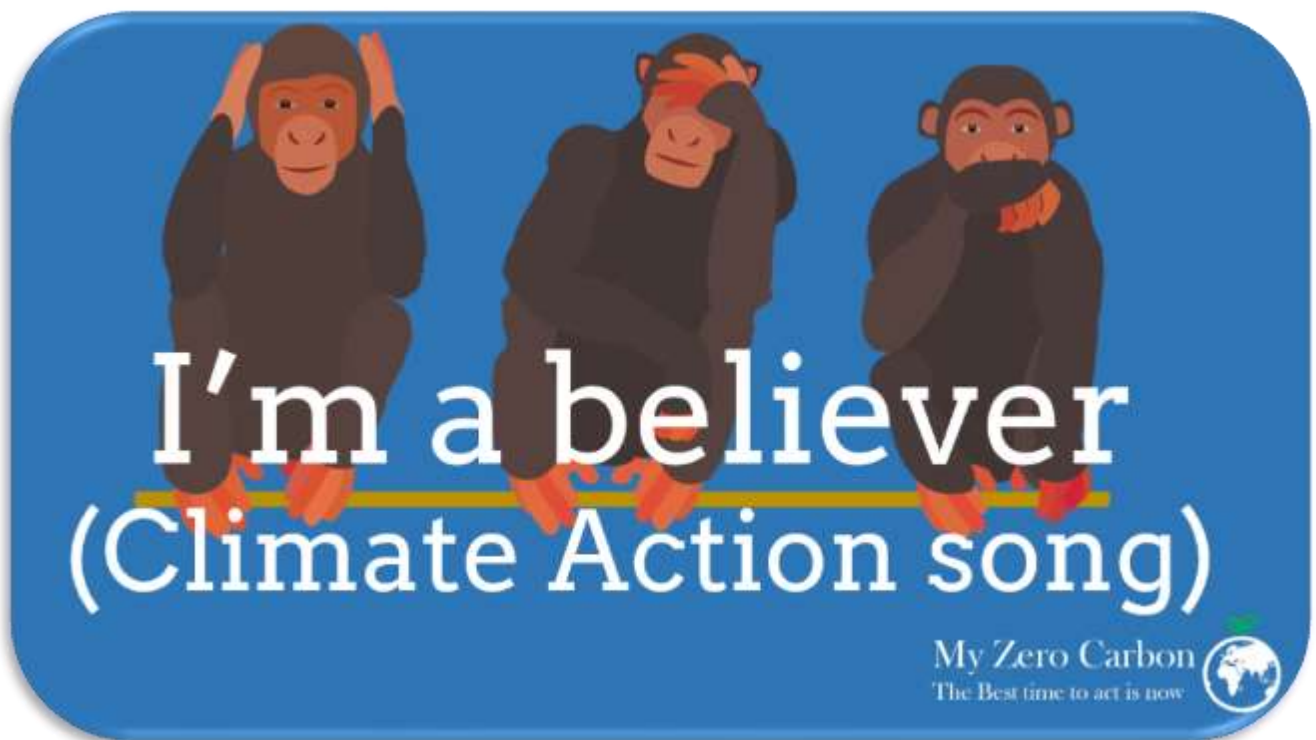


# My Zero Carbon

The best time to act is now!



## My Zero Carbon – Annual report 2023-24



By Dr Ingo Schüder, Project Manager, My Zero Carbon

July 2024

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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/>



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

## Our Vision, Mission and Values

### **Our Vision:**

Our activity will make a meaningful and measurable contribution to individuals and organisations 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 accept personal responsibility 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.

## Introduction to the annual report

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

My Zero Carbon launched as a not-for profit project in April 2021. Three years on, there is a lot more activity. We have been refining and improving our communication activities.

A lot has happened since the publication of the [annual report 2022/23](#).

We are publishing this annual report a bit later than usual. This is because since March 2024, we have been busy preparing and submitting an application to the UK Charity Commission for Charity status. You will hear a lot more about this very soon!

## Timeline and highlights 2023/24

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 third year of the project.



### Highlights included:

1. Launching social media activity on the BlueSky platform
2. Our first video on YouTube going 'viral' (over 16,000 views of a single video is magnitudes more than we had before)
3. Our first music video, I'm a believer, a fun and upbeat Climate Action song
4. Having single individual posts with embedded videos on Twitter with more than 18,000 views
5. Reaching 10,000 followers on Twitter.
6. Reaching 280,000 video views across all platforms

## Social Media Summary

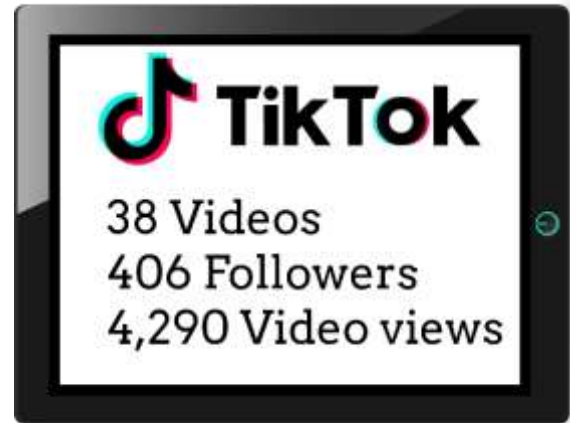


Figure 1: A visual summary of the social media growth and reach in 2023/24.

Social media	Twitter	YouTube	TikTok	Facebook	Instagram	Blue Sky	Total
<b>Posts</b>	16,000	27	73	6,000	56	348	<b>22,500</b>
<b>Video Likes</b>	N/A	323	653	N/A	653	N/A	<b>1,629</b>
<b>Video views</b>	258,000	19,336	4,476	N/A	4,476	N/A	<b>286,288</b>
<b>Followers/Subs.</b>	10,353	145	406	51	469	225	<b>11,649</b>

Table1: Summary of Social Media statistics as of 9 April 2024 (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 300 'evergreen' posts. Own material, blog posts and videos, currently make about 25% of all posts (more than twice as much as in 2022/23). The aim is to increase this even further in 2024/25 by producing an even larger stock of own material, including videos, images and blogs.

[@Myzerocarbon](#) posted about 4,000 tweets in 2023/24 and a further 1,000 reposts of own tweets on Twitter. Typically, 78 different posts go out per week on Twitter, 68 on Facebook, 58 on Blue Sky Social (started on 26 February 2024) and 1 each on Instagram and TikTok.

Social media platforms have seen strong growth, especially Twitter, YouTube and TikTok. Embedding videos directly in tweets continues to be the best method to generate video views. Twitter continues to be by far the platform with the largest reach and impact.

The growth of video views in 2023/24 is dwarfing the substantial growth we saw in the two previous years.

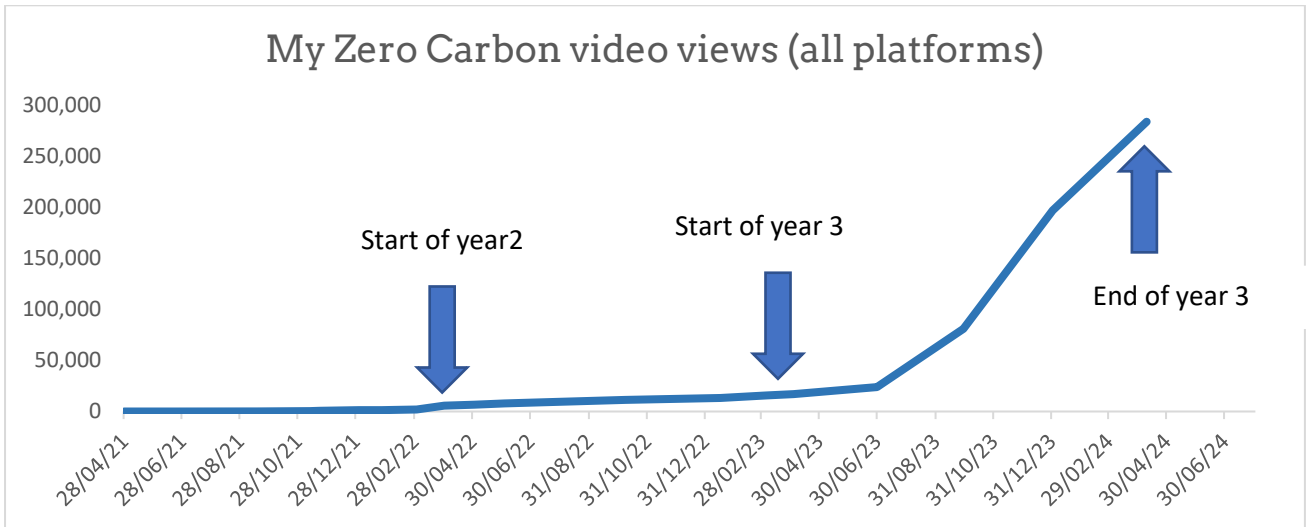


Figure 3: Growth of video views across all platforms since project launch until 4 April 2024

## Feedback

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

Hi Ingo! I love retweeting your info!! Thanks for sending them 🍀

I switched all electricity to green energy. Little by little

You're so very welcome. It's totally my pleasure to share your much needed messages.

Okeydokey, no worries. Hope all is well with you and yours also. Blessings always. What you are saying is so important.

🙌🍀🌍🌍🌍❤️🕊️


Good morning, your contribution to the climate debate is extremely important, I'm always delighted to retweet your excellent posts, have a nice day yourself..

Thank you for sharing vital information to save our Earth

🕊️

Thank you for all your work towards Climate Action 🍀



What you are saying is very important. Science can help solve some issues. United Nations  must continually address this problem.

Good for you for being one of the positive ppl with a great message.


Blessings always.

MTFBWYA 🙌🍌🌍🌍🌍❤️🕊️🙌

I retweet you because your tweets are SO good and important! I believe in you 100%. And I appreciate all the messages you are sending!

You WILL make a difference!

LoveLoveLove 🙏❤️

Great post Zero Carbon! Thank you for continuously raising the importance of Climate Action! We must do better and we must take strong action now! Vote  for Climate

I did retweet several of your important messages. Good job! 🍌🍌🍌

Only glad to do it. Please stay safe and blessings always.

Nice job. 🙌🍌★★★★★

Please keep doing what you do because it is important.

Wishing you a VERY MERRY CHRISTMAS 🌲 AND A HAPPY NEW YEAR 🍌🍌🍌.

Your dedication is admirable. Please stay safe. Always

I love to retweet your posts ❤️🙌

You are so welcome. Because of you I know more and try to make less pollution. And I appreciate you!

Thank you for all the work you do 😊.

Wow! Thank you for all you do and all your effort to keep us informed and encourage us to do/be better. I appreciate you! 🌍🙌

Thank you, and it's my pleasure always. Keep up your great work on important climate issues.

🍌❤️🙌

You are welcome.

Ingo produces all of the Educational Videos on #Climate himself and in a very creative manner. 🍌

You are most welcome. Thank you for sharing all your excellent information and resources. 🕊️

Thank You! Always happy to help #SaveOurPlanet 🌍

Thanks for all you do!! 🙌🙌



I'm proud to support my friends at @MyZeroCarbon ❤️



Thank you for keeping us informed and bringing awareness to climate change ❤️

Congratulations on 10,000 followers. 🌞❤️

#ClimateActionHeros

Thank you very much for your     you are very welcome 🌈🌈🌈🌟🌟

Thank you @MyZeroCarbon for all that you do. ♻️

I love your video! I know Valerie who was on the monkeys show when she was a kid.. I sent it to her. She loved it!

Table 2: A selection of positive feedback received in 2023/24 via Twitter.

## Video creation

My Zero Carbon continued a schedule of video creation. My Zero Carbon created fourteen more videos (see a selection in Fig. 5). We further experimented with length, methods, techniques and style of the videos. New videos included:

- Six ways of saving energy with insulation foil
- A series of 11 videos animating and bringing to life 10 infographics from IPCC reports
- Mitigation of Climate Change (animated infographic from the WWF)
- “I’m a believer” music video

In addition, the project converted several longer videos in landscape format to shorter videos in portrait format (for use on Instagram and TikTok). We published our first two [Shorts](#) on YouTube.

We also published third-party material videos (especially from the World Economic Forum) on various social media platforms.



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. Publishing animated infographics is a lot less time consuming than producing longer videos from scratch. We will continue this technique in 2024/25.

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. The highest impact single Twitter posts resulted in the video being viewed over 18,000 times! (see below).

Engagement with videos on Instagram is variable. There are between zero and 180 likes per video.

Engagement with videos on TikTok is better. There are between 30 and over 650 views per video. (compared to only 400 followers).

Engagement with videos on YouTube is often low. Typically, there are less than 100 views per video. There was one notable exception with over 16,000 views (see below).

## Top five video posts

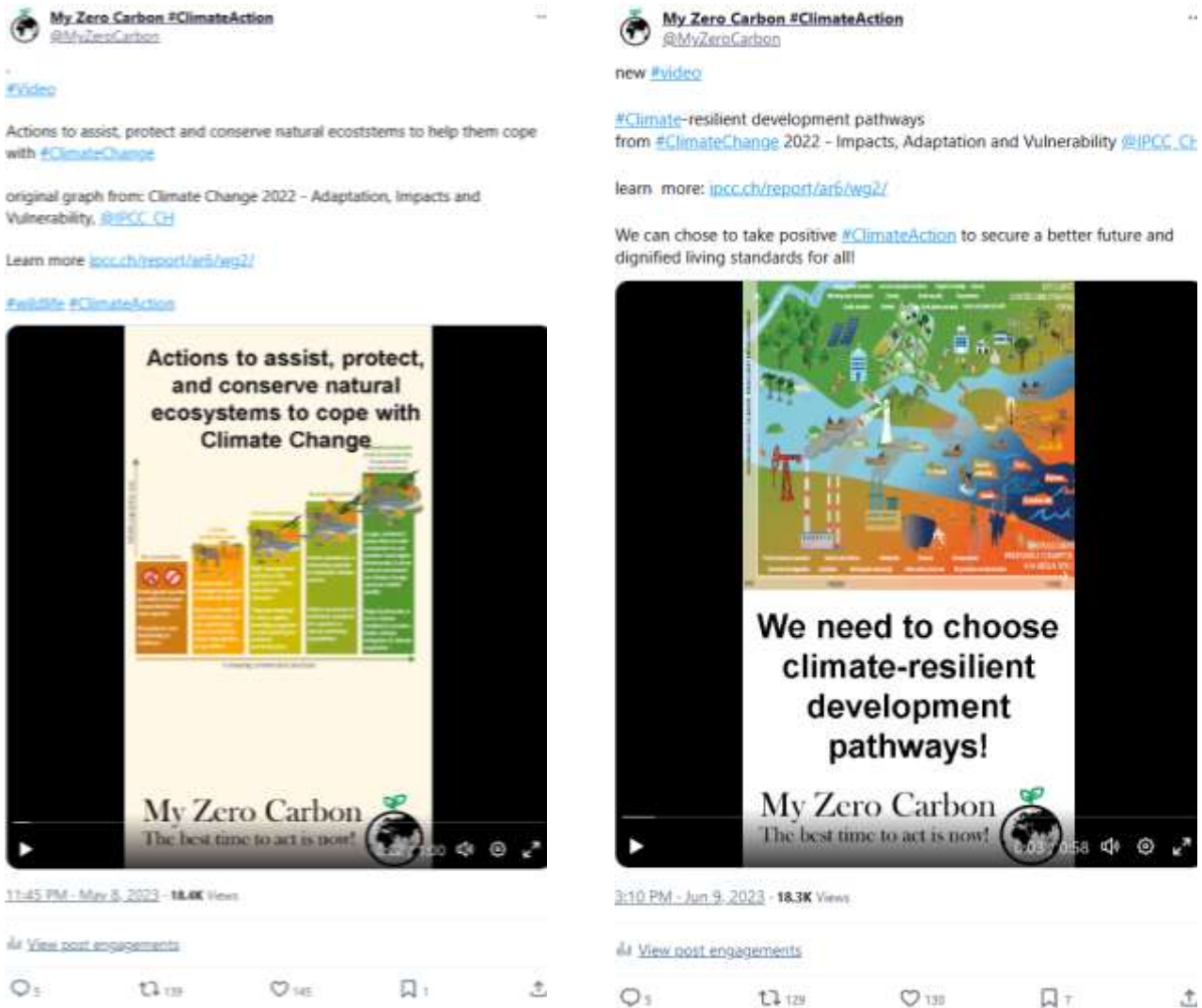


Figure 6a: The [most popular tweet](#) in 2023/24 promoted climate action to protect ecosystems to help them cope with climate Change. It had 139 reposts, 145 likes and 18,400 views (Twitter analytics). The [second-most popular tweet](#) in 2023/24 promoted climate-resilient development pathways. It had 129 reposts, 130 likes and 18,300 views (Twitter analytics).

#Video  
#Climate impacts will increase competition for land use 🌱🌳🏡🐄  
We need to understand this and take appropriate #ClimateAction to adapt!  
original graph from: #ClimateChange 2022 - Impacts, Adaptation and Vulnerability, [SRPCC.CH](#)  
Learn more [ipcc.ch/report/ar6/wg2/](https://www.ipcc.ch/report/ar6/wg2/)



12:30 PM · Jul 1, 2023 · 14.3K Views

[View post engagements](#)

7 101 104

 **My Zero Carbon #ClimateAction**  
[@MyZeroCarbon](#)

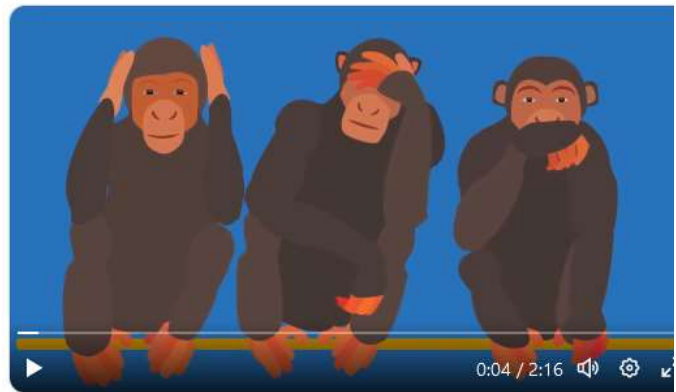
🎵 I'm a believer 🎵

Tune in for a bit of fun and an upbeat message on **why personal #ClimateAction matters**

watch the wobbling monkeys 🐒🐒🐒

full version (including verse 2) on YouTube [youtube.com/watch?v=91oCCX...](https://www.youtube.com/watch?v=91oCCX...)

PL RP



3:08 PM · Feb 18, 2024 · 12.2K Views

[View post engagements](#)

6 101 107 4

Figure 6b. The [third-most popular tweet](#) in 2023/24 raised awareness about how Climate Change will increase competition for land use. It had 101 reposts, 104 likes and 14,300 views.

The [fourth most popular tweet](#) in 2023/24 was a cover version of the Monkeys hit single “I’m a believer” with an upbeat message on the importance of personal Climate Action. It had 101 reposts, 107 likes and 12,200 views.



Figure 6c: The most [popular video on YouTube](#) was a practical DIY video showing how you can save energy by using insulation foil. It had over 16,600 views on YouTube.

### **Key conclusion for videos:**

Embedding videos directly in Twitter works very well 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 limits. For scheduling purposes, requirements of other social media platforms and other reasons, the project will continue to produce videos no more than 60 sec in length in 2024/25. This will build on the portfolio of over 30 short videos we have produced so far.

Expanding video posting on TikTok and Instagram has started reaching a younger audience and will see further extension in 2024/25.

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, Instagram and BlueSky Social.
2. Produce more shorter videos (up to 1 min) to be able to increase the frequency of new video publishing.



## Impact

We are using social media analytics on each platform.

We are also monitoring how our top 500 Twitter followers are engaging with us, so we know exactly who has reposted which of our 20 videos.

We understand our outputs and the reach of our activity very well (see Table 1), but we need to become much better in understanding what the impact of our work is:

1. Are people changing their thinking on Climate Change and Climate Action?
2. Are people using My Zero Carbon material to engage with or teach other people who we are not reaching directly?
3. Are people talking more about Climate Change and Climate Action (on social media and face to face), because of our activity?
4. Are people changing their behaviour? Are we motivating and enabling people to take specific personal Climate Action?

We will launch a Social Media Monitoring survey in spring 2024 to answer these questions.

## 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.

The My Zero Carbon project manager uses [www.carbonfootprint.com/calculator.aspx](http://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 2024, the project manager calculated his carbon footprint as approx. 1.7t CO<sub>2</sub> (2022: 1.6t; 2021: 1.7t CO<sub>2</sub>; 2020: 2.4 t CO<sub>2</sub>). The greatest uncertainty/challenge lies in calculating the secondary footprint correctly.

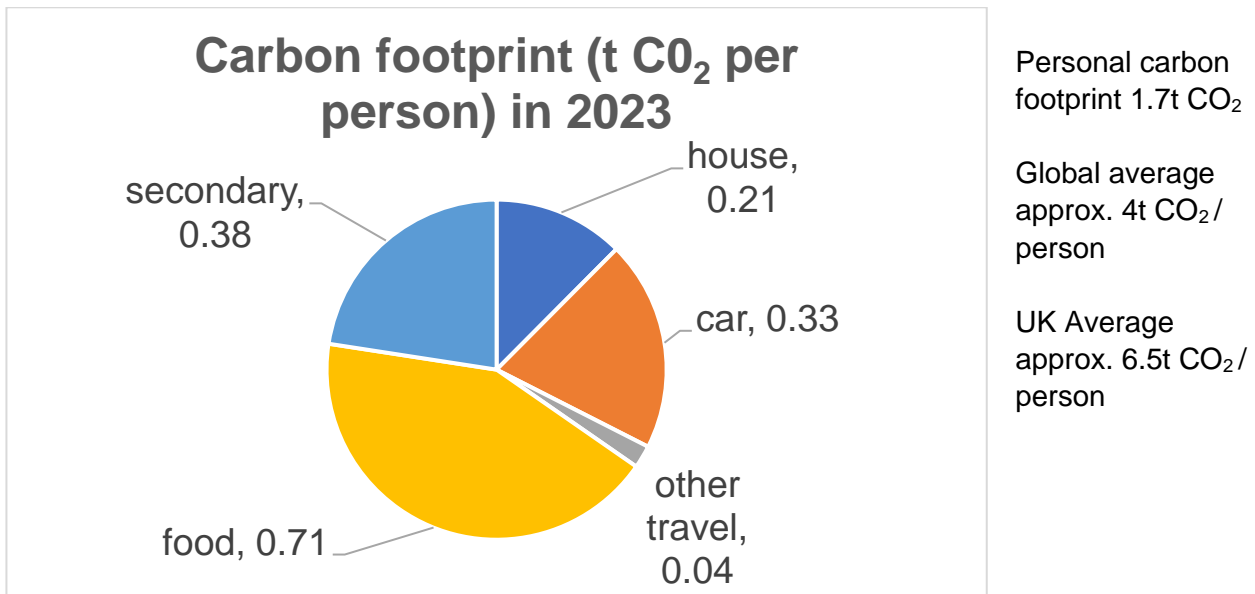


Figure 10: Personal carbon footprint and its breakdown into sectors in 2023

### What is the way forward for someone who has already reduced their carbon footprint below 2t CO<sub>2</sub>?!

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

The next big reduction in the project manager's household carbon footprint would be to go car-free or to grow a substantial proportion of food yourself. There is only little scope for further reduction in energy use or savings related to consumption of goods and services.

The reality is that the lower your carbon footprint already is, the harder it is to reduce it further. My Zero Carbon needs to consider how it can motivate and enable people with an already low carbon footprint to go even further.

In addition to direct action reducing your greenhouse gas emissions, people with a low carbon footprint like the project manager should consider indirect actions, such as campaigning for positive policy changes, petitions and encouraging others to take meaningful climate action to reduce their carbon footprint.

As we complete the 2024 annual report, the UK has a new Government (Labour). There may be more opportunities for positive climate policy change that could lead to a reduction in household carbon footprint.

My Zero Carbon will consider how it can help two audiences:

1. Those with a relatively high carbon footprint willing to consider changes in their behaviour and consumption of goods and services.
2. Those with an already low carbon footprint, who may find it more challenging to reduce their Greenhouse Gas emissions further.

## Finance - crowd-sourcing

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 ([action@MyZeroCarbon.org](mailto:action@MyZeroCarbon.org)) for bank details to save on platform fees. If you are a UK tax payer, we are hoping to be able to claim Gift Aid on your donation from July 2024 onwards.

## Finance 2023/24

As in previous years, in 2023/24 the project was entirely dependent on the pro-bono work of Dr Ingo Schüder, managing the entire project free of charge.

Income Source	What	value	comment
Crowd funding/ personal donations	Money	£0	one-off and regular monthly donations
Brillianto/ Ingo Schüder	Time	£13,125	In kind; (675 hrs at Brillianto consultancy charity rate of £35/hr)
Brillianto/ Ingo Schüder	Software licences, laptop, mobile phone, broadband	£500	In kind (estimate)
<b>Total</b>		<b>£13,625</b>	

Cash expenditures was minimal. (£16 for annual web-domain fee)

There were no pro-active fundraising efforts in 2023/24 due to

- Personal circumstances of the pro-bono project manager
- A lack of time (in addition to the operational communications activity and preparing the bid for Charity status)
- Individuals and businesses are not eligible for many funding sources.

There was no income from donations or crowdfunding.

This highlights the urgent need to convert the current not-for profit project into a registered charity, so that we can

1. Encourage people to make donations that can be gift-aided.
2. Apply for grants and funding. (where only registered charities are eligible)



## Finance projections 2024/25

To make My Zero Carbon sustainable in 2024/25 and to continue at the current level of activity, the project needs to find a funder/sponsor.

The best way to achieve this is to gain charitable status to access a broad range of funding sources.

<b>Expenditure – Option 1 (BAU)</b>	<b>Cost</b>	<b>Comment</b>
laptop, mobile phone, broadband, basic software	£500	
social media scheduling licence, web domain & webhosting	£200	
demo material for videos	£200	
Sponsorship/grant writing: postage, travel & fees	£500	
Project Manager (day-to-day delivery of social media activities)	£15,600	520 hours (flexible with an average of 10 hours/week; £30/ hr; paid via a service contract);
Trustee/volunteer expenses	£500	
Other costs	£500	contingency
<b>Total</b>	<b>£18,000</b>	

<b>Expenditure – Option 2 (growth)</b>	<b>Cost</b>	<b>Comment</b>
laptop, mobile phone, broadband, basic software	£1000	
social media scheduling licence, web domain & webhosting	£200	
demo material for videos	£200	
Grant writing/networking: postage, travel & fees	£2,000	
Project Manager (day-to-day delivery of social media activities & video creation)	£7,800	260 hours; (flexible with an average of 10 hours/week; £30/ hr; paid via a service contract); for 6 months until Creative Director is in place
Employment cost: Creative Director	£20,000	£35,000 gross salary, plus oncosts (NI, pension); 6 months from Oct 2024
Build up reserve to meet charity/ employment legal requirements	£1,800	Work towards a 3-month employment cost reserve in 2025/26
Trustee/volunteer expenses	£500	
Other costs	£500	contingency
<b>Total</b>	<b>£34,000</b>	

In 2025/26, for a full year of employment of a Creative Director (instead of a project manager), plus building up a reserve in line with a reserves policy would require £52,000 Income.

**Income ambition for growth option:**

Income	Income value	Comment
Crowd funding/ personal donations	£2,000	Incl. Gift Aid claimed
Grants from Local Authorities	£1,000	Oxfordshire CC and South Oxfordshire DC
Co-operative Bank charity starter grant	£1,000	(linked to opening bank account)
Other grants	£30,000	See detail below
<b>Total</b>	<b>£34,000</b>	

Any shortfall in funding secured, would delay the employment of a Creative Director or could lead to the employment of a Creative Director on a part-time basis.

Possible funders identified in a fundraising scoping exercise:

- Prince of Wales Charitable Trust
- Ernest Cook Trust
- The Polden-Puckham Charitable Foundation
- The HDH Wills Charitable Trust
- WRAP
- Hubbub
- Arnold Clark
- Aviva
- The Minor Foundation for Major Change
- Delamere Dairy Foundation
- Matthew Good Foundation
- Blue Spark Foundation
- Foyle Foundation
- Patagonia
- Landfill Communities Fund
- The D'Oyly Carte Charitable Trust
- Lord Barnby's Foundation
- Anthony Hornby Charitable Trust
- Nineveh Charitable Trust
- Esmée Fairbairn Grants
- John Ellerman Foundation
- Joseph Rowntree Charitable Trust
- Oxon Low carbon hub community grants
- CAG Oxfordshire

## Outlook for 2024/25

Key actions will include:

1. Recruit Trustees
2. Secure charitable status for My Zero Carbon
3. Develop all policies and strategic documents required to run a Charity
4. Develop and deliver a fundraising strategy and a full business plan
5. More social media activity via Instagram and TikTok to engage younger people as well and have overall more impact.
6. Build on the existing social media and video creation activity and continue growth in followers and reach.
7. Develop an impact monitoring strategy and run an audience impact survey.

We are going into 2024/25 with a sense of hope and confidence that having Charity status will make our activity more sustainable in the future.