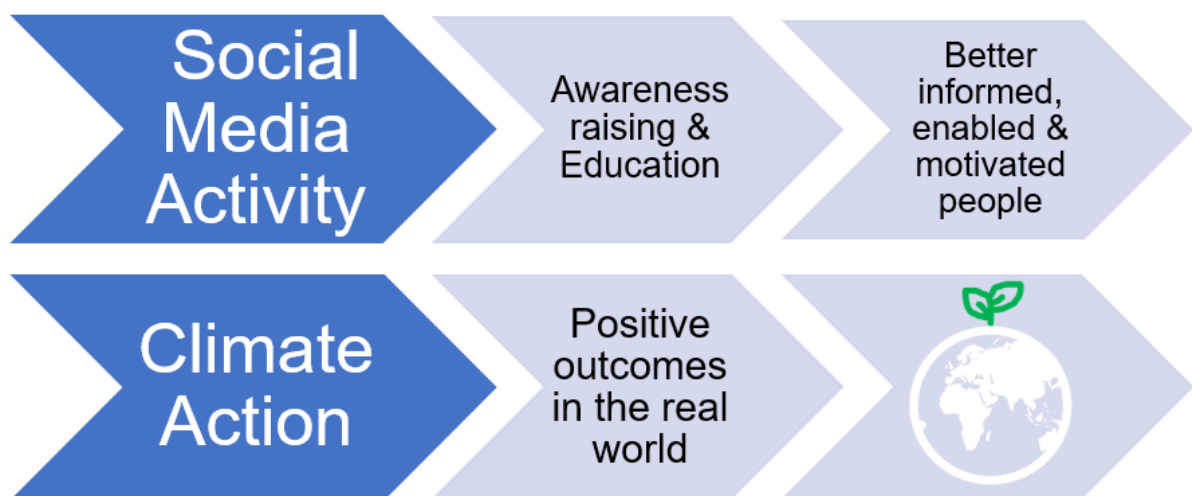


# From Social Media activity to real world Climate Action outcomes

My Zero Carbon Social Media Impact Monitoring Report  
June 2024



My Zero Carbon  
The best time to act is now!



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***“When many small people in many small paces take many small actions, they can change the face of the Earth.”***

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To the people, who responded to our survey: We are very grateful for your ongoing support, including the time you took to answer our questions. Thank you! ❤️💚💙

## Introduction:

My Zero Carbon is a not-for profit project initiated by Dr Ingo Schüder of Brillianto (a Green Infrastructure consultancy).

Our mission is to enable as many people as possible to take positive actions on climate change. We do this by providing helpful and practical content and animated and live image videos we share on social media.

My Zero Carbon started its social media activity in April 2021.

My Zero Carbon has the following Social Media accounts:



<https://myzerocarbon.org>



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



<https://twitter.com/MyZeroCarbon>



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



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



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



<https://bsky.app/profile/myzerocarbon.bsky.social>

The vast majority of our followers are on Twitter.



Followers

10,353



435



406



244



145

*Table 1: Numbers of people following/ subscribing to My Zero Carbon social media accounts (as of 9 April 2024).*

My Zero Carbon has posted 16,700 posts on Twitter, the platform we are most active on.

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## The Survey

We opened an online survey on 22 April 2024. We invited people to respond to the survey via social media posts on Twitter, Facebook and BlueSky Social and via comments under our YouTube videos.



Figure 1: Example post on Twitter inviting followers to respond to our survey.

We designed the survey for people who follow My Zero Carbon on social media. The results in this report include 78 responses given between 22 April and 3 June 2024.

We excluded 5 responses from people who are not following My Zero Carbon on any social media (including three internet trolls).

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## Where do our followers come from?

31% of respondents are from the UK, 9% from elsewhere in Europe. 44% of followers are from the USA. 8% are from the rest of the Americas (mainly Canada, but also Brazil and Jamaica). 8% of respondents were from the rest of the world (Australia, New Zealand, the Democratic Republic of Congo, Senegal and Thailand).

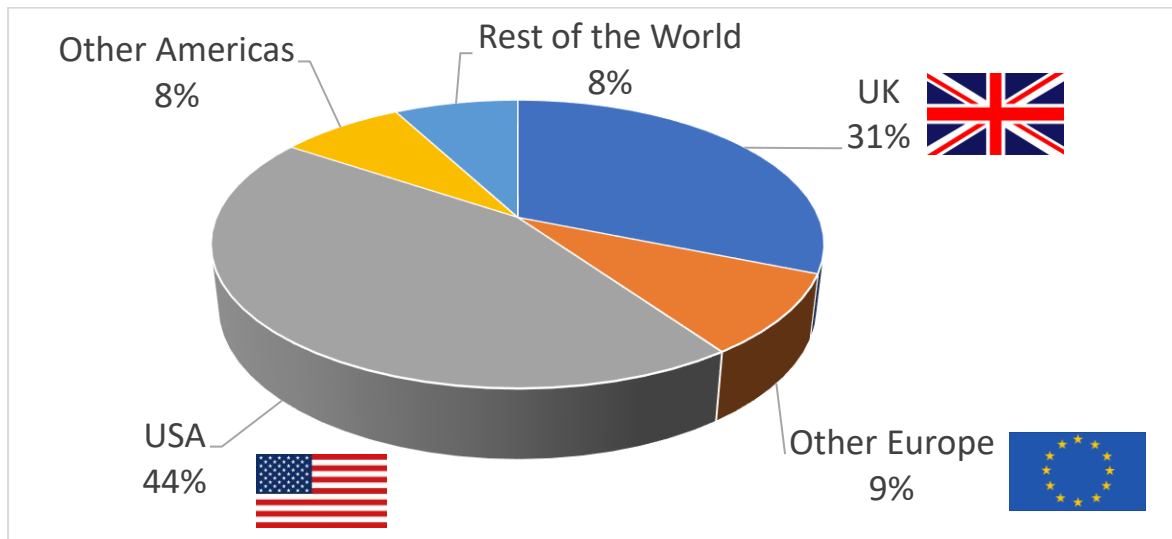


Figure 2: Country origin of survey respondents (grouped).

We want to share informative, encouraging, helpful and positive information about Climate Change and Climate Action with English speakers. We are happy with this mix of countries.

## How old are our followers?

59% of respondents are 50-69 years old. This age group represents mature professionals and young retirees. Such people may have high levels of disposable income. As a result, they may have relatively high carbon footprints. The next largest group with 28%, are people 70 years or older. These people will often be retired. They may have more time than other age groups, e.g. to engage with social media for a longer duration during the (working) day. Only 9% of respondents were 26-49 years old, with 18-25-year-olds representing a mere 3%. We had a single response from a person under 18.

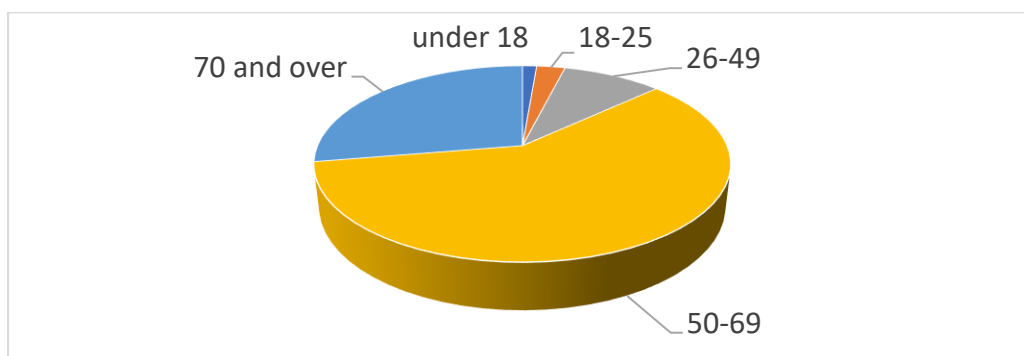


Figure 3: Age groups of survey respondents.

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## Who is following us on which social media platform?

As we have shown above, the vast majority of our followers are on Twitter (X). It was no surprise that 99% of respondents follow us on Twitter. The next popular social media platform for following us was Blue Sky (9%). 3-5% of respondents follow us on Facebook, TikTok, Instagram or have subscribed to our YouTube channel. Few people actually follow us on all platforms other than Twitter, So the number of respondents who follow us outside Twitter is actually quite high.

86% of respondents follow us just on one platform. 12 % follow us on two platforms and 2.5% follow us on three or more platforms.

We present slightly different content on each platform. Especially on TikTok and Instagram, we only provide short videos (typically 1 min or less). It is nice to see that some people follow us on one platform first and then seek us out and follow us on other platforms.

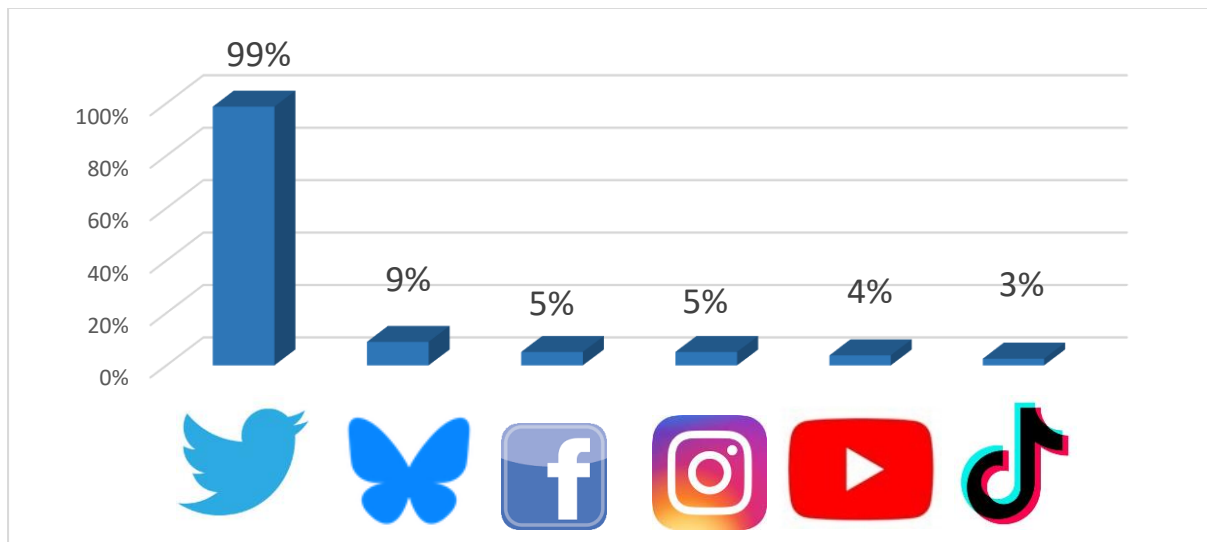


Figure 4: Social media platforms respondents use to follow and engage with My Zero Carbon climate change content.

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## How Zero Carbon online content has positively affected the hearts and minds of our followers.

We aim to provide high-quality content from reputable sources. We also want to present content that is positive and constructive. We present solutions and benefits, encouraging, inspiring and motivating, enabling and facilitating you to take positive Climate Action. We want to set a positive and hopeful tone in a debate often dominated by negative headlines.

We asked our followers: **How do you feel after reading/ viewing My Zero Carbon posts or videos?**

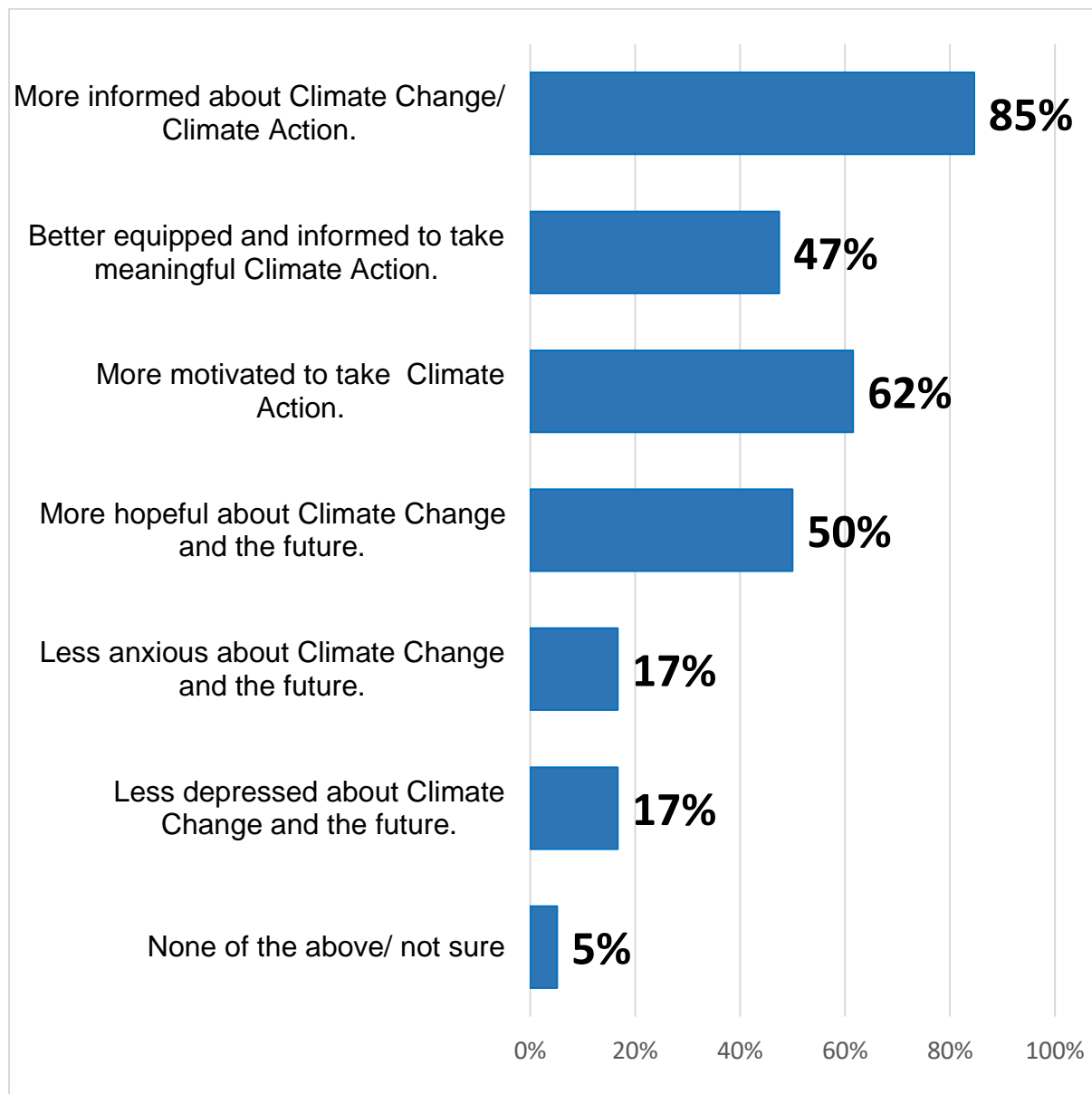


Figure 5: Respondents assessment of their state of mind and their feelings as a result of engagement with My Zero Carbon climate change content.

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It was great to have 85% of our respondents assure us that our content helps them to be **better informed** about climate change and how to take climate action. Some of our followers are already very informed about this topic (so they may not learn much new. Not everybody comes to social media to be informed. Some seek inspiration, some join to have an online conversation debate, some are looking for resources to share with others (rather than resources to educate themselves).

47% of our respondents said they were **better informed and equipped to take meaningful Climate Action**. That is a great start. We want to do even better going forward and provide even more useful practical resources, tips and tricks how you can take Climate Action.

62% of respondents said they were **more motivated to take Climate Action**. That is great. Some people may be at risk of giving up, so if we can motivate them to take Climate Action that is great. Some respondents may have never taken big, meaningful Climate Actions and just needed a little nudge to get going!?

### And what about the emotions or our followers?

There is so much bad news about climate change out there. It would be easy to despair and get caught up in hopelessness.

Half of our respondents said that they are **more hopeful about Climate Change and the future** after engaging with our content.

*One in five respondents (17%) said they feel less anxious and less depressed about Climate Change and the future* as a result of engaging with our content.

Not everybody is anxious or depressed about Climate Change, but Climate Anxiety is an increasing concern. We are happy to bring a bit of light and some positive news to those who are feeling anxious, depressed or hopeless and despairing. We are happy to make our modest contribution to improve how you are feeling about Climate Change and the future.

We are hoping to do more on this topic in 2024/25, maybe a new video on how to beat Climate Anxiety, bringing the best evidence, advice and guidance out there together in an engaging video!

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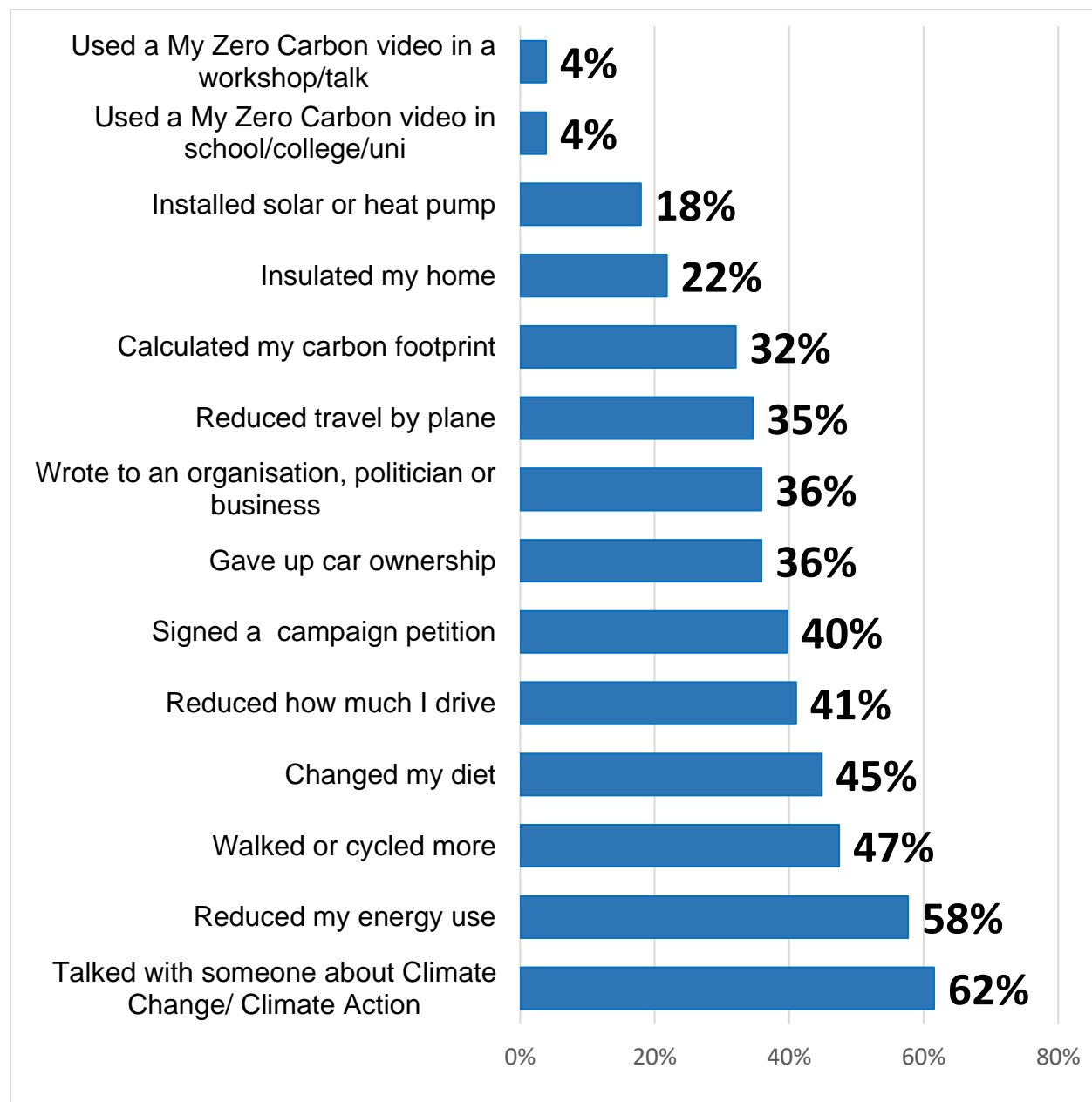
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## What Climate Actions our followers are taking in response to engaging with our social media content

We asked the survey respondents: **Have you ever done any of the following, encouraged or prompted by a My Zero Carbon post or video?**

We were so encouraged to see that 99% of respondents had done at least one of the things we asked about in response to engaging with our content online.



*Figure 6: Percentage of respondents taking a specific type of Climate Action in response to engaging with My Zero Carbon content on social media. We have shortened some of the wordings of the Climate Actions in the graph above for layout reasons. They all relate to specific Climate Action, even if that is not explicit from the shortened description.*

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6 out of 10 of respondents (62%) **talked with someone about Climate Change or Climate Action**. That is great. Talking about Climate Change and Climate Action is already a Climate Action in itself! The more people are aware of the issues, the solutions already available and meaningful personal action to do something about it, the better! Maybe they had watched one of the 19 Climate Change myth buster videos that My Zero Carbon has created to encourage conversation about Climate Change?! That could have encouraged and enabled them to tackle climate deniers or climate sceptics in a conversation!?



Figure 7: One of possibly hundreds of posts promoting the My Zero Carbon Climate Change myth buster video series (Twitter post from 2 June 2024).

Also 6 out of 10 respondents (58%) had **reduced their energy use** in response to our content on social media. Maybe they had found useful resources on energy efficiency and energy saving measures we signposted to?!



Figure 8: A Twitter post signposting followers to the great work of the Carbon Trust, The UK's largest charity for promoting energy efficiency and energy savings (tweet from 26 April 2024).

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Nearly half of respondents (47%) **walked or cycled more**. This is amazing! We are so happy that half of our respondents gained personal health benefits and reduced Greenhouse Gas emissions at the same time.

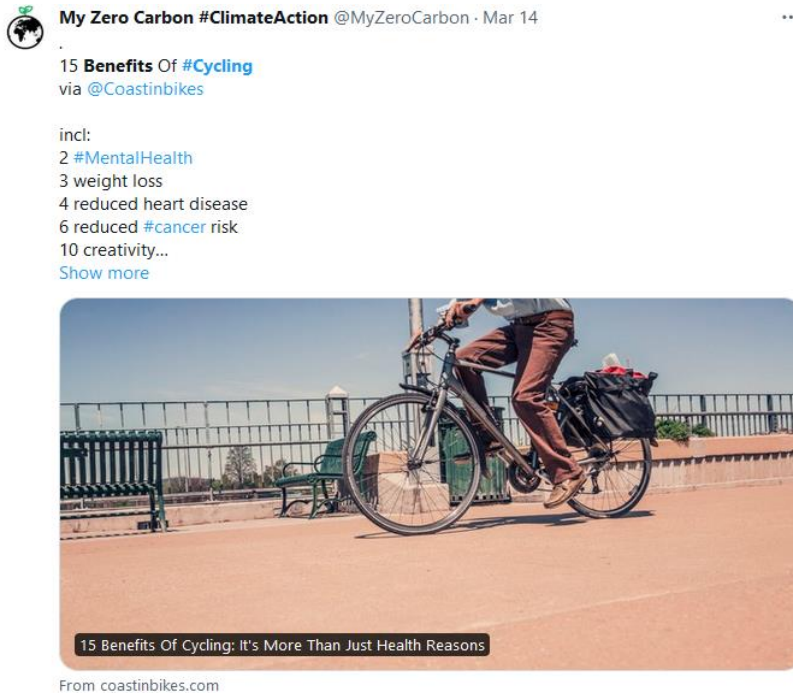


Figure 9: One of our many posts promoting the benefits of cycling (tweet from 14 March 2024).

45% of respondents **changed their diet** and either ate less meat or became vegetarian or vegan. Again, what a wonderful result. We congratulate all followers who made this life-changing decision that will result in so many personal health benefits and benefits for biodiversity and climate mitigation.



Figure 10: One of many posts promoting a plant-based diet (tweet from 15 April 2024).

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4 in 10 respondents (41%) left the car on the drive more often and **reduced how much they drive**. It is great to see that our followers can leave fossil fuel consuming transport methods behind them more often.

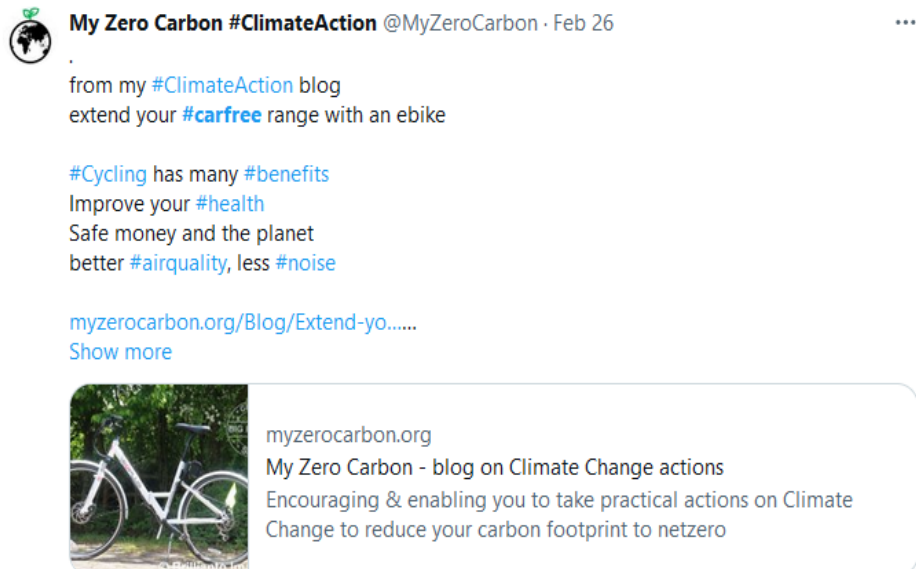


Figure 11: A post signposting to our blog entry on car free& fossil fuel free commuting (tweet from 26 February 2024).

4 in 10 respondents **signed a Climate Change/ Climate Action campaign petition**.

We know that not everybody has a lot of spare time or spare money to invest in expensive climate actions, such as a solar roof or an Electric vehicle. Every action counts! In addition to direct actions reducing personal emissions, we also need to take political action, such as signing petitions to make the current economic system more climate-friendly and environmentally sustainable.



Figure 12: One of several examples of how My Zero Carbon encouraged people to sign campaigns or petitions (Twitter post from 7 August 2023).

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36% **gave up car ownership**. The way we asked the question, it is not clear if they gave up car ownership altogether or if they reduced the number of cars in their household. In any case, this is a brave step in our often car-dependent society. It represents a very significant lifestyle change.

The actions we are presenting above have been done by a significant proportion of respondents.

## **A smaller number of respondents took the following actions in response to engaging with our climate change and climate action content**

1. Wrote to an organisation, politician or business about Climate Change/ Climate Action. (36%)
2. Reduced the amount I am travelling by plane. (35%)
3. Calculated my carbon footprint (32%)
4. Insulated my home (22%)
5. Got solar panels or a heat pump installed at my house (18%)
6. Used a My Zero Carbon video in formal education (school/ college/university) or informal education setting (e.g. workshop/seminar/talk). (4%)



## **6 ways of saving money on energy bills using low-budget insulation foil**

16K views • 1 year ago

Figure 13: My Zero Carbon's [most popular video on YouTube](#), watched by 16,000 people.

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## Feedback from our supporters

We gave the respondents the opportunity to tell us their thoughts and reflections.



Figure 14: A small selection of positive feedback statements from respondents to the survey.

We asked the respondents how My Zero Carbon could further improve its activity. Here a selection of responses:

- By carrying out awareness-raising activities for all stakeholders (authorities, schools, women, civil society actors, populations impacted by company activities)
- Find very interesting and attractive photos. People are attracted to visual.
- Gently draw attention to the 70 large companies that contribute so much to carbon pollution.
- I would like to see more on the links between biodiversity loss and climate change.
- Keep the information flowing.
- Organisation of workshop, webinars or spaces can improve your impact.
- Promote plant-based diet without reservation or apology.
- Raise the bar. In addition to getting people to take individual action, have them promote the actions through their social media. Better yet, get people to do actions in a community--as a neighborhood, municipality, etc.

8% of respondents asked to be sent information about how to support My Zero Carbon financially.

9% of respondents asked to be sent more information about how to become a volunteer or trustee for My Zero Carbon.

22% of respondents asked to be sent the My Zero Carbon 2023/24 annual report.

37% of respondents asked to be sent information about My Zero Carbon.

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## The benefits of the My Zero Carbon social media activity

The survey results clearly show that our social media activities result in public benefit. There are benefits both for the individual taking Climate Action and also for the Planet.

### Benefits to the individual (percentage of respondents this applies to)

1. Better informed about Climate Change and Climate Action (informal education) (85%)
2. Better physical health thanks to a healthier diet and a more active lifestyle. (47+%)
3. Cost savings from reduced consumption and energy efficiency. (58+%)
4. Better able to take meaningful Climate Actions. (47%)
5. Improved mental health, feeling less anxious, less depressed and more hopeful about the future (50%)

### Benefits to society as a whole and the planet Reduced Greenhouse Gas emissions, mitigating the effect of Climate Change

1. Reduced economic damage thanks to keeping Global Warming closer to the 1.5 degree warming goal (Climate Mitigation reduces the current and predicted future costs of e.g. extreme weather events, excess heat deaths, crop losses etc)
2. Cost savings for the health system (e.g. NHS in the UK) and the wider economy due to better mental and physical health.
3. Better air quality and less noise (due to individual's changes in the choice of transport)
4. Improved Biodiversity due to better land use (meat-free diets have a smaller impact on habitat destruction than those diets including meat)

### Conclusion:

This survey has allowed us for the first time to draw a direct line from our social media activity to Climate Action making a difference in the real world.

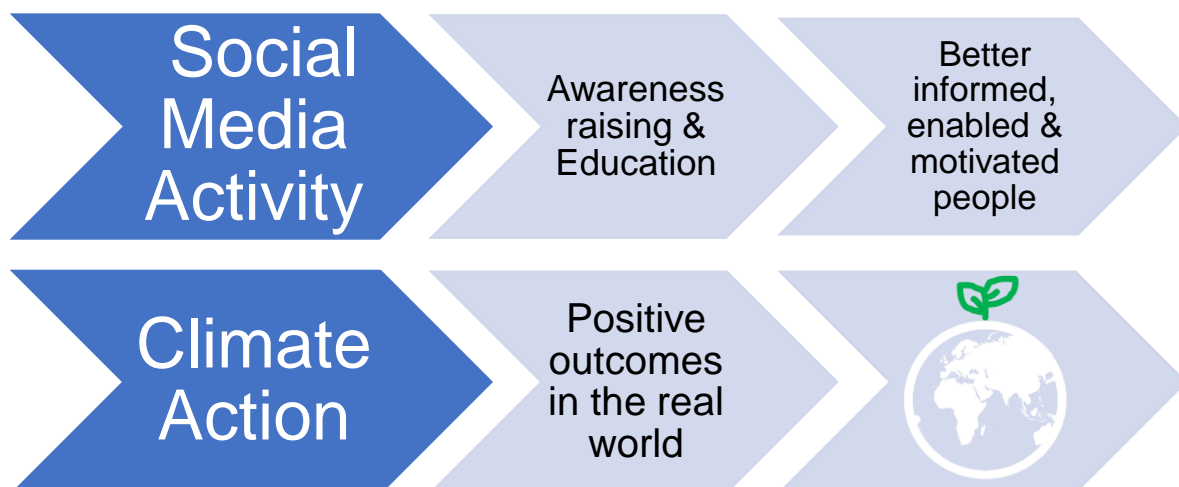


Figure 15: The cause-and-effect chain from My Zero Carbon social media activity to Climate Action outcomes in the real world.

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We are not saying that the responses we received are representative of all our 11,000 followers. There is an element of those most engaged and interested (and most likely to take Climate Action) being most likely to commit to spending 3-5 minutes on filling in a short survey.

We don't know how long each respondent has been following My Zero Carbon on a social media platform. It could be 3 years or just a few weeks. It is fair to assume that the longer and the more followers engage with My Zero Carbon on social media, the more they would be positively influenced towards Climate Action.

We estimate that the Climate Actions the 78 respondents alone have taken in response to engaging with My Zero Carbon content represent an **annual carbon saving of at least 80t Carbon Dioxide emission p.a.** (just over 1 ton per person per year)

And if we did extrapolate that figure from 78 respondents to all 11,000 My Zero Carbon followers, that would equal about **12,000t of CO<sub>2</sub> reduction per year.**

The reach of My Zero Carbon is greater than the number of its followers. Mainly via reposts and sharing of My Zero Carbon content, the formal Twitter metric says that My Zero Carbon reaches up to **3 million unique Twitter users accounts in a single week.** Add to that people taking video material into schools, colleges and work, people talking about their experience to colleagues, friends and neighbours! People watching you and copying your climate actions. Grandparents telling their children and grandchildren about what they are doing...

**It is quite amazing to imagine what ripple effects the My Zero Carbon activity may have! Well done to everyone who has taken and is taking Climate Actions! You too can be a Climate Hero! Be part of the solution!**

## Way forward

The 'My Zero Carbon' project is on the cusp of becoming a registered Charity. As we write this survey report, we are expecting a decision from the Charity Commission in the next four weeks.

The survey has demonstrated the importance of monitoring the positive effect and impact of our social media activity in the real world.

We will seek to improve the survey methodology further. We will seek to recruit more survey responses from social media platform users other than Twitter.

We will continue the survey and will write update reports on an annual basis. These will feed into future annual reports of the registered charity.

## Thank You!

We would like to say "Thank you" again to all individuals who responded to our survey!