

My Zero Carbon – Annual report 2021

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Introduction

I launched My Zero Carbon 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 my personal experience of how I reduced my carbon footprint by two thirds (of the UK national average). The project wants to encourage people to join me on my journey towards zero carbon, using social media.

2021 was the year to lay the foundations for a lot more sharing of specific climate actions towards a zero-carbon footprint in 2022.

Timeline 2021

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

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



Climate Change Images

I created an image bank of over 300 own Climate Change related photographs and close to 600 images 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

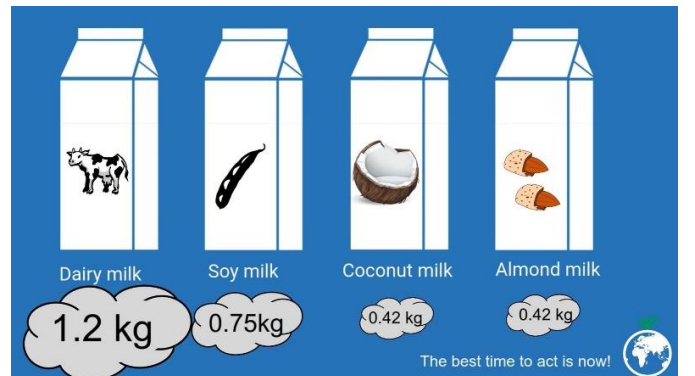
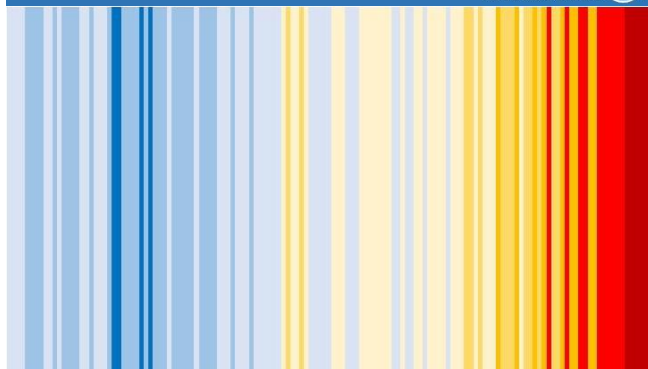
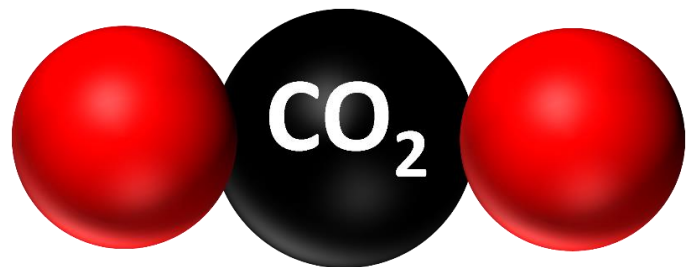
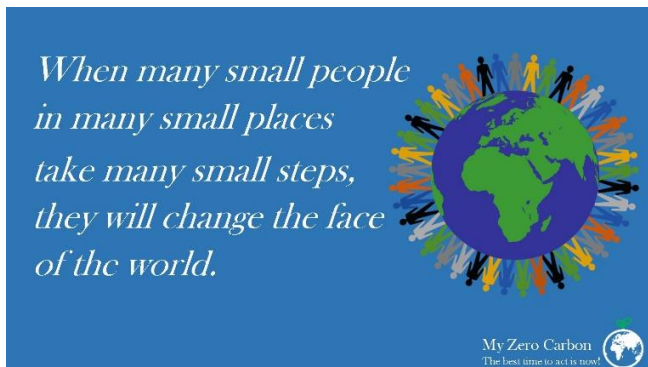


green roof solar hot water panel -Schönberg Germany (C) Brillianto.JPG



milk alternatives_7626 (1).JPG

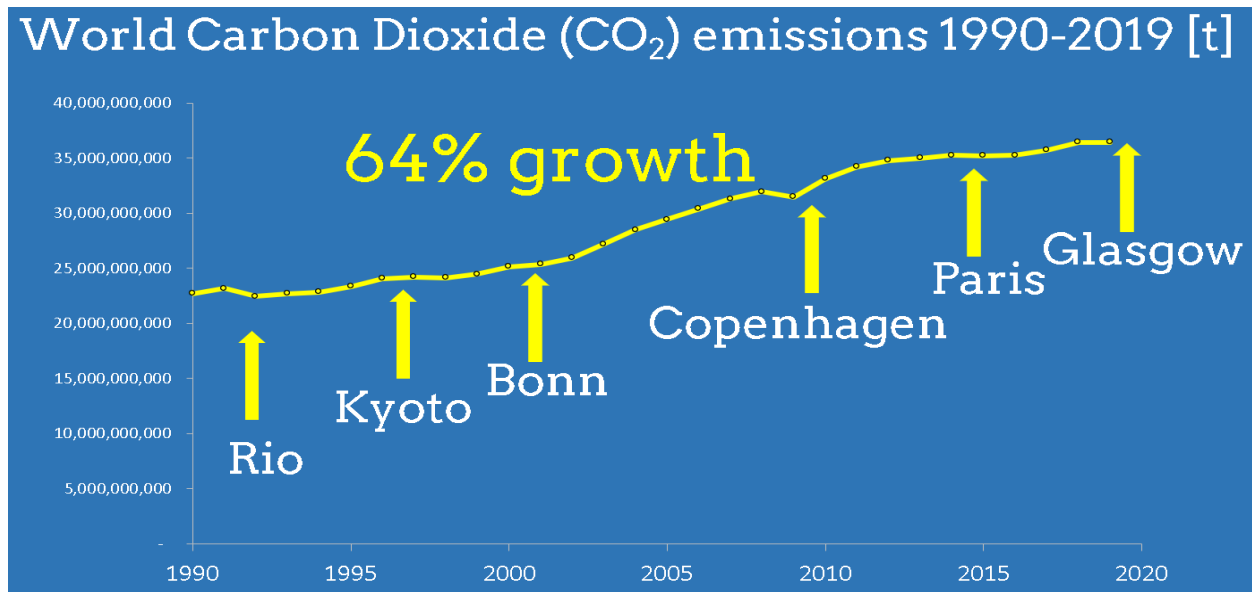
Visualisations are key to attracting the target audience's attention. A lot of time went into producing these from scratch (in some cases replicating and adapting existing illustrations to ensure compliance with copyright law).



I created over 60 pieces of raw video footage. These have been or will be used in future videos. This can be something as simple as closing curtains or turning down a thermostat or longer introductory scenes to videos.

Climate Change Facts and Figures

I collated about 40 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.



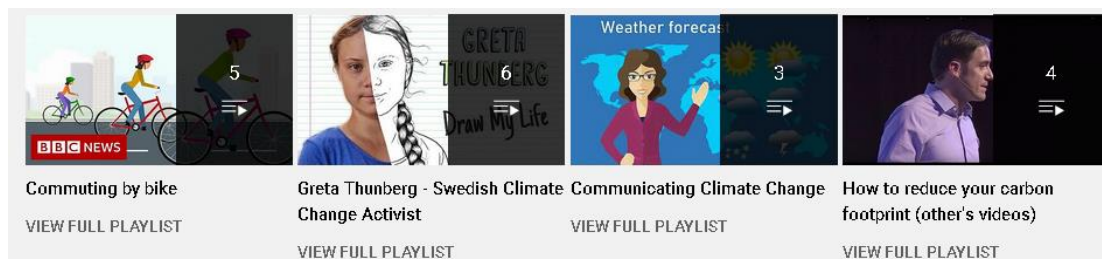
Video production

I produced a couple of videos promoting the project in May 2021.

I started producing videos on 'What is Climate Change?' and 'Climate Change myth busters' in August 2021.



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



I have so far focussed on animated videos, but more videos with real life footage will follow in 2022.

I found that short videos directly embedded in a tweet get a lot more views than those published on YouTube or TikTok (and then promoted via Twitter and Facebook).

Social media	Average length	Average views
YouTube	15 min	59
TikTok	2min	31
Twitter (embedded - with link to YouTube or TikTok)	2 min	148



Video directly embedded (and playable) in Twitter



Video with a link to a YouTube video (and a preview image of the video)

Outlook video development 2022

Videos on 'How to calculate your carbon footprint' and 'Practical energy saving measures in the home' are in preparation. More videos to follow according to the [original project proposal from May 2021](#)

Social Media activity

I created a website and four social media accounts during the development phase.



<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>

→ You can help by following the above accounts and reposting or retweeting the content. We need 100 subscribers on YouTube to get a customised URL!

My Zero Carbon has now a bank of over 200 'evergreen' items. These post automatically at set dates and times. My Zero Carbon has been using a lot of third-party material to share messages specifically about how to reduce your personal carbon footprint. (that is the declared purpose of the project). More original own material will follow in 2022.

My Zero Carbon

@MyZeroCarbon

#climatechange ~ practical advice on reducing your #carbonfootprint Join my journey to a #zerocarbon footprint ~ #climate #climateaction #hope #actforclimate

📍 Planet Earth [🔗 myzerocarbon.org](https://myzerocarbon.org) 📅 Joined April 2021

[@Myzerocarbon](https://twitter.com/Myzerocarbon) has posted over 1,800 tweets in 2021, with as many posts on Facebook. 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.



I have extensively experimented with tagging other accounts and using hashtags. I want to reach audiences who are indifferent or sceptical about #ClimateChange. So, I aim to include hash tags in each post that are also relevant to people outside the #Climatechange bubble (using the tool Ritetag). Going forward, it will be really important to raise awareness and motivation for #climateaction in those currently not engaged in the topic with stories with hashtags like these.



Social media metrics

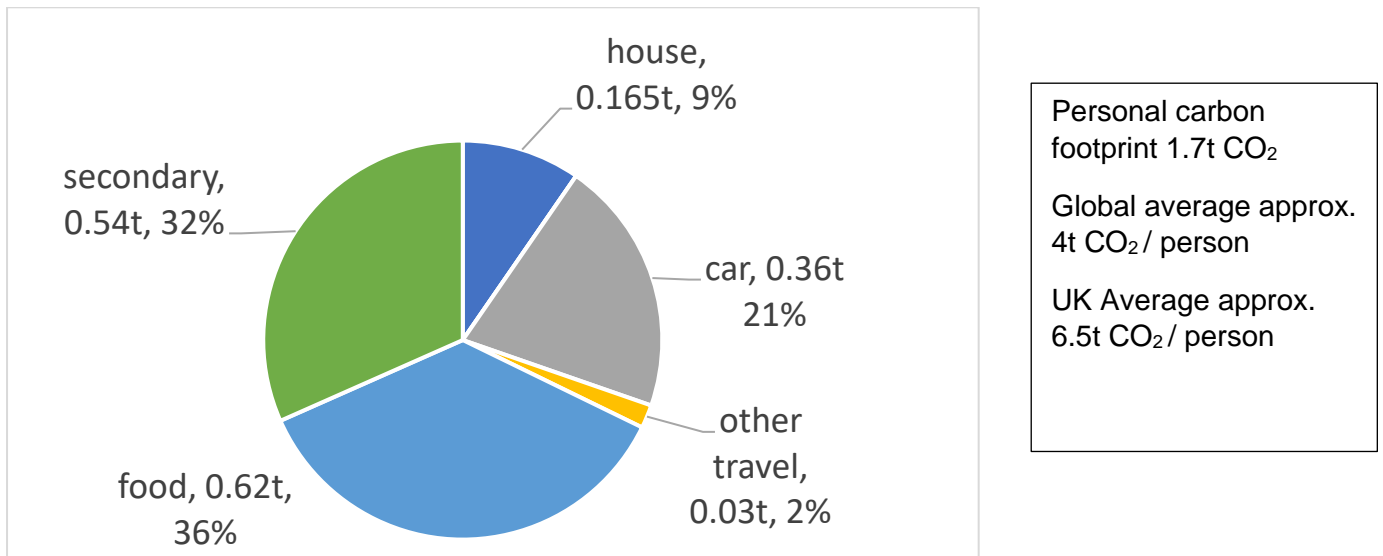
Videos produced to date:	19 (6 on YouTube and 13 on TikTok)
Followers across all social media:	1492 (1428 on Twitter)
Views of videos across all social media:	1240
Blogs on webpage:	18

Personal accountability/ personal climate action

I use www.carbonfootprint.com/calculator.aspx to calculate my carbon footprint.

My calculated footprint is the average (per person) for a four -person household.

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



Actions I took in 2021 to reduce my personal carbon footprint:

- I bought an electric bike to replace more car journeys with cycling (e.g., 98% 'cycling to work' record).
- I shifted my diet further from vegetarian to vegan (especially milk alternatives and replacing most cheese with humous)
- Further improvements to insulation of windows, doors and garage.
- I started mending/ repairing more things and continued buying more stuff 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 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 (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

Finances

Income

I created three pages for sponsors to make one-off and repeat donations.

Community-generated income in 2021: £362



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



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



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

I had committed to contributing 273 hours to My Zero Carbon in 2021 (7 hours/week from April – December)

My Zero Carbon received the following in-kind income:

- My time, pro bono work: £10,800 (360 hrs at a charity rate of £30/hr)
- Community Advisory group: £300 (30 hrs at £10/hr)
- Broadband, laptop & mobile phone provided by Brillianto

Expenditure:

- Software & web-hosting: £163
 - Camera hardware: £16
 - Material for demo videos: £20
- Total: £199**

To make my contribution to My Zero Carbon sustainable in 2022, I need to find a funder/sponsor.

Work on finding funders/sponsors for at least £11,000 will start in February or March 2022.

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