

Press release

Climate protection campaign confronts influencers with their travel habits

Zurich/Vienna, 04/05/2023 **The jet set life of influencers and the excessive air travel that comes with it are responsible for hugely climate damaging emissions. Now a large-scale climate protection campaign is confronting public figures with this fact – on their own channels. Climate protection organisation myclimate is launching an intelligent bot to make it happen. It scans flights worldwide to generate social media commentary and the first influencer CO₂ ranking.**

Drake flying to a golf course, Taylor Swift's plane taking off 170 times in a year – this kind of climate-damaging travel has already received wide media coverage. Now the non-profit climate protection organisation myclimate presents a tool that brings to light less public data. In 2022, the 100 biggest influencers travelled over 8 million kilometres, causing 1,393 tonnes of CO₂ emissions. It takes over 100,000 trees one year to capture this amount of CO₂. The ranking is constantly updated, with the figures for the 1st quarter of 2023 recently posted.

The bot was created in cooperation with web developers from Championship Records. One source of data is the flight movements of private jets on public flight trackers, while travel routes are also extrapolated from Instagram posts that feature location tags. Many influencers use location tagging to share their trips on Instagram. The bot recognises travel movements throughout the world and comments on them directly on the social media channels of prominent frequent flyers. At the same time, travel activity flows into the "myclimate Carbon Ranking" at carbontracker.myclimate.org. To come up with the ranking, the creators analysed the Instagram profiles with the most followers in the world and in Germany. They also evaluated posts by the micro-influencers with the broadest reach.

The campaign aims to increase awareness around climate-damaging travel habits, suggest alternatives and get people to take responsibility for their own emissions.

"We only use data that celebrities themselves publish. When someone's tagged in a picture drinking champagne in Las Vegas one day and then posts from Lloret de Mar the next, the myclimate Carbon Tracker springs into action. Our 'service' consists of an automated post on their Twitter or Instagram profile. This draws attention to the account's CO₂ emissions and includes a link to our emissions calculator. There they find a critical look at their travel habits, as well as a suggestion that they donate to climate protection projects," says myclimate's Head of Marketing Daniel Aregger.

The myclimate Carbon Tracker has got off to a strong start, confronting several hundred social media stars like Paris Hilton, Martin Garrix and RAHEL with their travel habits on the chosen social media channels, [Twitter \(@mcCarbonTracker\)](https://twitter.com/mcCarbonTracker) and [Instagram \(@mccarbontracker\)](https://www.instagram.com/mccarbontracker).

We offer the following press materials for free use

- [Case movie](#)
- [Mediakit](#)
- [myclimate Carbon Ranking](#)

For further information and interviews please contact:

Kathrin Dellantonio

myclimate Media Spokesperson

media@myclimate.org

T +41 44 500 43 50

Foundation myclimate

Pfingstweidstrasse 10

8005 Zurich, Switzerland

www.myclimate.org

About myclimate

myclimate is a partner for effective climate protection, globally and locally. Together with industry partners and private individuals, myclimate wants to shape the future of the world through advisory services and educational programmes, as well as its own projects. It does so in a market-oriented and customer-focused way as a non-profit organisation.

This international initiative with Swiss roots is one of the world's quality leaders in climate protection. Its customers include large, medium-sized and small companies, public administrations, non-profit organisations, event organisers and private individuals. Via its partner organisations, myclimate is represented in other countries, such as Germany, Austria, Sweden and Norway. At the same time, myclimate supports corporate and private customers throughout the world from its Zurich office.

Its high-quality projects promote quantifiable climate protection and greater sustainability worldwide. myclimate has developed and supported 174 climate protection projects in 45 countries around the world since its foundation in 2002. Emissions are reduced through replacement of fossil energy resources with renewable energies, storing of CO₂ in natural sinks or nature-based projects such as local afforestation measures or renaturation of moorland, and implementation of energy-efficient technologies. myclimate climate protection projects meet the highest standards. International projects can gain certification according to the Gold Standard, Plan Vivo or VCS (incl. CCB and/or SD-VISta), and Swiss projects according to the guidelines from the Swiss Federal Office for the Environment (FOEN)/Swiss Federal Office of Energy (SFOE) or the myclimate CH VER guidelines. The projects not only reduce greenhouse gases locally and regionally, but also make a positive contribution to the UN's Sustainable Development Goals (SDGs).

myclimate encourages everyone to make a contribution to our future through interactive and action-oriented educational programmes. With this aim in mind, myclimate has already reached more than 65,000 school children and 11,000 trainees in Switzerland, Germany and Liechtenstein and established a global network of 1,400 students and young professionals. Moreover, the foundation also advises on integrated climate protection with tangible added value. In the field of CO₂ and resource management, myclimate supports companies with advice, analyses, IT tools and labels. The portfolio ranges from simple carbon footprints (emissions calculations) at the corporate level through to comprehensive life cycle assessments for products. Our experienced advisors help with identifying and realising potential in the areas of energy and resource efficiency.

Since the foundation was established, myclimate climate protection projects have created thousands of jobs, protected biodiversity and improved the general living conditions of hundreds of thousands of people. In recognition of this, the German Federal Environment Agency explicitly highlights myclimate as a supplier for voluntary CO₂ compensation. In both 2015 and 2012, the Secretariat of the United Nations Framework Convention on Climate Change (UNFCCC) recognised two myclimate projects as "game-changing climate lighthouse activities", which were subsequently honoured by UN Secretary-General Ban Ki-moon at the UN climate conferences in Paris and Doha. In addition, the myclimate education project "KlimaLokal" was awarded the Milestone Prize in 2012, the Swiss tourism industry's highest distinction. In May 2016, myclimate received the Swiss sustainability award PrixEco.