

Zero Carbon Tour 2021 UK-Wide Report



Zero Carbon Tour Overview

The #ZeroCarbonTour set out to act as a golden thread bringing together powerful examples of sustainability actions and innovation from across the country in the build up to COP26.

The Tour was announced on 28th April 2021, with a virtual launch event in partnership with Greenwich University on 12th May. The first leg of the Tour coincided with the G7 Summit in Cornwall, with the bus first venturing out on the road between 9th - 18th June. During the summer, various free virtual net zero carbon essentials workshops were organised. The Tour hit the road again for 12 continuous weeks from 31st August through till the 19th November.

The Tour was carried out using two 'Carbon Battle Buses', with a 100% electric bus used in England, Wales and Scotland and a double-decker hydrogen bus for Northern Ireland.

The Tour visited 125 locations through a combination of flagship events, partner events and site visits. The Tour directly engaged 8,082 people throughout the whole of the United Kingdom, gathering 229 "carbon story" case studies of actions and initiatives being taken by organisations, community groups, services, and individuals to play a part in creating a sustainable future.

These case studies were continually fed onto www.carboncopy.eco to inspire others around the country (and beyond) to take similar action.



Headline Statistics

Total Events & Site Visits	125
Total Registrations	9,716
Total Attendees	8,082
Total Case Studies	229
Total Distance Covered	9,455 KM / 5,875 Miles

Tour Events

We had three main forms of events on the Tour:

- **Flagship events** – BEIS supported events, typically hosted by local councils where ‘carbon stories’ case studies were shared and gathered.
- **Site Visits** – visiting local organisations, community groups and points of interest to capture carbon stories.
- **Partner Events** – events organised with other partners, or that the Tour was invited to speak at / participate in.

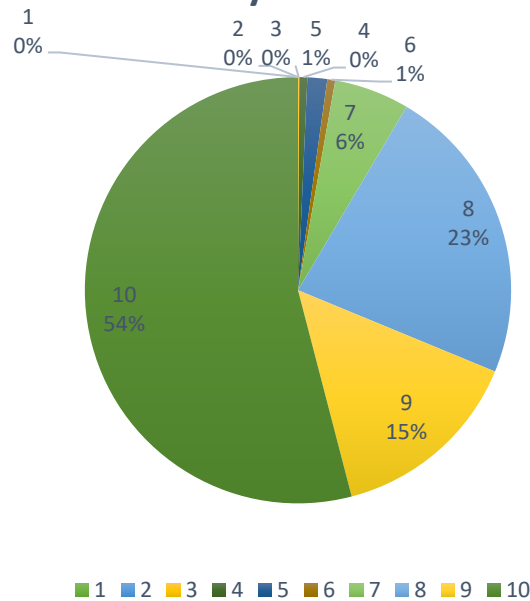
Attendance of flagship events was measured directly, but attendance of site visits and Partner events was recorded based upon the number of people that members of the Tour Team directly engaged with, either through giving a talk to an audience, or having direct conversations as part of a visit or exhibition. Consequently, these figures are conservative estimates of the total number of people who will have come across the Zero Carbon Tour at events.

Location	Flagship Events	Site Visits	Partner Events	TOTAL Events	Total Registrations	Total Attendees	Total In Person	Total Online
South East	4	20	7	31	2138	1746	1161	585
South West	5	5	1	11	1166	1020	843	177
Wales	3	2	0	5	114	187	84	103
Midlands	4	4	2	10	633	443	137	306
Northern Ireland	2	7	0	9	713	566	342	224
North West	4	7	1	12	1028	800	677	123
North East	4	4	0	8	840	539	367	172
Scotland(+COP26)	4	12	23	39	3084	2781	840	1941
TOTAL	30	61	34	125	9,716	8,082	4,451	3,631

Event Feedback

At each flagship event, we got immediate feedback in a live poll with two questions. In total across the Tour 584 people responded to the survey, with 98% of people rating their level of inspiration to take action on sustainability having attended a Zero Carbon Tour event as 7 or higher out of 10. In general, feedback was incredibly positive and people have been committing to take action:

Out of 10, How inspired to take sustainability action do you feel?



Which actions will you try and take after today's event?



Carbon Stories

Throughout the Tour, we gathered a total of 229 case studies which were uploaded onto www.carboncopy.eco to act as inspiration for others. If you [follow this link](#), you can browse those that we submitted and get inspired!

Tour Phase	Target	Video	Written	TOTAL
South East	35	25	15	40
South West	20	24	4	28
Wales	15	13	2	15
Midlands	20	16	7	23
North West	20	36	0	36
Northern Ireland	10	20	1	21
North East	20	23	1	24
Scotland	30	38	4	42
TOTAL	170	195	34	229

Media

Media Coverage

Social Media Metrics

	LinkedIn	Instagram	Twitter	TOTAL
Total Planet Mark Social Engagement	58,331	3,291	12,935	74,557
YouTube Tour Views	1,600+ Views across all Tour-related content			
#ZeroCarbonTour Mentions	257	247	2,859 (full report)	3,363
#RaceToZero Mentions	508	11,100	95,030 (full report)	106,638
#TogetherForOurPlanet Mentions	503	29,053	~460,000	~489,556
#COP26 Mentions	655	314,000	Millions	Millions

Mailing List

Tour & COP26 / Media Roundup Newsletters	2000+ Subscribers
Open Rate	35%
Click-Through Rate	14%
Number of Clicks	11,069

Other Outcomes

Race to Zero Pledges

Planet Mark are official Partners of the UN-backed Race to Zero campaign and gathered net zero commitments from a total of 46 organisations during the course of the Tour.

Partners and Influencers

Key Organisational Supporters:

- Department for Business Energy and Industrial Strategy (BEIS)
- Prologis
- Institute of Directors
- Roadchef
- Eden Project
- Carbon Copy
- UN-backed Race to Zero Campaign
- Horticultural Trades Association

Notable Speakers / Tour Interviews:

- Lord Redesdale
- Jon Geldart (Director General, Institute of Directors)
- Paul Dickinson (Chair of CPD)
- Susan Carey (Cabinet Member for Environment at Kent County Council)
- Rt Hon Sir Mike Penning (MP for Hemel Hempstead)
- Sue Riddlestone & Pooran Desai OBEs (Bioregional)
- Steve West CBE (Vice Chancellor UWE Bristol)
- Anna McMorrin (MP for Cardiff North)
- Professor David Green CBE (Vice Chancellor University of Worcester)
- Northern Ireland Minister Edwin Poots - Agriculture Environment and Rural Affairs Minister
- Northern Ireland Minister Nichola Mallon – Infrastructure Minister
- Northern Ireland Minister Long - Justice Minister
- Professor Eunice Simmons (Vice-Chancellor, University of Chester)
- Clare Hayward MBE (Chair, Cheshire & Warrington LEP and Director at Cirrus Leadership)
- Andy Carter (MP for Warrington South)
- Dr Stephen Finnegan (Director, Zero Carbon Research Institute)
- Richard Hagan (Managing Director, Crystal Doors)



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