlights 2021-22

The time from April to August 2021 was entirely development work. The project manager developed new and improved existing skills for more impactful social media activity, photography and video making, video editing, animation and design software. The project manager also deepened his own knowledge and understanding of Climate Change issues. Development work will continue in 2022.

The timeline below shows some highlights from the first year of the project.



Social Media Summary



Social Media (details)

The ethos of the social media posts is to share thought-provoking, positive, encouraging, enabling and informative content. This is setting a clear contrast to the many 'doom and gloom' (social media) messages on Climate Change. The aim is to encourage and enable people to reduce their personal carbon footprint.

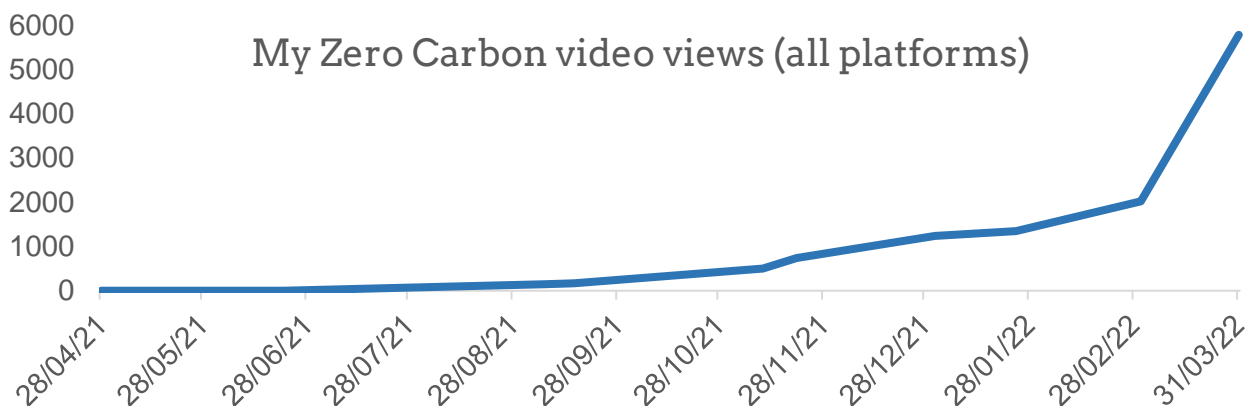
My Zero Carbon has now a bank of over 500 'evergreen' posts. Own material, blog posts and videos, currently make about 15% of posts. This will increase in 2022/23.

[@Myzerocarbon](#) posted over 3,000 tweets in 2021/22, with as many posts on Facebook. Typically, 50 different posts go out per week.

Social media platforms have seen strong growth, especially Twitter and TikTok. The introduction of embedding videos directly in tweets has exponentially increased video views. Twitter is the platform with the largest impact. TikTok overtook YouTube as the social media platform with the second-largest number of video views in November 2021.

Here a summary of Social Media statistics as of 31 March 2022:

Social Media	Twitter	YouTube	TikTok	Facebook	Total
Posts	3,059	N/A	N/A	3,000	6,059
Likes	N/A	52	97	33	182
Video Views	3,583	461	1738	N/A	5,782
Followers	2,398	N/A	149	37	2,601
Subscriber	N/A	17	N/A	N/A	17



My Zero Carbon wants to reach audiences who are indifferent or sceptical about #ClimateChange. It is really important to raise awareness and motivation for #climateaction in people currently not engaged in the topic with stories with hashtags like these:

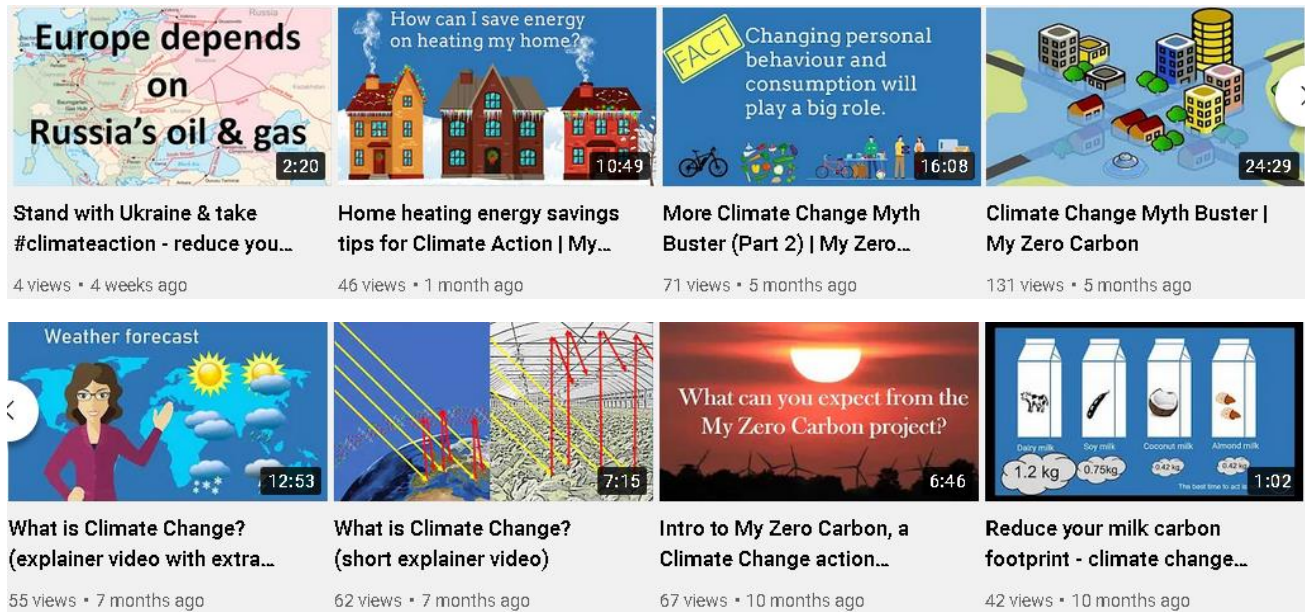
#Health
#Cooking #Tips #Kids #Love #Faith
#Travel #Video #Vegan #Money
#Food #Justice #Home #Mentalhealth #Hope
#Women #Learning

Video creation

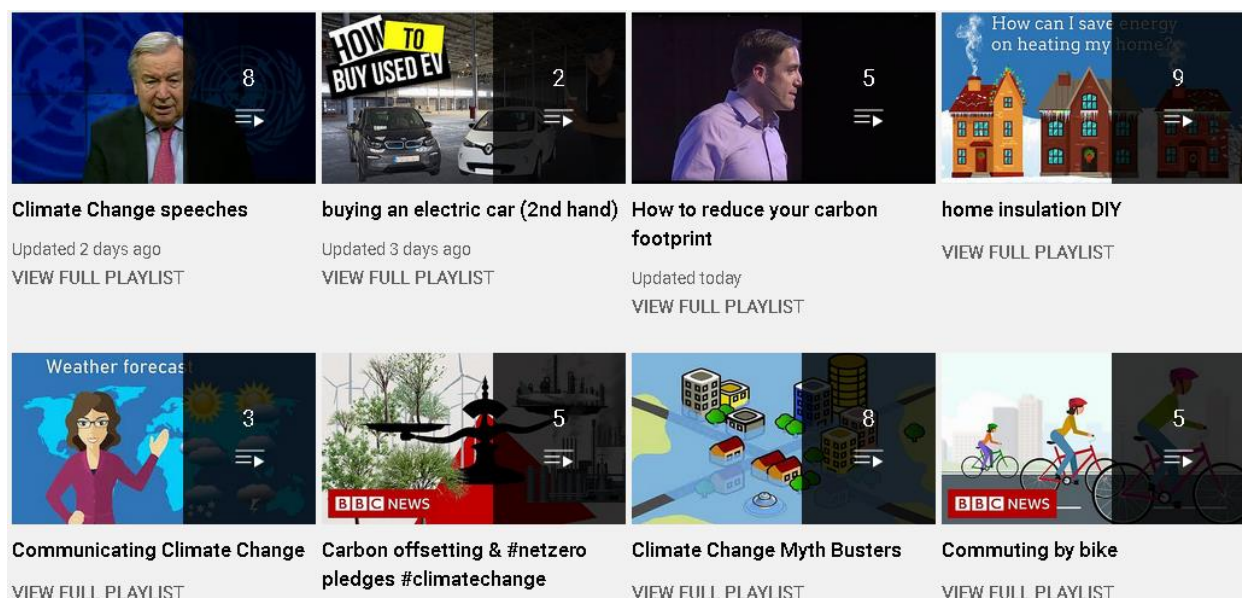
My Zero Carbon produced a couple of videos promoting the project in May 2021.

Since then, My Zero Carbon created more videos:

- What is Climate Change? (August 2021)
- Climate Change Myth Buster 1 (August 2021)
- Climate Myth Buster 2 (October 2021)
- How to save energy on heating your home (February 2022)
- Stand With Ukraine and take Climate Action (March 2022)



My Zero Carbon created [playlists](#) on the My Zero Carbon YouTube channel. Topics include e.g. 'How to reduce your carbon footprint' and 'Communicating Climate Change'.

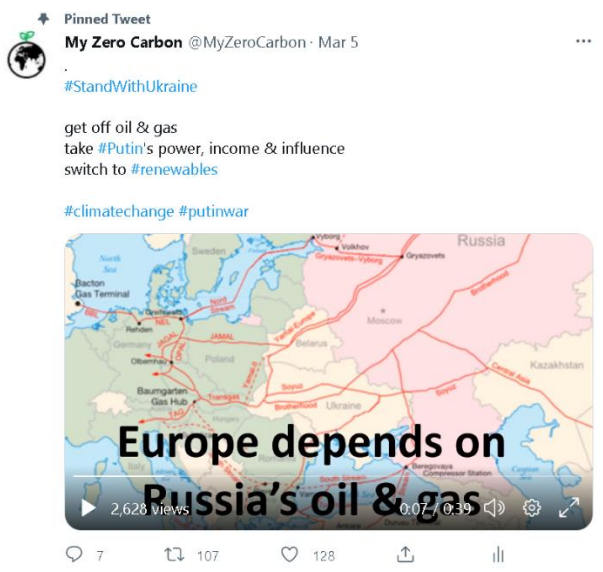


Producing video content and sharing it via social media is a key component of My Zero Carbon.

The first really successful video was “How can I save energy on heating my home”, launched in February 2022 (see screenshot below)



A 39-second video has been asking people to #standwithUkraine and take #climateaction at the same time. This record-breaking tweet had over 100 retweets and 2600 video views on 31 March 2022.



Key conclusion for videos:

Embedding videos directly in Twitter (rather than signposting to a social media platform like TikTok or YouTube) appears to be significantly better in encouraging people to watch videos.

The length of these videos must be no more 2 min: 20 seconds to comply with Twitter video duration limit.

Supporting activities

Image bank

My Zero Carbon created an image bank of over 320 own Climate Change related photographs. My Zero Carbon created or gathered over 850 images, graphics and vectors from scratch or from Common Licence sources (CC01).



beans and seeds local food_6821 (3).JPG



bike 4 transport_5784 (3).JPG



bus exchange.JPG



coal mining Northumberland_6729 (4).JPG



curtains 7561 (2) .JPG



electric-car_gateshead02.JPG

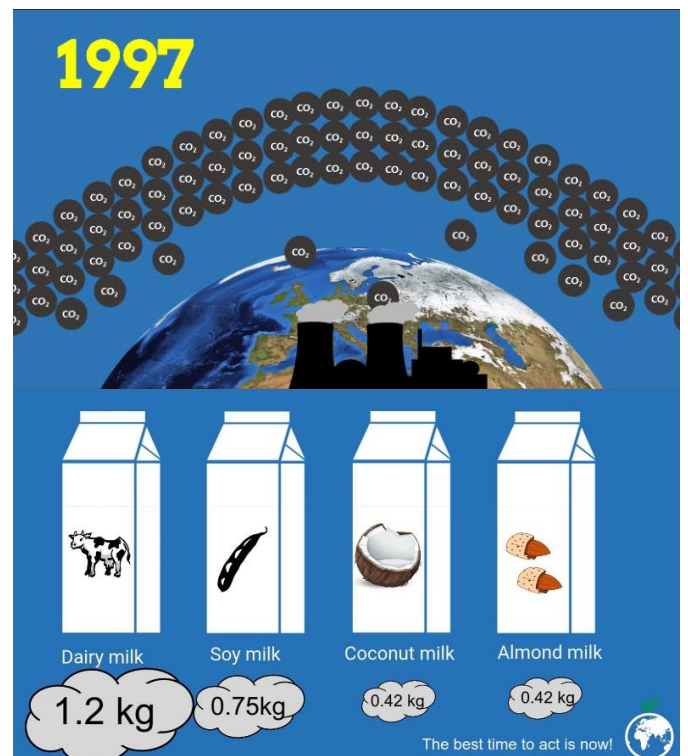
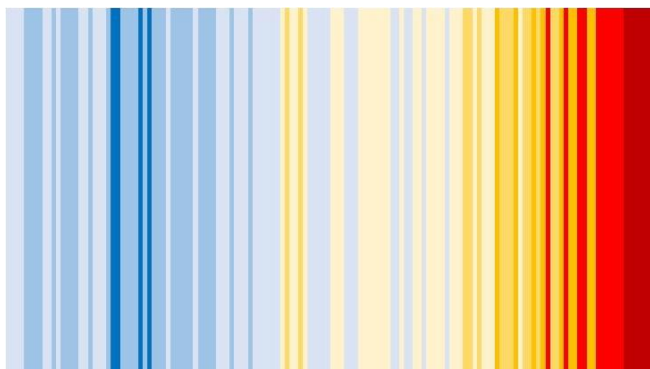


green roof solar hot water panel -Schönberg
Germany (C) Brilianto.JPG



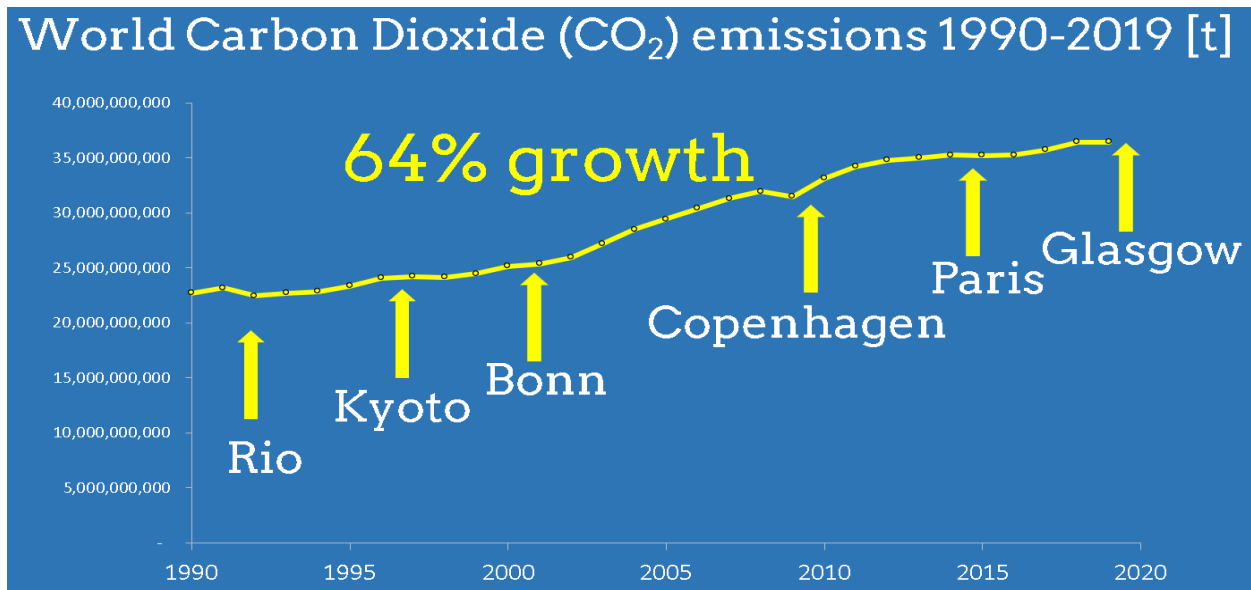
milk alternatives_7626 (1).JPG

Visualisations are key to attracting the target audience's attention. A lot of time went into producing these from scratch (in some cases replicating and adapting existing illustrations to ensure compliance with copyright law).



My Zero Carbon created or gathered over 100 pieces of raw video footage, animations and animated images (GIF files). These have been or will be used in future videos. Examples of gifs and video clips include closing curtains, turning down a thermostat or longer intro scenes to videos.

My Zero Carbon collated about 100 pieces of Climate Change related statistics, as well as a number of publications from reputable and high-profile sources. This is to ensure that all statements made in videos and on social media are backed up by the best available science.



A Video on 'How to calculate your carbon footprint' is in preparation. More videos to follow according to the [original project proposal from May 2021](#).



My Zero Carbon's strategy going forward is to continue producing longer videos and publishing them on YouTube. However, each long video on YouTube will be cut into several shorter videos, ideally under 2 min 20 seconds and then published via Facebook, Twitter and TikTok. (The TikTok limit used to be 2 min, but now allows much longer videos)

Personal Story on climate action

Part of My Zero Carbon is to tell the personal story of how the Project Manager, Dr Ingo Schüder, managed to reduce his carbon footprint by about 2/3. This was a 66% reduction from the UK average of 7.5 tons to 2.4 tons (at the end of the year before the project start). And then to tell the story how to get from 2.4 tons to (as close as possible) zero carbon.

Personal accountability and leadership are key principles of My Zero Carbon (Why should I reduce my carbon footprint, if you are not reducing yours?)

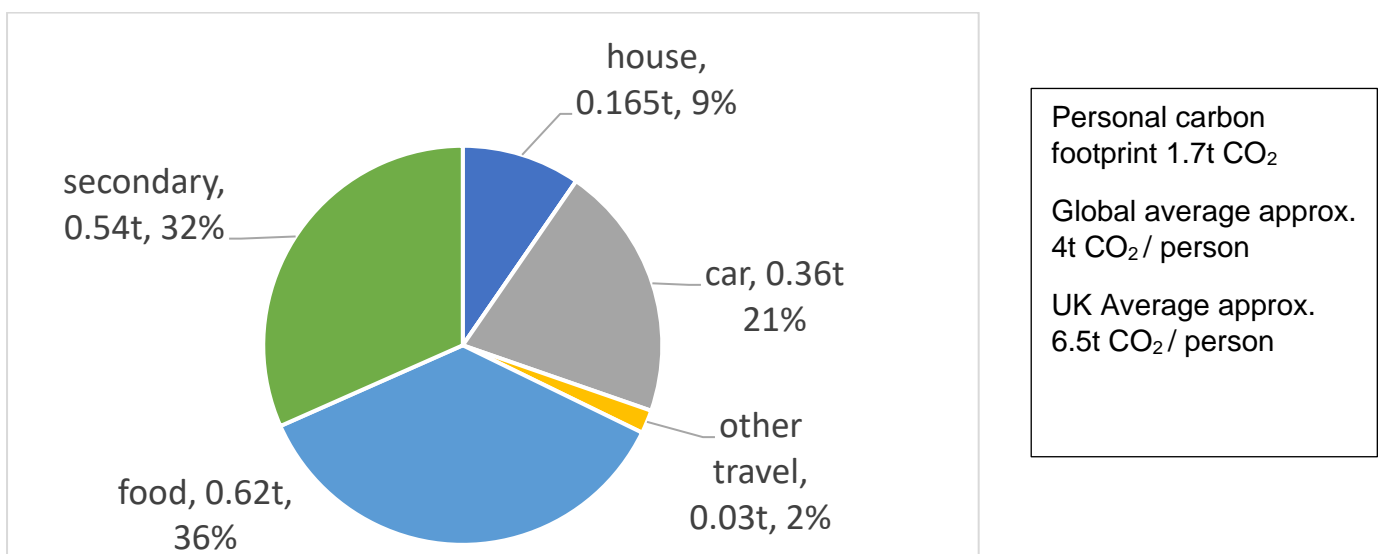
If I can reduce my carbon footprint, you can do it, too!

Carbon offsetting is not part of these reductions, but rather an ongoing reduction in the consumption of goods and services and increasing reliance on renewable energy. There will be a video on carbon offsetting in 2022.

The My Zero Carbon project manager uses www.carbonfootprint.com/calculator.aspx to calculate his carbon footprint.

The footprint calculation is based on (1/4 of) the carbon footprint of a four -person household.

For 2021, the project manager calculated his carbon footprint as approx. **1.7t CO₂** (2020: 2.4 t CO₂). The greatest uncertainty/challenge lies in calculating the secondary footprint correctly.



Actions the project manager took in 2021/22 to reduce his personal carbon footprint:

- Purchase of an electric bike to replace more car journeys with cycling (e.g., 98% 'cycling to work' record).
- Shift in diet further from vegetarian to vegan (especially milk alternatives and replacing most cheese with humous)
- Further improvements to insulation of windows, doors and garage to further increase the amount of energy required for home heating
- Mending/ Repairing more things and continue buying more things second-hand (or not buying things at all)
- Better use of electric heater (electricity from own solar roof) during sunshine hours (saving CO₂ emissions from gas boiler).

Factors affecting personal CO₂ emissions

- Working from home for 10 months (potentially more heating required)
- Using mainly the car for long-distance transport (not rail) due to Covid
- Some measures to reduce your carbon footprint are very expensive (heat pump, electric car)

Actions considered for 2022/23 (and beyond)

- Installation of ground-source or air-source heat pump
- Purchase of electric car (wait until current car fails MOT?)
- Food (add wild foraging or growing your own ?!)
- Return to much greater reliance on public transport for long-distance journeys (post Covid)

Crowd-Sourcing

My Zero Carbon created three pages for sponsors to make one-off and repeat donations.



Ko-fi

<https://ko-fi.com/myzerocarbon>



<https://en.liberapay.com/MyZeroCarbon>



<https://www.patreon.com/myzerocarbon>

For Larger donations, please consider contacting my Zero Carbon directly (myzerocarbon@brillianto.co.uk) for bank details to save on platform fees.

Finance 2021/22

In 2021/22 the project was almost entirely depended on a pledge by Dr Ingo Schüder to work pro-bono as the project manager (Giving up one day of freelance environmental consultancy). The original pledge was for 364 hours (1 day/ week), but was extended to 575 hours due to project needs.

Income Source	What	value	comment
Community Advisory group	Advice/time	£300	In kind; (30 hrs at £10/hr)
Crowd funding	Money	£422	one-off and regular monthly donations
Brillianto	Time	£20,125	In kind; (575 hrs at Brillianto consultancy charity rate of £35/hr)
Brillianto	Software, laptop, mobile phone, broadband	£500	In kind (estimate)
Total		£21,345	

Both cash income and cash expenditures were minimal.

Expenditure: £153 (software, web-hosting, material for demo videos, camera hardware)

Cash income exceeded cash expenditure. This is a good starting point for 2022/23, when costs for web domain and social media platforms will increase (due to the end of introductory offers).

Finance projections 2022/23 – need for sponsorship/funder

To make My Zero Carbon sustainable in 2022/23, the project needs to find a funder/sponsor.

The **costs** are estimated as follows:

Expenditure	Cost	Comment
laptop, mobile phone, broadband, basic software	£500	
social media platform licence, web domain & webhosting	£300	
demo material for videos	£300	
Sponsorship/grant writing: postage, travel & fees	£250	
Project Manager	£17,500	500 hours @£35
Advisory group	£300	
Other costs	£500	contingency, volunteer-related costs
Total	£19,650	

The required **income** to achieve a balanced budget in 2022/23 can be raised in the following way:

Income	£	Source	Comment
crowd-funding	£ 600	Crowd-funding platforms	50% growth on 2021/22
Project manager pro-bono	£5,250	Brillianto	In kind - 150 hours pro-bono @£35/hr
hardware/ software pro-bono	£500	Brillianto	Brillianto in-kind
Project advice	£300	Advisory group	in kind
major donor/ sponsor	£13,000	major donor/ sponsor	fundraising starting April 2022
Total	£ 19,550		

Work on finding funders/sponsors for £13,000 p.a. has started.

A similar amount of funding will be required in 2023/24.

To realise its fundraising goals, My Zero Carbon may engage in a partnership relationship with a registered charity working on Climate Change.

(details of the originally anticipated financial needs are in the [original project proposal from May 2021](#))