

Communications Strategy – My Zero Carbon Climate Action

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Background

My Zero Carbon Climate Action started as a project initiated by Dr Ingo Schüder, Director of the environmental consultancy [Brillianto](#) in April 2021. Ingo initiated the project out of a deep personal motivation and commitment to take action on Climate Change and to encourage others to take personal action to reduce their 'carbon footprint' towards 'zero carbon'.

My Zero Carbon Climate Action became a registered Charity in England & Wales (number 1208976).

Context

Climate Change is the long-term change in the Earth's climate and weather patterns. Scientists agree that Climate Change is already happening. It is man-made by our pattern of consumption, burning fossil fuels and emitting large amounts of gases such as carbon dioxide, but also methane and nitrous oxide. Unless drastic action is taken in the near future, the negative impact of Climate Change will accelerate and become more harmful to people and nature. Negative impacts include a global warming of our atmosphere with more extreme weather causing severe drought, flooding and stronger storms and more wild fires. Knock-on effects include the melting of the polar ice regions, sea level rises and the extinction of many types of wildlife, as well as water and food shortages, more pests and diseases, political unrest, conflicts and wars and economic decline.

Political

The [United Nations Framework Convention on Climate Change](#) (UNFCCC) is an international environmental treaty addressing Climate Change. 154 Countries signed it at the 'Earth Summit' in Rio de Janeiro in 1992.

The United Nations '[Conference of the Parties](#)' (COP) is the decision-making body of the Convention. Governments meet annually to explore and agree actions to mitigate the effect of Climate Change.

Meetings included Kyoto (1997 – Kyoto Protocol), Paris (2015 – Paris Agreement), Glasgow in 2021 (with an in-principle commitment to keep global warming within 1.5C) and Egypt (COP27; focus on 'Loss and Damage').

Nationally Determined Contributions (NDCs) are at the heart of the Paris Agreement and the achievement of its long-term goals. Parties of the Paris agreement submitted their NDC in February 2025, ahead of COP30 in Brazil in November 2025. They are required to do so every 5 years.

In the UK, the [Climate Change Committee](#) (CCC) is an independent, statutory body established under the Climate Change Act 2008.

Over the last few years many local and national governments (and also businesses and other organisations) have pledged become net zero carbon by 2030, 2040 or 2050.

Many national and local governments have also declared a 'climate emergency' and developed Climate Change Action Plans.

The actions of the 47th president of the United States have caused a significant disruption to global climate policies. In the light of the USA withdrawing from the Paris agreement, it is ever more important that other global leaders well as individual citizens confirm and stand firm by their commitment to Climate Action.

Economic

All economic activities cause the emission of greenhouse gases, i.e., gases that make Climate Change worse. This is either direct or indirect. Economic development is based on steady economic growth, a growth in the Gross Domestic Product (GDP) of a country.

In his ground-breaking report, [The Economics of Climate Change: The Stern Review](#), Nicolas Stern, laid out the effect of Climate Change on our future economy. He concluded that “There is still time to avoid the worst impacts of climate change, if we take strong action now.” He stated that unless we invest 1% of global GDP ‘in the next 10-20 years, “the overall costs and risks of climate change will be equivalent to losing at least 5% of global GDP each year, now and forever.” That was in 2006.

More studies are emerging, stating the significant economic damage that Climate Change is likely to cause (between 10 and 40% loss of GDP by 2100).

Social

We also live in a time of Social Crises. Increasingly, people are affected by poor wellbeing. Over the last few years racial tensions have come back to the surface, highlighted by the ‘Black Lives Matter’ movement. There is global injustice and injustice within nations. There is also a new campaign for ‘Climate Justice’. This term expresses a desire to express Climate Change as an ethical and political issue, rather than one that is purely environmental or physical in nature.

We have known about specific gases contributing to a warming of the atmosphere for at least 150 years. The early 1980s saw a sharp increase in global temperatures. 1988 was the hottest year on record at the time.

Yet, among the general population Climate Change has not featured as a major issue or concern until recently. In 2018, the Swedish teenager and climate activist Greta Thunberg started her school strike. Within a few short years, this has become an international movement (‘Fridays for Future’). Many people are now aware of Climate Change and want to take action. We are social beings. In the 21st century, this has taken new forms via social media. Social media has enabled anyone to be a ‘citizen journalist’, to share great ideas with the world or to attract a mass following. [Greta Thunberg](#) has over 5 million followers on Twitter. But there is a difference between talking about Climate Change and wanting to take action and actually taking action. My Zero Carbon Climate Action wants to build that bridge and encourage and enable people from wanting to take action to actually taking action.

The early actions of the 47th president of the United States have also caused despair among many environmentalists, not just in the USA, but globally. In this context, it is even more important to communicate messages of hope and to show how individuals and individual businesses can still take meaningful climate action.

The Social Media landscape changed significantly in the wake of the 2024 US presidential election. Many left-leaning and environmental accounts have found a new home on Blue Sky Social (as of April 2025, with 34 million registered users and 1.3 billion posts).

Technological

Engineers have developed new technologies to help us use energy more efficient and to produce energy from ‘renewable’ sources. **Renewable energy** includes, wind, solar, hydropower, biomass, geothermal and wave power. The proportion of energy generated from renewable sources is accelerating globally. The cost of renewables (per KWh generated) has dropped by 70-90% in the last 10 years due to technological advances, falling financing cost, competition and economies of scale in production.

More technology is under development. This includes ground heat pumps, technical carbon storage and carbon capture. But the former technology is not affordable for all but the wealthiest. The latter are not advanced enough to make a difference to global carbon emissions.

There is a debate within the environmental sector in how far technologies such as carbon capture, hydrogen fuel, ‘green’ aviation fuel and other technologies are just an attempt by the Fossil Fuel lobby to distract from the real climate actions required to avert Climate Disaster and to hold onto old infrastructure and ways of doing business.

Tesla started assembly line production of its **electric vehicles** in 2008, with many other companies seeking a market share. An estimated 40-50 million electric vehicles are on

roads globally in early 2025, about 12-15 million of those in Europe. Norway leads the way with 90% of new car sales being EV.

In the UK, there will be a ban on the sale of new cars and vans powered wholly by petrol and diesel from 2030 onwards. The EU will follow in 2035.

The advancement of so-called **Artificial Intelligence** (using large language models such as DeepSeek or chat GPT) brings challenges from its enormous energy consumption. It also brings hope that AI may advance technological climate solutions through its new analytical, adaptive and systematic capabilities.

Environmental

As the same time as the Climate crisis threatens to unfold, we are also face other environmental crises:

- Biodiversity Crisis
- Plastic waste and micro-plastics
- Soil degradation
- Air Pollution
- Noise Pollution
- Mental health crisis – made worse by noise, pollution and a lack of accessible green spaces
- Global pandemics (Covid and according to experts, more pandemics like it to follow)

The Stockholm Resilience Centre has captured this well in its [nine planetary boundaries](#) visual concept.

The good news is that all these crises are symptoms of the same cause:

Unsustainable economic patterns translating into unsustainable patterns of individual behaviour and consumption.

Over the last two decades concept such as '**Natural Capital**', '**Green Infrastructure**' and '**Nature Based Solutions**' have entered the policy arena. All these concepts have in common that they treat the natural environment as an asset that can generate social and economic benefits for us. These assets need to be treated sustainably and can then contribute a solution to the problems and challenges we are facing.

So, by addressing the Climate Crisis and creating a better, more sustainable future for all, we will also address these other crises at the same time.

Legislative

The political context section above covers international treaties.

Key Legislation in the UK is the [Climate Change Act 2008](#). This commits the UK to bring all GHG emissions to net zero by 2050.

On 20 April 2021, the UK Government [enshrined a new target in law](#) to slash emissions by 78% by 2035 (compared to 1990 levels). This was further enhanced to a commitment to 81% reduction by 2035 with the [UK's government NDC submission](#) in January 2025.

Scientific

The Intergovernmental Panel on Climate Change ([IPCC](#)) is the United Nations body for assessing the science related to climate change. Founded in 1988, the objective of the IPCC is to provide governments at all levels with scientific information that they can use to develop climate policies.

In recent years, the IPCC has published a number of highly important reports, summarizing the science community's knowledge, understanding and consensus on Climate Change. The last three reports were:

- [Impacts, Adaptation and Vulnerability](#) (Feb 2022) - The report details the increasing risks and severe consequences of climate change, including extreme weather

events, sea level rise, biodiversity loss, and food and water insecurity. It emphasizes the urgent need for immediate action to adapt to the current and future impacts of climate change, especially for vulnerable communities and ecosystems.

- [Mitigation of Climate Change](#) (April 2022) - The report details the current state of global warming and outlines potential solutions for reducing greenhouse gas emissions. The report emphasizes the urgent need for immediate action to limit global warming to 1.5°C above pre-industrial levels and avoid catastrophic climate change.
- [AR6 Synthesis Report: Climate Change](#) (March 2023) - There is a rapidly closing window of opportunity to secure a liveable and sustainable future for all (very high confidence).

The IPCC has now entered its seventh assessment cycle, with more reports due between now and 2029.

Organisations promoting personal action on Climate Change

Governments, and most businesses, charities and public sector organisations talk about Climate Change. There is plenty of helpful information, but also a lot of noise. Many organisations are targeting their communication at businesses, governments and other decision makers.

The following list just gives a few examples of organisations promoting personal actions to reduce your carbon footprint with advice on specific actions.

- UNEP: e.g., [10 ways you can help fight the climate crisis](#) (May 2022)
- WWF, e.g., [10 things you can do to help save our planet](#)
- [Energy Saving Trust](#) (focussing on home insulation and energy efficiency)

There are many national & international organisations facilitating governments, business or individuals to take climate action or providing resources. This includes

- [350.org](#)
- [C40 cities](#)
- [Climate Alliance](#)
- [Climate Action Network International](#)
- [Climate Group](#)
- [Inside Climate News](#)

Some organisations are more of a campaigning nature and focus on encouraging people to lobby their government or businesses to take action, like [Greenpeace](#), [Extinction Rebellion](#), [Friends of the Earth](#). [Fridays for Future](#)

Local Authorities and Public Media, e.g. the [BBC](#), [Sky News](#), [The Guardian](#), [Huffington Post](#) and [The Independent](#) also play a great role in promoting personal action, as well as many national, regional and local groups and charities.

Some communicating in the 'Climate arena' don't go into a great level of detail on how to take climate action or deal with objections or personal, technological or financial barriers to take action.

My Zero Carbon Climate Action USP/ The Story

Follow one person's journey to reduce their personal carbon footprint to Zero Carbon. Find inspiration, encouragement and helpful information how you too can take Climate Action. Consider practical direct actions and more strategic actions and how you can help bridge the gap between individual action and systemic change.

Charitable objects

The objects of 'My Zero Carbon Climate Action' are:

1. For the public benefit, advance education in Climate Change and Climate Action in the English-speaking world, in particular but not exclusively by:
 - (a) Advancing the understanding and awareness of climate issues in an independent, science-based and factual way; and
 - (b) Countering climate disinformation and misinformation.
2. For the public benefit, advance environmental protection, in particular but not exclusively by:
 - (a) Encouraging, enabling and inspiring people and organisations in the English-speaking world to take Climate Actions, to reduce global Green House Gas emissions and to avert the worst consequences and negative impacts of Climate Change.
3. For the public benefit, advance the mental health of the recipients of the Charity's climate messages, in particular but not exclusively by
 - (a) Providing positive, constructive and hopeful information, suitable and helpful to channel the recipients' emotions and energy into a positive outlet of climate action; and
 - (b) Instilling hope and improving wellbeing in the context of Climate Anxiety.
4. Achieve the three objects for the public benefit, in particular but not exclusively, through the means of the internet: publication of relevant content on social media and the production and publication of videos.

Our Mission, Vision and Values

Our Vision:

Our activity will make a meaningful and measurable contribution to individuals, organisations and businesses taking decisive Climate Action to reduce Greenhouse Gas emissions to secure a climate future below 1.5 degrees of Global Warming.

Our Mission:

To inform, encourage and motivate, inspire and enable people to embrace personal responsibility in their household, organisation or business for their consumption of goods and services and to take meaningful Climate Action.

Our Values:

We will communicate science-based facts on Climate Change and Climate Action with integrity, with hopeful, positive and constructive messages that are solutions-orientated and non-judgemental.

Communication Strategy Objectives

1. Produce video material to counter disinformation and myths on Climate Change, to inform and motivate individuals, organisations and businesses to take Climate Action.
2. Focus on personal actions people can take to reduce their carbon footprint.

3. 'Personal actions' need to include actions that seek policy change or changes in business practice and actions that put pressure on Fossil Fuel companies.
4. Using own and third-party content, share content via a broad range of social media. This includes website/blog, YouTube, Twitter, Facebook, Instagram, TikTok, BlueSky Social. The objective is to reach people with positive climate messages that give hope, inform, challenge and provoke thinking and encourage and facilitate debate and actions on Climate Change.
5. Grow the number of people 'following' and engaging with the 'My Zero Carbon' social media accounts.

Outcomes

1. People thinking about Climate Change in a different way, being better informed and better equipped to take meaningful and impactful actions
2. More people discussing Climate Change and the need to take Climate Action.
3. More people being more motivated to take Climate Action, as an individual or on behalf of their organisation or business.
4. More people taking meaningful and impactful Climate Actions, as an individual or on behalf of their organisation or business.

Key Performance Indicators

- Number of followers across all social media platform
- Number of videos produced (including in different formats)
- Number of 'Likes' of videos (YouTube, Instagram & TikTok)
- Views of videos (YouTube, twitter, Instagram, TikTok)
- Website visitors
- Respondents to our annual survey and reported actions taken in response to engaging with the My Zero Carbon climate action content on social media

Key messages

1. Experts agree climate change is real, it's us, it's bad, but there's hope. We have the solutions to combat Climate Change.
2. We need to take urgent Climate Action right now to avoid the worst of Climate Change!
3. More and more people/businesses/schools/ universities/cities/organisations are changing their behaviour/policies to address Climate Change. Are you? Is yours?
4. I am responsible for my carbon footprint. You are responsible for your carbon footprint. Responsibility means the need to take action to reduce your personal GHG emissions.
5. We need all three: government, business and individual action to combat Climate Change.
6. Taking Climate Action can save you (your business) money and will have many other benefits for you (your business), other people and nature, e.g., better Air Quality, better physical health, less noise, more wildlife, better quality and enhanced food security, reduced risk of extreme weather events, safer roads, a more just society, nationally and globally.
7. Individual actions create collective power to demand 1.5°C-aligned policies from governments and businesses.

My Zero Carbon will aim to add appropriate 'proof points' to each of these messages when creating content.

Target audiences

1. Everybody in the English-speaking world (with access to the internet)
2. Everybody else with satisfactory English language skills.

Target segmentation and tailoring messages

There are now a number of publications and guidelines on Climate Change communication and how to communicate effectively to different audiences.

This spans general content on the web, peer-reviewed science articles and longer more detailed reports on the topic. General resources include:

- [Britain Talks Climate](#) (Climate Outreach)
- [Yale Program on Climate Change Communication](#)
- [Centre for Climate Change Communication](#)

Specific articles and reports include:

- [Field interventions for climate change mitigation behaviors: A second-order meta-analysis](#) (Bergquist et al, PNAS, March 2023)
- [Climate change: Why we struggle to process the doom](#) (Sky news, March 2023)
- [Communicating on Climate Change](#) (United Nations, September 2022)
- [How to talk to your family and friends about the new IPCC report – five tips from climate change communication research](#) (The Conversation UK, March 2022)
- [Climate Change's Four Irelands: An Audience Segmentation Analysis](#) (Ireland Environmental Protection Agency/Yale Program on Climate Change communication, November 2021)
- [8 principles for impactful visual communication of climate change](#) (medium/ UX Collective, August 2020)
- [12 tools for communicating climate change more effectively](#) (Guardian, July 2015)
- [15 ways to powerfully communicate climate change solutions](#) (Guardian May 2015)

For the My Zero Carbon Communication Strategy, we are using an extended version of the EPA 2021 segmentation (see report above).

1. The Hopeless
2. The Alarmed
3. The Concerned
4. The Cautious
5. The Doubtful

Within those five segments, we will also focus on reaching and strengthening advocates for climate policy change, policy makers and decision makers in business and government.

And for the purpose of the My Zero Carbon Communication Strategy, we describe the segments as:

1. The Hopeless

Most likely former members of segment 2, but possibly from all other segments.

Likely to have the highest level of Climate Anxiety.

Due to ongoing alarming news, about to give up or have given up. Falling into negativity, sarcasm, depression, resignation, hopelessness or indifference.

Will agree to messages such as: 'It's too late' or 'There is nothing I can do.' or 'We are doomed.'

- Need messages of hope, encouragement and solutions.

2. The Alarmed

Strongly believe that climate change due to human activity is a real and immediate threat. They strongly support climate mitigation and adaptation policies, and are willing to take direct action through political and economic activity.

- Need encouragement, tools, role models, example projects and information to take Climate Actions that make a real difference.
- Need encouragement to encourage others and to take political/campaigning actions.

3. The Concerned

Are convinced that climate change is a serious issue, but less worried about it and view it as a less immediate threat. They support policies addressing climate change and adaptation, but are less willing to take direct action themselves. They may prioritise their energy, time and resources in a balanced way, where Climate Change is just one of many considerations.

- Need to understand the urgency of taking Climate Action; what is at stake (intellectually and emotionally)
- Need encouragement to talk with others about Climate Change
- Need to understand that we need more than 'token gestures', but real, deep and meaningful action on Climate Change (without turning them into 'Hopeless' or dismissing their existing small actions)
- Need to be convinced of their personal responsibility to take Climate Action
- Need to understand connections between their current action and GHG emissions (e.g., meat, flying, fast fashion)
- Need to understand, what actions are likely to take the least effort/resource and/or have the greatest positive benefit in reducing GHG emissions
- Need to realise the benefits of taking Climate Actions (personally and globally)

4. The Cautious

Believe climate change is happening but are less sure of the causes and are less likely to think it will personally affect them. They (may or may not) support climate-related policies, but few are willing to take direct actions themselves.

- Need common myths busted.
- Need more factual information (on cause and effect) in easily digestible format.
- Even more than 'The Concerned', they need motivating by showing a connection between what they are already care for or are concerned about and Climate Change. For Example, water or air quality, future of their (grand)children, energy security, cost of living, food security, animal welfare and other topics.

5. The Doubtful

Half of these believe climate change is happening, but with less certainty than other audiences, while smaller proportions say climate change is not happening or say that they don't know. The Doubtful are overwhelmingly not worried about.

- Need common disinformation, misinformation and myths busted.
- Need to know that climate science is not a hoax and that "regular people" take the issue seriously.
- Need more factual information (on cause and effect) in easily digestible format.

My Zero Carbon will focus on engaging with Segment 1-3. The communication will not pro-actively engage with 'climate sceptics' or 'climate deniers'.

Communication strategies & principles

1. Act with integrity. Seek best available facts and information.
2. Focus on the positives and solutions.
3. Make use of powerful images and video to get messages across.
4. Use different genre and styles (but excluding sarcasm/ irony/negativity/ bad news)
5. Engage with different age segments via different social media
6. Make references and create relevant links (and use appropriate hashtags) to engage with people primarily caring about/ concerned about other topics, e.g., vegan/ vegetarian food; cost of living crisis, saving money, health, air quality, water quality, children/ family, (gender/ climate/ race) justice, people with concerns about the current government (UK) or in opposition to government policy (USA)
7. Actively ask accounts with a high follower number (>10k) to post/ repost the My Zero Carbon generated video content.
8. Do not actively engage with trolls, nor accounts being negative or misleading or using foul language.
9. Seek collaboration with other organisations/ social media accounts creating similar content.
10. Pursue an active growth strategy and have a regular schedule of activity for all social media accounts.
11. Consider a regular schedule of blog posts on the website.
12. Keep the website up-to-date.

Work plan for 2025/26

We need to adapt our activity to our resources. We are hoping to significantly expand our activities with the help of grant funding . We will seek to move away from our reliance on time given in kind by our trustees.

Communication channels

- Web <https://myzerocarbon.org/>
- Blue Sky Social [@myzerocarbon.org](https://www.bluethumb.com/@myzerocarbon.org)
- Twitter: [@MyZeroCarbon](https://twitter.com/MyZeroCarbon)
- Facebook: [@MyZeroCarbon](https://www.facebook.com/MyZeroCarbon)
- TikTok [@MyZeroCarbon](https://www.tiktok.com/@MyZeroCarbon)
- YouTube: [@MyZeroCarbon](https://www.youtube.com/@MyZeroCarbon)
- Instagram [MyZeroCarbon](https://www.instagram.com/MyZeroCarbon)

Communication opportunities:

There will be specific communication opportunities, e.g., Earth Day, future IPCC report release dates & COP 30 (Nov 2025).

Actions and work areas

Continue as in 2024/25

1. Posting content on Twitter, Blue Sky Social and Facebook
2. Engage with followers on Twitter and Blue Sky Social to encourage reposting of our video content
3. Release of 'Shorts' on YouTube
4. Updates to the website
5. Monitoring & Evaluation of KPI

New or revised actions (subject to additional funding)

6. Extend the use of 3rd party video material (e.g., WEF)
7. Develop a regular schedule of blogs for the website.
8. Extend KPI to include
 - Number of followers reporting engagement in policy advocacy.
 - Percentage of content linking personal actions to systemic change.
9. Develop and deliver a campaign to end Fossil Fuels
10. Develop and deliver a campaign to promote new(ish) technologies, such as solar panels and heat pumps
11. Develop and deliver a campaign to foster climate advocates & enable people to change organisational, business and government policy
12. Develop and deliver more posts promoting practical climate action
13. Develop a regular schedule of posting videos on TikTok
14. Develop a regular schedule of posting images and videos on Instagram
15. Develop a follower growth strategy for Twitter, TikTok, Blue Sky Social and Instagram
16. Develop further video material, possible topics
 - How to lobby your MP/ democratic representative for a 1.5°C-aligned energy policy
 - The hidden fossil fuels in your daily life (and how to get rid of them)
 - How ditching gas boilers reduces fossil fuel dependence
 - How ditching gas boilers reduces fossil fuel dependence
 - "From personal action to policy change: A guide
 - Heat pump myth buster
 - How to calculate your carbon footprint (how & why?)
 - Carbon off-setting (how & why?)
 - Climate Actions that save you money
 - Climate actions that save you time
 - The most cost-effective Climate Actions to reduce your GHG emissions
 - The most time-effective Climate Actions to reduce your GHG emissions
 - Practical help to cope with Climate Anxiety
 - How to seek positive climate policies in government or business
 - How to form a local Climate Action group
17. Relaunch video material on home insulation in September 2025
18. Attend the training [Communicating Climate Change for Effective Climate Action](#) on Future Learn (12 hours over 4 weeks)
19. Do one work placement for a pupil/student to develop the next generation of Climate Change communicators/ advocates