

My Zero Carbon – Annual report 2022-23



My Zero Carbon

The best time to act is now!



By Dr Ingo Schüder, Project Manager, My Zero Carbon

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Social Media



<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/>

Project aim

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

Introduction to the annual report

This is the annual report for the second 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. Two years on, there is a lot more activity and the communication activity is refining and improving.

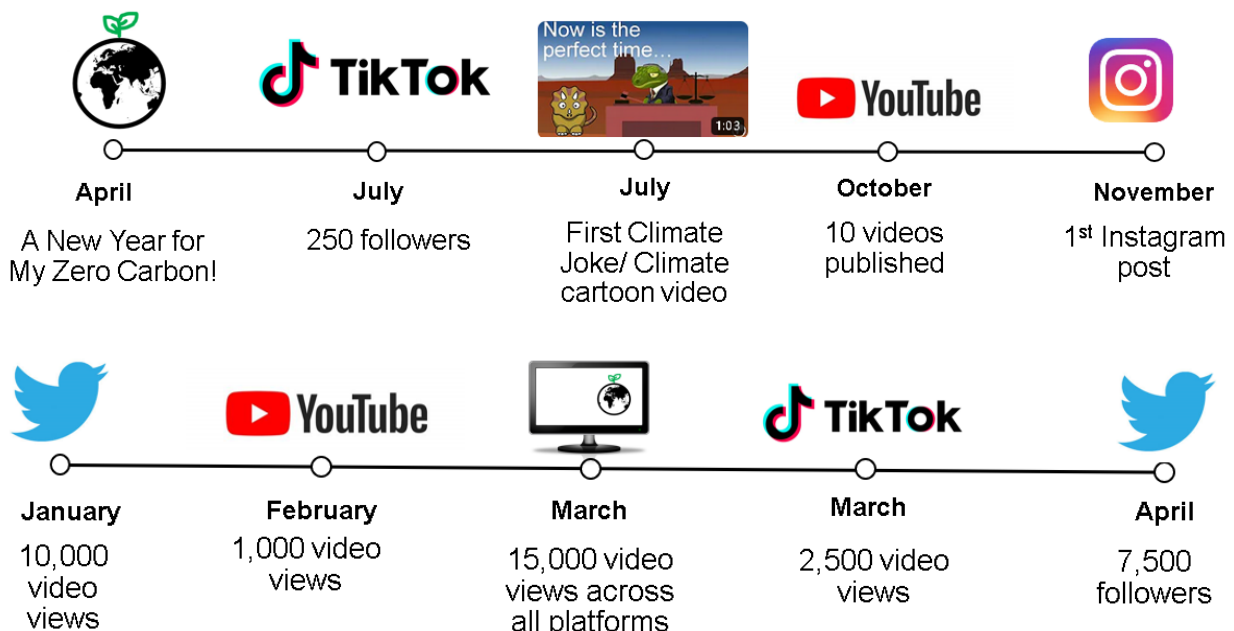
The project aims to share the personal experience of the Project Manager, Dr Ingo Schüder, of how he has reduced his carbon footprint by two thirds (of the UK national average). The project wants to encourage people to join the journey towards zero carbon, using social media, including new video content.

A lot has happened since the publication of the [annual report 2021/22](#).

Timeline and highlights 2022/23

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.

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



Social Media Summary



Figure 1: A visual summary of the social media growth in outputs and impact in 2022/23.

Social Media	Twitter	YouTube	TikTok	Facebook	Instagram	Total
Posts	5,000	12	30	5,000	17	10,059
Likes	N/A	99	163	34	109	405
Video views	12,588	1,384	2,844	N/A	87	16,903
Followers/Subs.	7,590	42	345	40	173	8,190

Table1: Summary of Social Media statistics as of 3 April 2023 (accumulated numbers since project start).

Social Media (details)

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

My Zero Carbon has now a bank of over 250 'evergreen' posts. Own material, blog posts and videos, currently make about 10% of all posts. The aim is to increase this in 2023/24 by producing an even larger stock of own material, including videos, images and blogs.

[@Myzerocarbon](#) posted about 2,500 tweets in 2022/23, with as many posts on Facebook and a further 2,500 retweets on Twitter. Typically, 40-50 different posts go out per week on Twitter and Facebook each.

Social media platforms have seen strong growth, especially Twitter, YouTube and TikTok (Fig 2). Embedding videos directly in tweets continues to be the best method to generate video views. Twitter therefore is the platform with the largest impact.

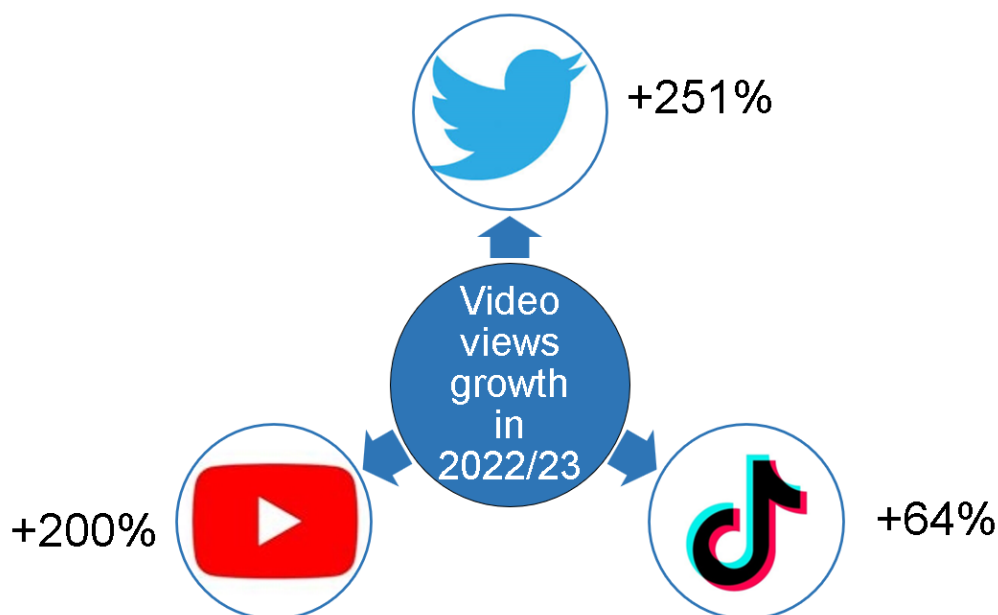


Figure 2: Growth in the number of video views across all platforms in 2022/23. For Twitter, this is the number of views of directly embedded videos (rather than views of posts signposting to videos).

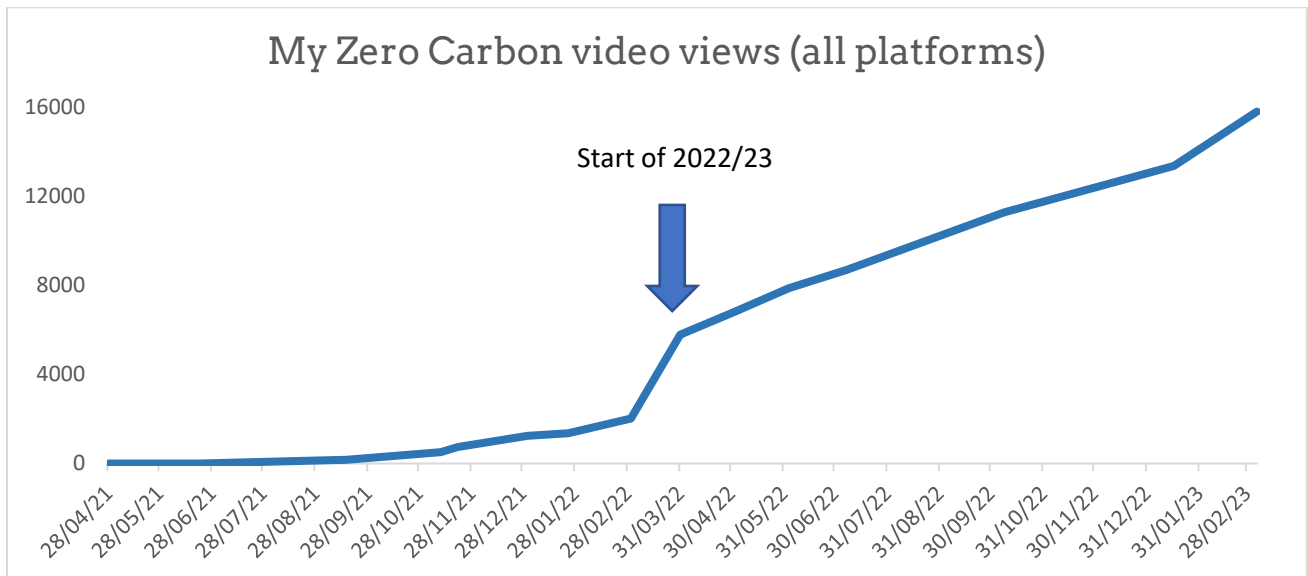


Figure 3: Growth of video views across all platforms since project launch.

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



Figure 4: A word cloud with hashtags of topics that people may have an interest in that potentially overlap with interest in Climate Change.

A big thank you to everybody who retweeted the My Zero Carbon posts or gave feedback, encouragement and praise!



Allan Margolin @AllanMargolin · May 10, 2022

...

👉 Must Watch from @MyZeroCarbon - #ActOnClimate & #StandWithUkraine



Ynys @energyisle · Jun 14, 2022

...

Indigo has prepared a helpful #Climate myth buster 1 video that's worth watching! 🙌👏 #ClimateAction



Evans Nartey Jr. @nart_rio · Jun 25, 2022

...

Thank you for supporting the world towards green. Please add more tips on green concrete. The construction industry hasn't been given attention compared to the energy industry. #Sustainability ❤️



Dr Elaine Cox 🌱❤️🌱🍌🌱🇬🇧 @ElaineCox11 · Aug 5, 2022

...

Used the car only twice this week to take my Mum to the optician and next day to deliver her groceries. We've done a lot of walks on the other days 😊



CarbonEco.trade @absorbco2 · Aug 19, 2022

...

Good read



Eric Archibong @ArchibongEric · Sep 6, 2022

...

This is worth reading



Douglas Bamford @dougbamford · Sep 8, 2022

...

Replying to @dougbamford and @michaeljkates

Here is a simple video explainer made for young people by @MyZeroCarbon



The Communicapist-Ecotopia Affiliate... @communi... · Nov 3, 2022

...

Very important information here-its what must be done NOW to save the planet that is all of us alive now or in the future from the gangsters & madmen currently running things for their own slaving greed & deadly corruption.



Dr David Nicholl @djnicholl@mastodonap... @djnic... · Nov 4, 2022

...

This is very good #climatechange

	@TXsharon  @TXsharon · Jan 2	...
	Some great tips on how to DIY weatherize your home.	
	Deborah Dupré  @DeborahDupre · Jan 24	...
	Replying to @MyZeroCarbon Wow. A 5* 7-minute learning opportunity ideal - critically important - for every human, school, teacher, organization, town hall/community meeting... Our survival depends on humans knowing the basics in this video. Agree or disagree? #Education #learning #Teachers #ClimateScam	
	Mrs. Pickles Pantry @Mrspickls · Feb 1	...
	Another valuable video!	
	Meadow In My Garden @MeadowInGarden · Feb 6	...
	This is a very useful tip 	
	Ynys @energyisle · Feb 10	...
	Worth taking 5 minutes to look at this video.   #ClimateChange	
	Ama Darlington   @darlyn_ama · Feb 27	...
	Check this video to save energy #climatechange	
	Ama Darlington   @darlyn_ama · Mar 14	...
	Watch this video to understand climate change and the effect on our planet.	
	Deborah Dupré  @DeborahDupre · Mar 15	...
	New! 5* Short Video: Climate Change Myth Buster (Part 1) Perfect for schools, universities, store TVs, your shop window display with TV monitor playing it... #GlobalWarming #WillowProject #Movie #Education #Schools #Universities #Teachers #ClimateScam	

Table 2: A selection of positive feedback received in 2022/23 via Twitter.

Video creation

My Zero Carbon continued a schedule of video creation. My Zero Carbon created five more videos (Fig. 5), further experimenting with length, methods, techniques and style of the videos:

- Climate Change joke #1
- Climate Change cartoon #1
- ECO4 scheme (home insulation & energy efficiency)
- Insulation foil DIY projects in the home
- Race chart: Accumulated carbon emissions by country since 1750

In addition, the project converted several longer videos in landscape format to shorter videos in portrait format (for use on Instagram and TikTok).

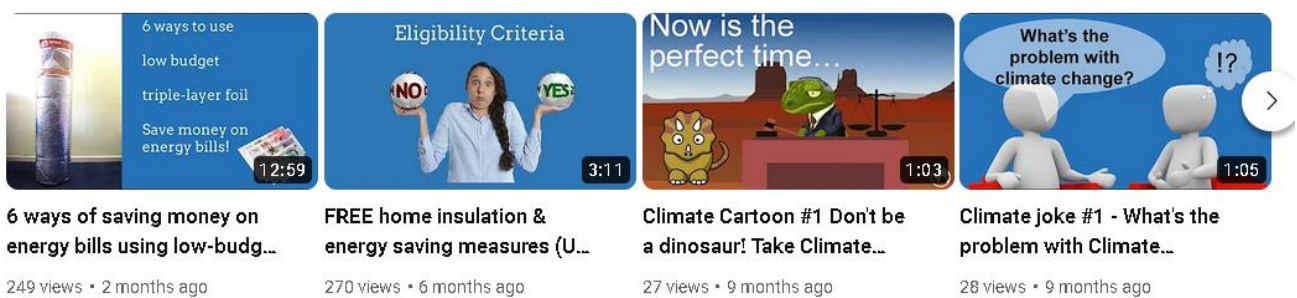


Figure 5: The latest four videos on YouTube.

Producing video content and sharing it via social media is a key component of My Zero Carbon, but also the most time-consuming.

Top 3 videos

All tweets with videos get good engagement on Twitter. This is true for videos directly embedded in the tweet, so twitter followers can watch them immediately, but also for links signposting to My Zero Carbon videos on YouTube

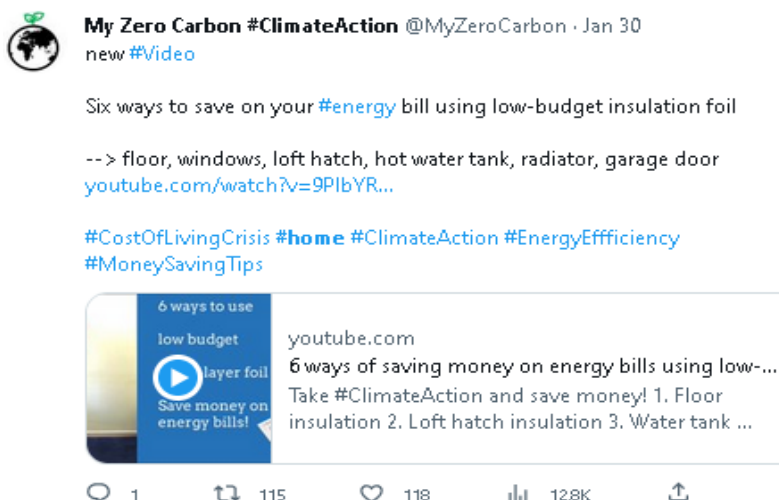


Figure 6a: The [most popular tweet](#) in 2022/23 promoted the insulation foil practical DIY tips. It was retweeted 115 times, liked 118 times and had 12,682 impressions (Twitter analytics).



Figure 6b: The [second most popular tweet](#) in 2022/23 was a tweet about the Climate Change explainer video. It was retweeted 105 times, liked 90 times and had 14,844 impressions (Twitter analytics).



Figure 6c: The [third most popular tweet](#) in 2022/23 was a tweet promoted the Climate Change Myth Buster video (part1). It was retweeted 82 times, liked 81 times and had 9,363 impressions (Twitter analytics).

Key conclusion for videos:

Embedding videos directly in Twitter (rather than signposting to a social media platform like TikTok, Instagram 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. For scheduling purposes, requirements of other social media platforms and other reasons, the project will start producing more videos no more than 60 sec in length in 2023/24. This will build on the portfolio of six short (<60 sec) videos produced so far.

Expanding video posting on TikTok and Instagram has started reaching a younger audience and will see further extension in 2023/24.

Supporting activities

Image bank

The My Zero Carbon image bank has grown to over 500 own Climate Change related photographs. My Zero Carbon has now created or gathered over 1,100 images, graphics and vectors from scratch or from Common Licence sources (Fig. 7). This includes experimental use of Bing Image Creator to create very specific images not in the public domain, but required for certain messaging.



Figure 7: Images created to support Climate Change messaging.

Visualisations are key to attracting the target audience's attention. More time went into producing these from scratch or adopting and enhancing public domain images (Fig. 8).

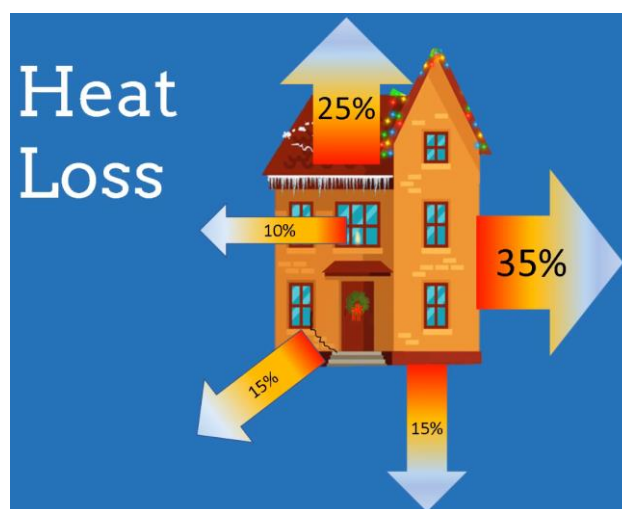


Figure 8: Home heat loss illustration from the insulation foil DIY project video

Video clips and animations

My Zero Carbon has now created or gathered over 180 pieces of raw video footage, animations and animated images (GIF files). These have been or will be used in future videos.

Climate Change Facts and Figures

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. At the same time, My Zero Carbon worked with new tools to develop new styles of visualisation (Fig. 9).

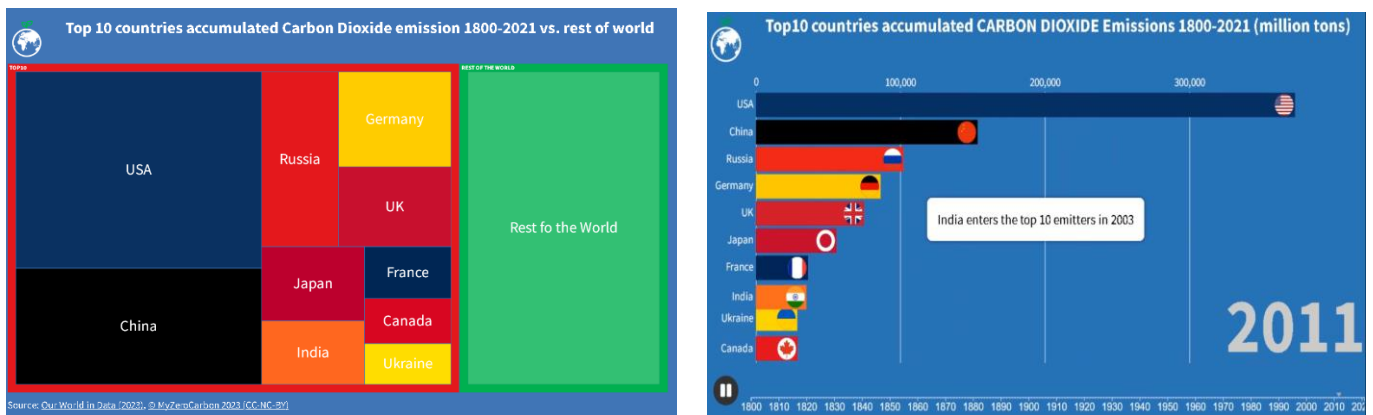


Figure 9: Examples of data visualisation, Treemap chart (left) and race chart (right) using the free version of Flourish.

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 (in the 2000s) to 2.4 tons (at the end of the year before the project started). And then to tell the story how to get from 2.4 tons (as close as possible) to 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. Personal reductions depend on 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 2023.

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 2022, the project manager calculated his carbon footprint as approx. 1.6t CO₂ (2020: 2.4 t CO₂; 2021 1.7t CO₂). The greatest uncertainty/challenge lies in calculating the secondary footprint correctly.

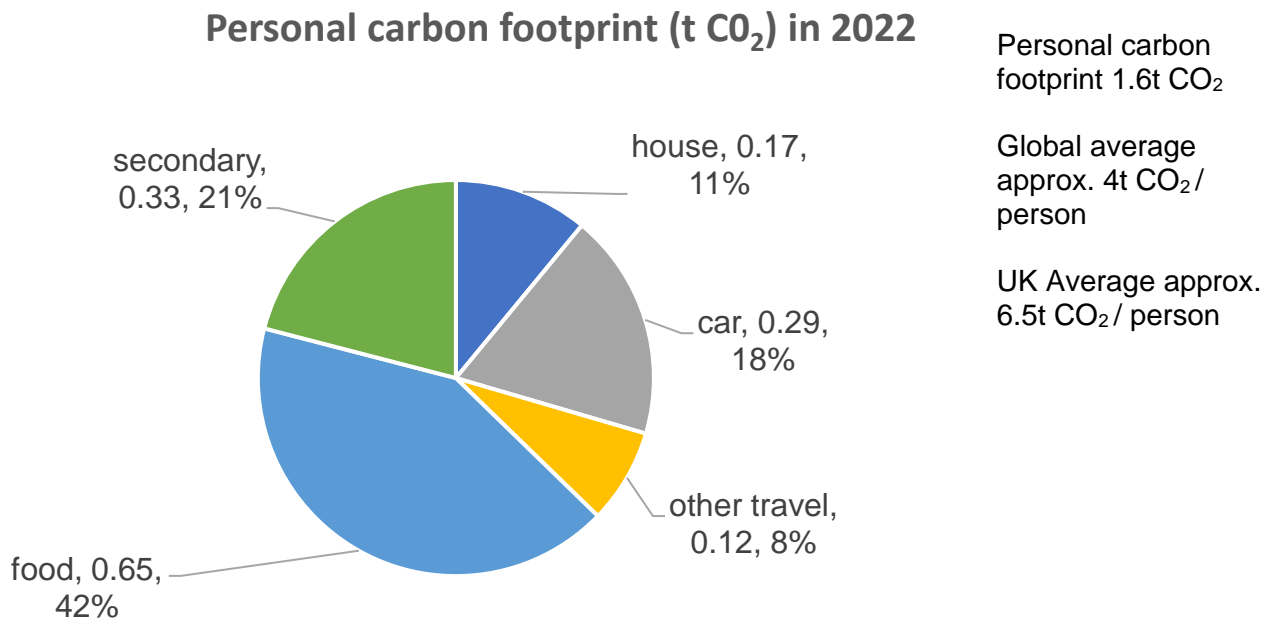


Figure 10: Personal carbon footprint and its breakdown into sectors in 2022

Actions the project manager took in 2022/23 to reduce his personal carbon footprint:

- Shift in diet further from vegetarian to vegan (especially milk alternatives and replacing most cheese with humous)
- Further improvements to insulation of windows, floors, hot-water-tank, loft, doors and garage to further increase the amount of energy required for home heating
- Mending/ Repairing more things and continuing to buy more things second-hand (or not buying things at all)
- Changing the personal driving style to increase fuel efficiency by c22%
- Better use of electric heater (electricity from own solar roof) during sunshine hours (saving CO₂ emissions from gas boiler).

Factors affecting personal CO₂ emissions in 2022

- + Overall more miles travelled due to lifting of Covid restrictions
- Switching back to public transport after Covid
- Ongoing working from home for 3 days/week
- Commitment to 100% cycling commute when working in office

Some measures to reduce your carbon footprint are very expensive (heat pump, electric car), so they haven't happened, yet, in the Project manager's household

Personal actions considered for 2023/24 (and beyond)

- Food (consider wild foraging or growing your own)
- Consider not replacing broken equipment and relying on friends to borrow things (e.g. rare-use electrical goods like electric saw or drill)
- Political actions, e.g. signing campaigns and sending letters to MP
- Installation of air-source heat pump
- Purchase of electric car or better: consider ending car ownership.
- Supporting friends and members of the community in practical ways to insulate lofts

Crowd-Sourcing

My Zero Carbon generated £178 income via Patreon in 2022/23 and a modest amount from personal cash donations. The strategy to use crowdfunding as a source of income needs to be reviewed in 2023/24 needs to be reviewed.

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



<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 2022/23

In 2022/23 the project was almost entirely dependent 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 p.a. (1 day/ week), but was extended to 575 hours in 2021/22 plus 429 hours in 2022/23 due to project needs.

Income Source	What	value	comment
Crowd funding	Money	£197	one-off and regular monthly donations
Brillianto	Time	£15,015	In kind; (429 hrs at Brillianto consultancy charity rate of £35/hr)
Brillianto	Software, laptop, mobile phone, broadband	£500	In kind (estimate)
Total		£15,712	

Both cash income and cash expenditures were minimal.

Expenditure: £175 (software, web-hosting, material for demo videos, camera hardware)

Cash income exceeded cash expenditure by a small amount. In 2023/34, costs for web domain and social media platforms will increase (due to the end of introductory offers).

Finance projections 2023/24 – 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	£15,750	450 hours @£35
Advisory group	£300	
Other costs	£500	contingency, volunteer-related costs
Total	£17,900	

The required **income** to achieve a balanced budget in 2023/24 can be raised in the following way:

Income	£	Source	Comment
crowd-funding	£ 200	Crowd-funding platforms	50% growth on 2021/22
Project manager pro-bono	£3,500	Brillianto	In kind – 100 hours pro-bono @£35/hr
hardware/ software pro-bono	£500	Brillianto	Brillianto in-kind
Project advice	£300	Advisory group	in kind
Donor/ sponsor	£13,400	major donor/ sponsor	via funding bid
Total	£17,900		

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

A similar amount of funding will be required in 2024/25.

Fundraising efforts in 2022/23 were limited by a lack of time (in addition to the communications activity) and the fact that individuals and businesses are not eligible for many funding sources.

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

Outlook for 2023/24

The updated [Communications Strategy](#) (April 2023) sets out more detail.

Key actions will include:

1. Consider securing charitable status for My Zero Carbon or closely aligned collaboration with an existing Climate Change charity to make the way forward more sustainable.
2. Consider direct more direct engagement with the local community to refine and improve climate messaging and to have a direct carbon reduction impact locally.
3. More activity via Instagram and TikTok to engage younger people as well and have overall more impact.
4. Do one work placement for a student to learn about youth engagement and to help train the next generation of climate change activists/ communicators.
5. Build on the existing communications and video creation activity.



My Zero Carbon's strategy for video development going forward is two-fold:

1. Continue producing longer videos and publishing them on YouTube. Each long video on YouTube will be cut into several shorter videos and then published via Facebook, Twitter, TikTok and Instagram.
2. Produce a series of shorter videos (up to 1 min) to be able to increase the frequency of new video publishing.

More videos to follow according to the [original project proposal from May 2021](#) to and the updated [Communications Strategy](#) (April 2023)