

# My Zero Carbon

The best time to act is now!



## My Zero Carbon Climate Action Annual report 2024-25



April 2025

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

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## Our 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.org>

## Our Trustees

“Taking Climate Action is a moral imperative to protect those most vulnerable to the consequences of a Climate Disaster.” (Dr Ingo Schüder)



Dr Ingo Schüder is the founder of My Zero Carbon Climate Action. He works as a freelance environmental consultant and also for an environmental research organisation, overseeing their development and delivery of training courses. Ingo is passionate about Creation Stewardship. He is a keen cyclist. Ingo has been aware of environmental issues from a very early age. He has always been seeking to protect and care for the environment. He started his personal journey to a zero-carbon lifestyle at a very early age, and very consciously so from 2020 onwards (and has about 20% left to travel on the journey to zero carbon).



Dr Doug Bamford is a lecturer in Lifelong Learning (Political Philosophy) at Oxford University. He teaches courses in philosophy and political economy. Teaching courses in environmental ethics and climate justice really drove home the importance of achieving net zero greenhouse emissions. He has since installed additional loft insulation, 16 solar panels on his roof, and replaced his car with an electric vehicle as part of his own journey towards net zero.



Joanna Schüder works as a German language assistant at a secondary school and as a refugee networker for a Christian charity. She also oversees the international ministries at her church, including the international café and English conversation class. Her care and concern for people from all over the world goes hand in hand with her desire for global and climate justice. Her increasing understanding of the climate emergency motivates her to take personal climate actions, e.g. trying to cycle and walk most places or take public transport, saving energy, and consuming less.



Martin is a Principal Consultant at leading UK environmental and engineering consultancy. He has over 20 years experience in the areas of mechanical engineering and energy systems and specialises in the fields of renewable and low-carbon energy. He is deeply committed to helping individuals and organisations to reduce their impact on the environment and live more sustainably. He lives near Oxford, in the United Kingdom.

## Our Vision, Mission and Values

### Our Vision:

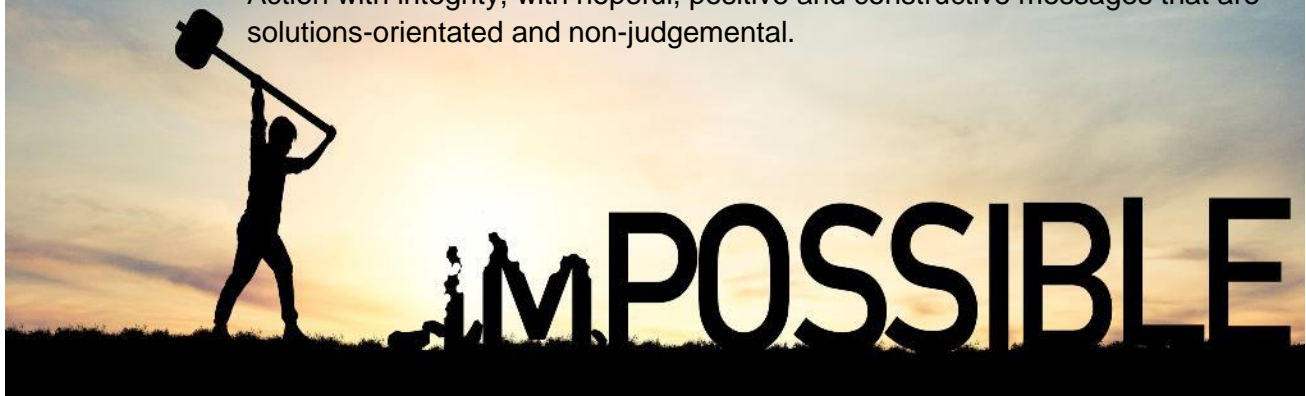
Our activity will make a meaningful and measurable contribution to individuals, organisations and businesses taking decisive Climate Action to reduce Greenhouse Gas emissions to secure a climate future below 1.5 degrees of Global Warming.

### Our Mission:

To inform, encourage and motivate, inspire and enable people to accept 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.



## Introduction to the annual report

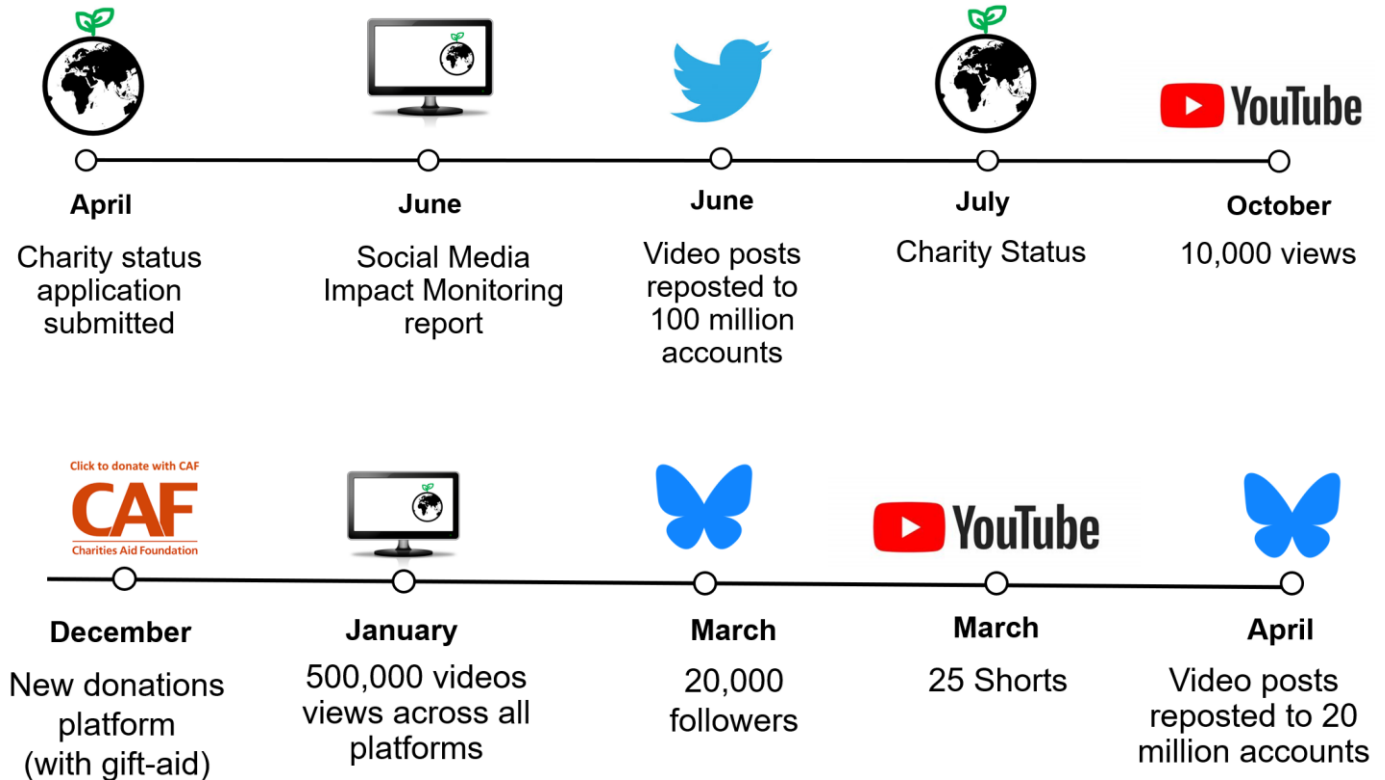
**This is the fourth annual report for My Zero Carbon and the first annual report for My Zero Carbon Climate Action (as a registered charity).**

My Zero Carbon launched as a not-for profit project in April 2021. A lot has happened since the publication of the [annual report 2023/24](#). We became a registered charity in July 2024. A lot of work went into preparing for the application for charity status to the Charity Commission. Since then, we invested in creating the structures and documents we need to have as a charity. In addition, we have seen a very significant expansion in the reach of our climate action communications.

We took the step of creating a charity to ensure the long-terms sustainability of doing our important Climate Action communications work. We are moving into 2025/26 with a new and improved plan for fundraising and with great ambitions for our future work.

## Timeline and highlights 2024/25

The timeline below shows some highlights from this year:

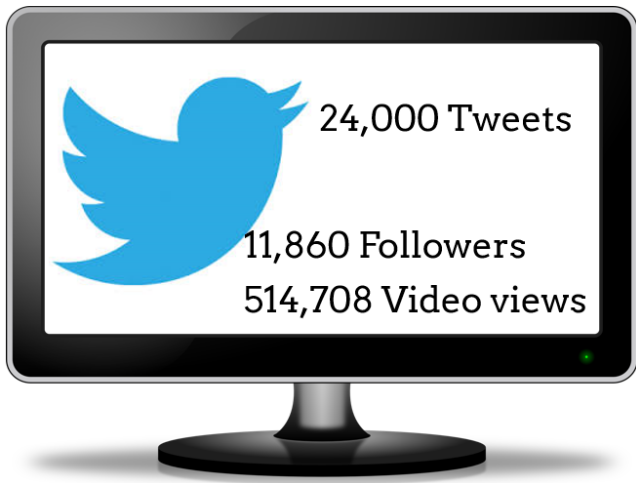


### Highlights included:

1. Charity application submitted - April 2024
2. 1st Social Media Impact Monitoring report published - June 2024
3. Video posts reposted to 100 million accounts on Twitter - June 2024
4. Annual report 2023/24 –July 2024
5. Charity Status - July 2024
6. 10,000 video views on YouTube –Oct 2024
7. 12,000 followers on Twitter – Nov 2024
8. Regular posting of Shorts starts (YouTube) - Nov 2024
9. New donations platform (with gift-aid) – December 2024
10. 10,000 followers on Bluesky Social - Jan 2025
11. 500,000 videos views across all platforms - Jan 2025
12. 20,000 followers on Bluesky Social - March 2025
13. 500,000 videos views via Twitter - March 2025
14. 25 Shorts published on YouTube - March 2025
15. Video posts reposted to 20 million accounts on Bluesky Social - March 2025



## Social media summary



Here some figures for posts, video views and followers (accumulated since April 2021):

Social media	Bluesky Social	Twitter	YouTube	TikTok	Facebook	Instagram	Total
Posts	3,800	24,200	48	80	11,917	62	<b>40,107</b>
Video views	N/A	514,708	21,499	4767	N/A	1,437	<b>542,411</b>
Followers/Subs.	22,896	11,860	211	649	70	497	<b>36,183</b>

## Social media (details)

Our ethos for 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. We aim to encourage and enable people to reduce their personal carbon footprint and to take action in their organisation or business.

We post about 430 posts a week across all platforms. This includes about 150 posts a week on Twitter, and about 140 posts each on Facebook and Blue. This is a substantial increase from 2023/24.

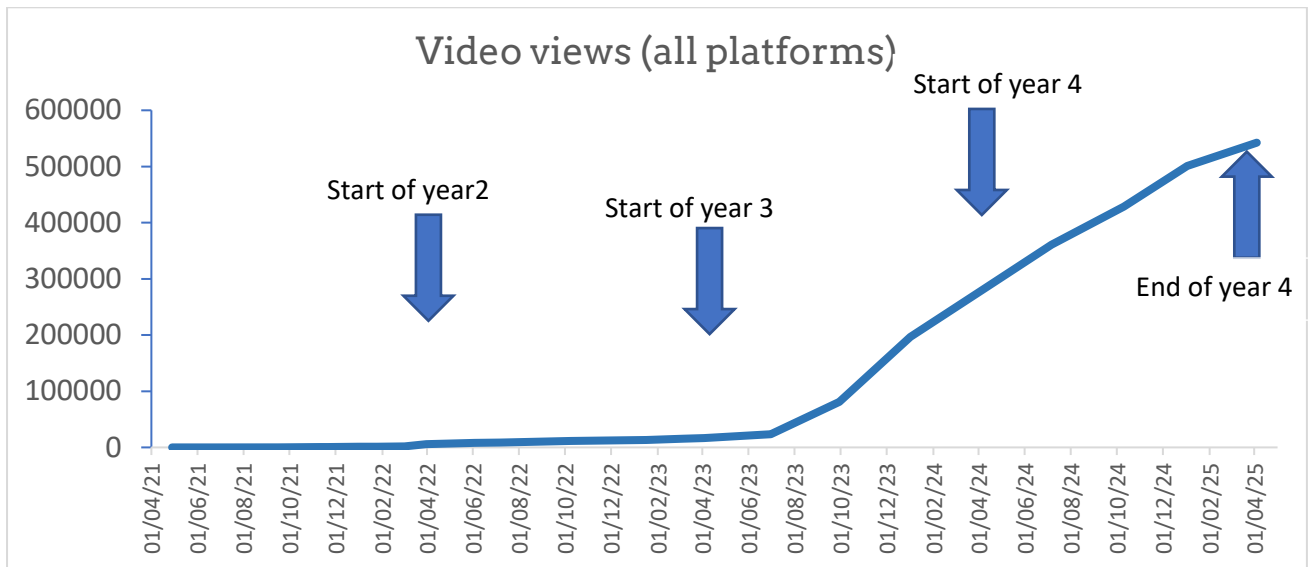
### Bluesky Social

We created a Bluesky Social account in February 2024, but initially we could not attract many followers or engagement. Things changed dramatically in November 2024, in the wake of the US presidential election.

Within this financial year, our Bluesky followers have grown 100-fold from a mere 225 to nearly 23,000. We now have more followers and engagement on Bluesky Social than on Twitter. We introduced a bespoke engagement strategy on Bluesky Social. This includes sharing many of our own videos and encouraging followers to repost these.

### Twitter

We briefly reached 12,000 followers on Twitter in October 2024. We then lost an estimated 500 - 1,000 followers due to the Twitter exodus in the wake of the US election in November 2024. We maintain our presence on Twitter. We believe this is important to reach audiences who have not moved to Bluesky Social (including many politically independent or Republican-leaning accounts).



## Feedback

**We would like to say a big thank you to everybody who reposted the My Zero Carbon posts or gave feedback, encouragement and praise!**

You can see a small selection of feedback statements below.

Thank you for all you do to make our world a better, healthier place 🌍❤️.

I'm feeling pretty down but I will not give up! Your cause is one of my top priorities because we need to save this planet- so please keep fighting! Thank you for all that you do! Please take care too, Kim

You are welcome Ingo. Your YouTube is very informative and easy to follow and understand.



**Alesha** @aleshadalin · 9h

Replying to @MyZeroCarbon

Merry Christmas. Thank you for all of the work you do to raise awareness and accountability. I've learned a lot from you.



You do wonderful work. Please 🙏 keep up your great work. People need this. Take care and keep smiling. Hugs 🤗 to you and your family and friends.

Happy 2025! Your work is really inspiring and what the planet needs. Keep going 🤗



★ ~ Cambrielle ~ ★ @cambrielle.bsky.social · 32m

↩ Reply to you

Thank you so much. Save the Climate initiatives like you give me hope. 👍 🤗



**Florence** @greenflorence.bsky.social · 1h

I enjoy following My Zero Carbon [#climateaction](#) because it's positive action oriented and light. Thank you for your stories 🙏

## Video creation

We created one new video this year. The smaller number of videos created this year is due to extra time required to create and develop the charity and for building up a following on Blue. We are hopeful that with funding we secure in early 2025/26, we may be able to employ somebody to produce more video content.

It is great that we can rely on our extensive bank of videos we have been creating in earlier years. These videos remain popular (see also below).

We started a more regular schedule of publishing parts of longer videos in portrait format as [Shorts](#) on YouTube in November 2024. We aim to continue or resume the publication of shorter (<3min) videos in portrait format on TikTok, Instagram and YouTube in 2025/26.

Producing video content and sharing it via social media is a key component of My Zero Carbon Climate Action. This activity is one of the most time-consuming. Publishing animated infographics is a lot less time consuming than producing longer videos from scratch. We will continue using animated graphics in 2025/26.

A lot of posts with videos get good engagement on Twitter and Blue. This is true for videos directly embedded in the post. The highest impact single Twitter posts resulted in the video being viewed over 12,000 times! (see below).

## Top five video posts

The [most popular Bluesky Social video post](#) promoted an awareness raising on 'What is Climate Change'. It had 308 reposts and 449 likes. The [2<sup>nd</sup> most popular video post on Blue](#) promoted climate actions to protect and conserve nature. It had 201 reposts and 270 likes (Bluesky Social does not give stats on how often a post/ video is viewed):



What is [#ClimateChange](#)?

Why does it matter?

Why we need to take [#ClimateAction](#)

Watch [www.youtube.com/watch?v=O0XT...](https://www.youtube.com/watch?v=O0XT...)

PL RP Thank you! ❤️💚💙

[#climate](#) [#cleanenergy](#) [#EndFossilFuels](#) [#ClimateChangelsReal](#)  
[#Klima](#) [#ClimateJustice](#) [#ClimateActionNow](#) [#renewables](#)  
[#ActOnClimate](#) [#ClimateSolutions](#)



What is Climate Change? (explainer video with extra detail)

YouTube video by My Zero Carbon

[www.youtube.com](https://www.youtube.com)

10 March 2025 at 07:55 [Everybody can reply](#)

285 reposts 23 quotes 449 likes

28

308

449



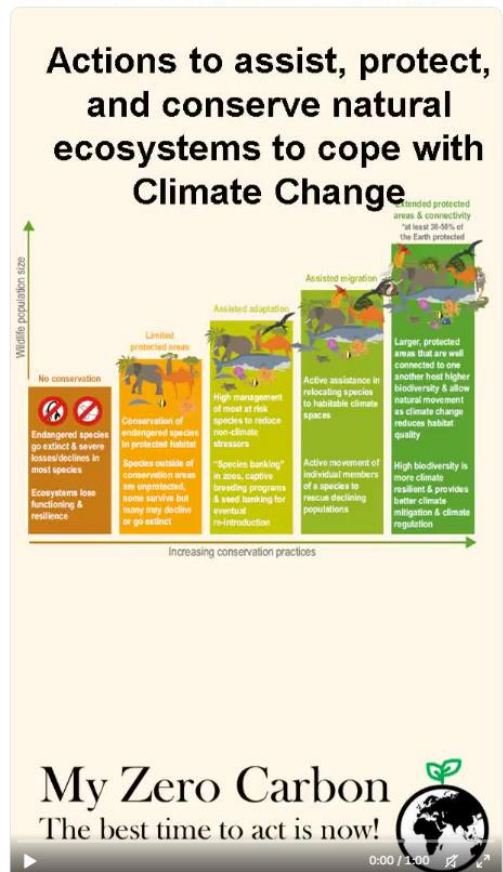
[#ClimateAction](#) to assist, protect and conserve [#nature](#) to help it cope with [#ClimateChange](#)

find our more [www.ipcc.ch/report/ar6/w...](https://www.ipcc.ch/report/ar6/w...)

PL RP Thank you! ❤️💚💙

original graph by IPCC

[#video](#) [#climate](#) [#Klima](#) [#wildlife](#) [#ClimateActionNow](#)  
[#ActOnClimate](#) [#ClimateHope](#) [#SaveOurPlanet](#) [#SaveTheEarth](#)



My Zero Carbon   
The best time to act is now!

7 April 2025 at 09:27 [Everybody can reply](#)

181 reposts 20 quotes 270 likes

14

201

270



[The most popular video post on Twitter](#) raised awareness about Climate Anxiety. It had 95 reposts, 85 likes and 12,200 views.

The [2<sup>nd</sup> most popular video post on Twitter](#) promoted climate actions to protect and conserve nature. It had 49 reposts, 47 likes and 5,000 views.



Facing Climate Anxiety: Turning Fear Into Action

[#ClimateAction #video](#)

more info: [myzerocarbon.org/Blog/How-to-ad...](https://myzerocarbon.org/Blog/How-to-ad...)

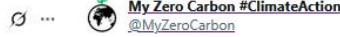
PL RP & like


[@MindCharity](#) [@PrincesTrust](#) [@mentalhealth](#) [@MentalHealthIri](#) [@MentalHealthAm](#) [@MHFirstAidUSA](#) [@NAMCommunicate](#) [@MHCC](#) [@AUMentalHealth](#) [@MamtaMurthi](#) [@JFCAfrica](#)




3:42 PM · Sep 7, 2024 · 12.2K Views

[View post engagements](#)



We need to take actions to assist, protect & conserve nature  to help it cope with [#ClimateChange](#)

watch here [youtube.com/watch?v=SE8IsM...](https://youtube.com/watch?v=SE8IsM...)

More about [#ClimateAction](#) & nature  [ipcc.ch/report/ar6/wg2/](https://ipcc.ch/report/ar6/wg2/)

PL RP

[#video](#)

graph from: 'Adaptation, Impacts and Vulnerability' [@IPCC\\_CH](#)



11:25 AM · Apr 8, 2024 · 5,057 Views

[View post engagements](#)



The most [popular video on YouTube](#) is a practical DIY video showing how you can save energy by using insulation foil. It had over 17,000 views.



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

Embedding videos directly in Twitter and Bluesky Social continues to work very well in encouraging people to watch videos.

Our strategy for video development going forward is two-fold:

1. Continue producing longer videos and publishing them on YouTube. We will cut each long video on YouTube 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

**Key message: Our social media activity is making a difference in the real world with people taking positive Climate Actions in response to engaging with our content online.**

We are using social media analytics on each platform.

We are also monitoring how our Twitter and Bluesky Social followers are engaging with us, so we know, who has reposted which of our 21 main video posts.

From this we know that our video posts have been reposted

- ✓ At least 4,000 times on Twitter since February 2022, reaching a potential of 150 million accounts
- ✓ At least 650 times on Bluesky Social since 15 March 2025, reaching a potential of 23 million accounts.

We understand our outputs and the reach of our activity very well (see Table 1). Early on in 2024/25, we became much better in understanding what the impact of our work is.

We ran our first Social Media Impact Monitoring survey from 22 April to 3 June 2024.

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. We can now evidence that after engaging with our content online:

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



We received 78 responses (a response rate of just 0.7% from our 11,000 followers at the time). From that we can say that our followers have taken Climate Actions in response to engaging with our social media content. These actions from just 78 people equate to a carbon dioxide emission reduction of an estimated 80 tons.

For the full details, please see our [Social Media Impact Monitoring Report](#).

We will make this survey and report an annual feature. The next report is due in May 2025.

## Fundraising

Our preferred donations platform for the registered charity is CAF Donate. This allows automatic claiming of Gift aid and tracking of donor data in line with our Donations Acceptance Policy.

Click to donate with CAF



<https://cafdonate.cafonline.org/27403#>

We have not yet closed down funding platforms created before My Zero Carbon Climate Action became a charity:



<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 able to claim Gift Aid on your donations.

## Resources in 2024/25

The charity was largely dependent on the in-kind contribution of time by the trustees.

Income Source	What	Value	Comment
Personal donations	Money	£151	one-off donations and Gift aid already claimed
Trustees	Time	£14,300	In kind; (1100hrs at £13/hr)
Trustees	Software licences, laptop, mobile phone, broadband	£500	In kind (estimate)
Total		£14,951	

Here a summary of our fundraising activities in 2024/25:

- ✓ We secured charity status in July 2024
- ✓ We secured Gift-aid status with HMRC in December 2024
- ✓ We created a new fundraising portal for personal donations (CAF donate) in December 2024
- ✓ We created a database of potential funders
- ✓ We submitted two fundraising bids



## Finance projections 2025/26

We will submit funding bids to the funders we have already identified. We can be flexible and scale our operational activity to the level of funding secured.

Expenditure	Cost	Comment
<b>laptop, mobile phone, broadband, basic software</b>	£1000	
<b>Social media scheduling licence, web domain &amp; webhosting &amp; other software licences</b>	£500	
<b>Grant writing/networking: postage, travel &amp; fees</b>	£2,000	
<b>Project Manager (day-today delivery of social media activities &amp; video creation)</b>	£20,000	Part-time, gross salary plus oncosts (NI, pension); 9 months (from July 2025)
<b>Creative Director (development of new campaigns &amp; concepts for content development)</b>	£25,000	Part-time, gross salary plus oncosts (NI, pension); 9 months (from July 2025)
<b>Build up reserve</b>	£15,000	Work towards a 3-month employment cost reserve by the end of 2025/26
<b>Trustee/volunteer expenses</b>	£500	
<b>Total</b>	<b>£64,000</b>	

### Fundraising ambition for growth in 2025/26:

Income	Income value	Comment
<b>Crowd funding/ personal donations</b>	£3,000	Incl. Gift Aid claimed
<b>Grants from Local Authorities</b>	£1,000	Oxfordshire CC and South Oxfordshire DC
<b>Other grants</b>	£60,000	
<b>Total</b>	<b>£64,000</b>	

We have identified suitable funders and deadlines for submissions of funding bids.

## Outlook for 2025/26

What we can deliver in 2025/26 will depend on how successful we can be with fundraising efforts.

Key **strategic actions** will include:

1. Recruit more trustees.
2. Develop and deliver a fundraising strategy and a full business plan.
3. Employ staff. (subject to successful funding)
4. Develop partnerships with other climate charities.
5. Build a strategy for how individual, organisational and business actions can lead to systemic change.
6. Develop an impact monitoring strategy and run an audience impact survey.

### ***Our key operational actions will include***

7. Our updated [Communications Strategy](#) (April 2025) will guide our operational activity.
8. We will deliver our extended activity through the project “10,000 Climate Actions”
9. We will build on the existing social media and video creation activity .
10. We will continue our work to increase followers and reach.
11. We will do more social media activity via Instagram and TikTok to engage younger people as well and have overall more impact.
12. We will have more activity to encourage people to 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 2024/25 annual report, there have been mixed messages from the UK Government (Labour) on the climate after a year in office. The situation in the United States is quite exceptional, with the country preparing to leave the Paris agreement and many climate science and environmental institutions being dismantled or suffering very significant funding losses.

My Zero Carbon Climate Action 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.

We are going into 2025/26 with a sense of hope and confidence that having laid the foundations for our charity in 2024/25 will make our activity more sustainable in the future.