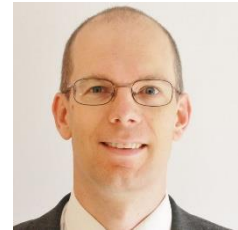


My Zero Carbon

The best time to act is now!



My Zero Carbon Project Proposal



Last Update: 24 May 2021

By Dr Ingo Schüder, Director Brillianto

Contents

Key Information.....	1
Project Motivation:.....	2
Personal Motivation	2
10 steps to Zero Carbon	3
Social Media and branding	3
Potential Video topics	3
Funding and sponsoring.....	6
Communications.....	6
Expertise.....	6

Key Information

Proposer: Dr Ingo Schüder, Director Brillianto

Duration: 2 years initially

Start: 1 June 2021

Project summary:

Share my personal experience of how I reduced my carbon footprint by two thirds and encourage people to join me on my journey towards net-zero, using social media and YouTube.

Target Audience:

- The English-speaking world with a focus on developed countries
- People in their 20s to 50s
- People who are looking for information on Climate Change or how to reduce your carbon footprint

Two-year project cost: £45,000

In-kind contributions secured: £34,000

My Zero Carbon

The best time to act is now!



Project Motivation:

Climate Change is real. There is a strong scientific consensus that Climate Change is already happening and that it will get worse over time. We are locked into persistent and increasing Climate Change for decades to come, even if we take drastic action today.

There is a total global budget of Green House Gas emissions left mankind can 'spend' before we reach a critical point. At this point, climate change will rapidly change from its negative impact on people, wildlife and the planet being manageable to disastrous. Climate Change will spiral out of control if we go beyond that point. The scientific consensus is that we will reach that point when global warming caused by Climate Change exceeds 1.5 degrees of pre-industrial levels. At the current rate of emitting Carbon Dioxide and other Green House Gases, we only have 8 years left to spend the total global 'budget'.

Many governments have pledged action to reduce their 'carbon footprint', their emissions of Carbon Dioxide and other Green House Gases. But many say the commitments are not strong enough and too late. In the short term, many governments still continue a fossil-fuel dependent approach to economic growth. Each year lacking consistent action is making it harder to reach zero carbon in time to avoid climate disaster.

In the face of scientific facts and encouraged and motivated by campaigners such as Sir David Attenborough and Greta Thunberg, many people want to take action.

But many people do not know how to take action or what action will have the greatest positive effect. Some people lack information and an understanding of the gravity of the issue to be motivated to take action. Some people think it is simply down to their government to take action and to introduce legislation, incentives and new technology to tackle the looming crisis. And yet other people would like to take action, but they do not have the financial means to invest in more costly measures like solar panels, a ground source heat pump or buying an electric car.

Climate Change is a global challenge with many local solutions. Many people taking small actions can make a large difference.

This project aims to help all those who haven't taken any actions yet, who consider taking action and those who want to do more to get their personal carbon footprint much closer to zero much faster.

Personal Motivation

I have been aware of the Climate Change issue since the late 1980s. I also started personal action to reduce the impact of my behaviour on the environment at that time. As a committed Christian for me, Climate Change is a matter of priority concern for 'Creation Care'. I want to unite with people of all backgrounds, creeds, motivations and nations to tackle this challenge.

Like many other people, I have already reduced my carbon footprint, from approx. 7.5 t to 2.5 t. I would like to share practical tips and tricks with as many other people as possible on how to do the first two-thirds of personal carbon reduction. I would then like to take people on a journey to tackle the last third towards zero carbon. By sharing my efforts publicly, I can give hope and encourage many people. At the same time, I can contribute to a lot more carbon emission reductions than if I just work on reducing my own carbon footprint.

I am willing to give up a substantial proportion of my income as a freelance Environmental consultant over the next two years to focus on this project.

My Zero Carbon

The best time to act is now!



10 steps to Zero Carbon

The following 10 steps will be the guiding principle for the project. It will shape how the project develops a more detailed concept for the production of a series of videos.

1. Understand the problem – the climate emergency
2. Commit to personal action
3. Work out your carbon footprint
4. Identify easy and hard reductions.
5. Set targets
6. Change your behaviour and your mindset
7. Take action
Consume less - Give up things – improve your carbon footprint
8. Monitor progress over time.
9. Encourage other people to reduce their carbon footprint.
10. Lobby governments and businesses

Social Media and branding

Project name: My Zero Carbon

Social Media channels to date:

Twitter: [@MyZeroCarbon](#) (launched 27 April 2021)

Facebook: [@MyZeroCarbon](#) (launched 26 April 2021)

YouTube: [My Zero Carbon channel](#) (launched 27 April 2021)

Instagram and TikTok may follow later.

Email: myzerocarbon@brillianto.co.uk (will change to admin@myzerocarbon.org in due time)

Interim webpage: <https://brillianto.co.uk/MyZeroCarbon/>

Webpage: domain www.myzerocarbon.org purchased 1 May 2021. To go live on 1 July 2021

Potential Video topics

Videos will cover all 10 steps to Zero Carbon. There will be also videos going into a different level of detail for the same topics.

The project is aiming for 40 videos in two years. Below an emerging list of video topics. The project will create a mechanism so that users can suggest the topic of the next video.

1. Understand the problem – the climate emergency
 - a) What is climate change?
 - b) Top 10 Climate change myths debunked
 - c) Why we need to take action on the climate now!
 - d) Why we need to move to zero-carbon fast
 - e) Climate change, global warming or greenhouse gas effect? -the basics

(continued after the word cloud on the next page)

My Zero Carbon

The best time to act is now!



2. Commit to personal action
 - a) How to overcome objections to taking personal action on Climate Change
 - b) Join me on my zero-carbon journey!
 - c) You can take action on climate change!
3. Work out your carbon footprint
 - a) What is a carbon footprint?
 - b) How do I work out my carbon footprint?
 - c) Why I should work out my carbon footprint today
4. Identify easy and hard reductions.
 - a) How to go about reducing your carbon footprint – one ton at a time.
 - b) Carbon footprint reductions – the big hitters
 - c) How I reduced my carbon footprint by 2/3
5. Set targets
 - a) Setting targets for reducing your personal carbon footprint?
 - b) When do you want to be zero carbon?

My Zero Carbon

The best time to act is now!



6. Change your behaviour and your mindset

- a) Climate Change – why stop eating meat?
- b) Climate change - why go vegan?
- c) Climate Change – why consuming less makes a big difference
- d) Climate Change – everyday behaviour changes we can all start today
- e) 10 ways to move from a meat-based to a plant-based diet

7. Take action

Consume less - Give up things – improve your carbon footprint

- a) How to reduce your carbon footprint – home energy
- b) How to reduce your carbon footprint from transport
- c) How to reduce your carbon footprint from what you eat
- d) How to reduce your carbon footprint from what you consume
- e) Reducing your water consumption to reduce your carbon footprint
- f) Why we need to 'avoid, reduce & recycle' waste to reduce our carbon footprint
- g) Sharing is caring – how to reduce your carbon footprint by not owning everything you think you need
- h) How long-lasting products can help reduce your carbon footprint
- i) How to repair things (or find a repair shop)
- j) Home insulation - the basics
- k) 10 ways to make your home even more energy-efficient
- l) How to go about getting solar panels on your roof
- m) Getting a ground source heat pump - the basics
- n) Electric bike review
- o) Discovering second-hand clothes to reduce your carbon footprint
- p) How to start growing your own fruit and vegetable
- q) How to go about buying an electric car
- r) How to survive without your own car

8. Monitor progress over time.

- a) Carbon offsetting -greenwashing or solution to the climate crisis?
- b) How to choose a good provider for carbon off-setting

9. Encourage other people to reduce their carbon footprint.

- a) How to communicate Climate Change to others
- b) How to motivate others to take action on climate change

10. Lobby governments and businesses

- a) How to lobby your MP on taking action on climate change
- b) How to lobby your supermarket
- c) How to lobby your bank

My Zero Carbon

The best time to act is now!



Funding and sponsoring

The total project cost over two years is £46,000 (cash & in-kind equivalent).

£34,000 is already secured in-kind.

My Zero Carbon is a not-for-profit project. Any income beyond the funding target of £11,000 will be used to

- a) Extend the duration of the project beyond two years and/or
- b) Extend the level of activity in the first two project years

Over the next 2 months, I will be seeking pledges or full commitments of time in-kind and/ or financial from individual supporters.

The remaining funding will come from the following sources:

Crowd-sourcing: £1,500

Crowdfunder: <https://www.crowdfunder.co.uk/my-zero-carbon>

(This link will not work outside crowdfunding campaign 26 May – 7 July 2021)

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

Grants & Foundations: £6,500

Sponsorship: £3,000

Any business providing goods or services that reduce the carbon footprint can sponsor My Zero Carbon.

More detailed information on sponsorship options is available on request.

A budget breakdown is available on request.

A fundraising strategy is under development.

Communications

A Communications Strategy and a Social Media Growth Strategy are under development.

Expertise

I am a fully trained environmental scientist. I have been involved and interested in the Climate Change debate for 30 years. I am currently working part-time at UK Centre for Ecology & Hydrology. There I support scientists in their work across all Science Areas, including Atmospheric Chemistry and Effects.

I have experience of growing a Social Media following for an environmental topic from zero to 6500 (see [@brillianto_GI](#) on Twitter).

I have experience in science communication and producing design and video content.

A more detailed CV outlining my expertise, experience and skills is available on request.

24 May 2021