

jump

Impact Report

2020

2020: A Year Like No Other

"We've learned a lot of lessons this year.

As well as coming up with innovative ways to keep people engaged in sustainability, we've adapted our programmes to suit a whole new way of working.

The biggest challenge for our clients has been supporting employees and students working remotely. We've quickly come up with ways to encourage and reward these behaviours. This includes motivating our members to establish healthy home working routines; an increased focus on physical and mental wellbeing; and embedding positive home behaviours that can be taken into the workplace.

Our focus this year will be helping our clients to 'build back better'; ensuring that environmental gains made during 2020 don't slip away as we transition into yet another new way of working."



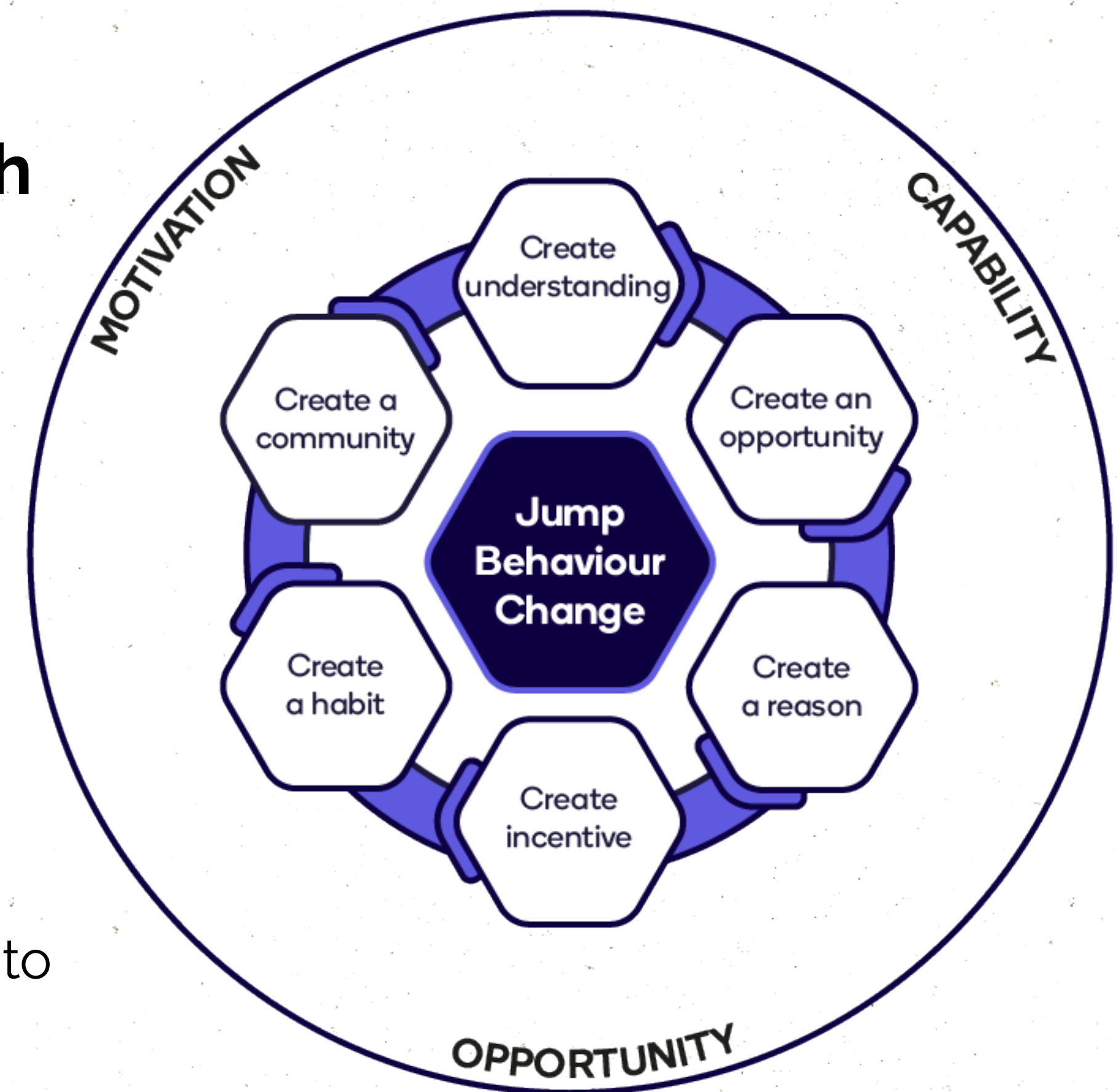
Bradley Williams
Programme Director

Our Behaviour Change Model

We are behaviour change experts helping organisations to motivate their people to reach their sustainability and wellbeing targets.

Our Jump Behaviour Change model follows six steps for creating lasting and positive behaviours. It applies behaviour change models such as COM-B and EAST and builds on our practical experience of delivering successful sustainability engagement programmes.

Each element of our programmes contributes to one of these steps, such as voucher prizes providing an incentive to act positively or weekly action reminders turning behaviour into habits. These all work together to help your people contribute to achieving your sustainability goals.



2020 Milestones

Our programmes are built on individuals taking small, everyday actions that add up to make a big difference.

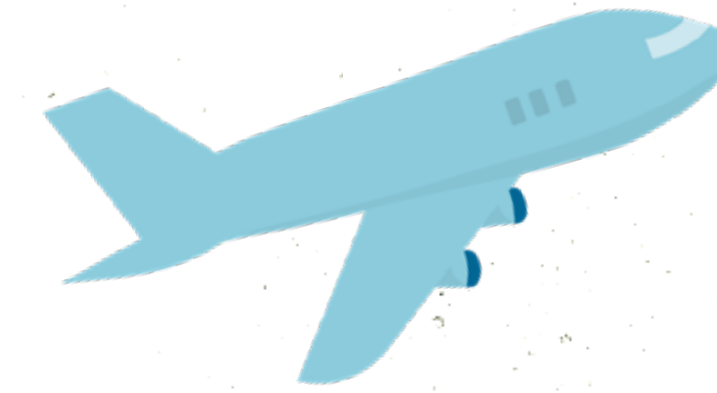
This year, we saw more people than ever taking part in our programmes making 2020 a record year for positive action.

Despite the challenging circumstances of the pandemic, we have been so inspired by all our Jump members.

63,700
participants

3,037,500
actions logged

2020 Impact



Across our programmes those individual actions really do add up.

The carbon saved by our programmes this year is the same as **6,270 return flights from London to New York!**

3.9 million
minutes of
exercise

£15,500
donated to
charities

266,600
miles commuted by
walking, cycling and
public transport

11.1 million
kWh of electricity
saved

£83,200
average estimated
money saved per
client

4.2 million
kilogrammes of
CO₂ avoided

The Average Jump Client

How would 100,000 positive actions change your organisation?

This is the average number of actions each of our clients recorded last year. Whilst each of our programmes is unique, we can draw some broad conclusions to help you visualise the engagement you could expect.

101,252

actions in 2020

27%

communications
open rate

2,123

sign ups per
programme

Creating Engaging Brands

We know that no two organisations are the same.

That's why we work hard to create unique programmes for our clients - whether that's tailored activities, a bespoke look and feel or branding that aligns with an existing communications strategy. Here are just a few of the programme brands we've used in 2020:



Our Clients' Impact Data

This year we helped more organisations than ever engage their people.

Our client range includes NHS trusts, corporate companies - such as banks, manufacturers and publishers - universities and local authorities, each with their own impressive impact.

**SWANSEA
UNIVERSITY**

242,683
kg CO₂
avoided

10,950
miles travelled
sustainably

**EMERALD
PUBLISHING**

**UNIVERSITY OF
CHICHESTER**

853,500
minutes of
wellbeing
activities

2,138

homes powered
for a day by
energy saved

**ASM PACIFIC
TECHNOLOGY**

**MANCHESTER
NHS TRUST**

12,520
meat free days

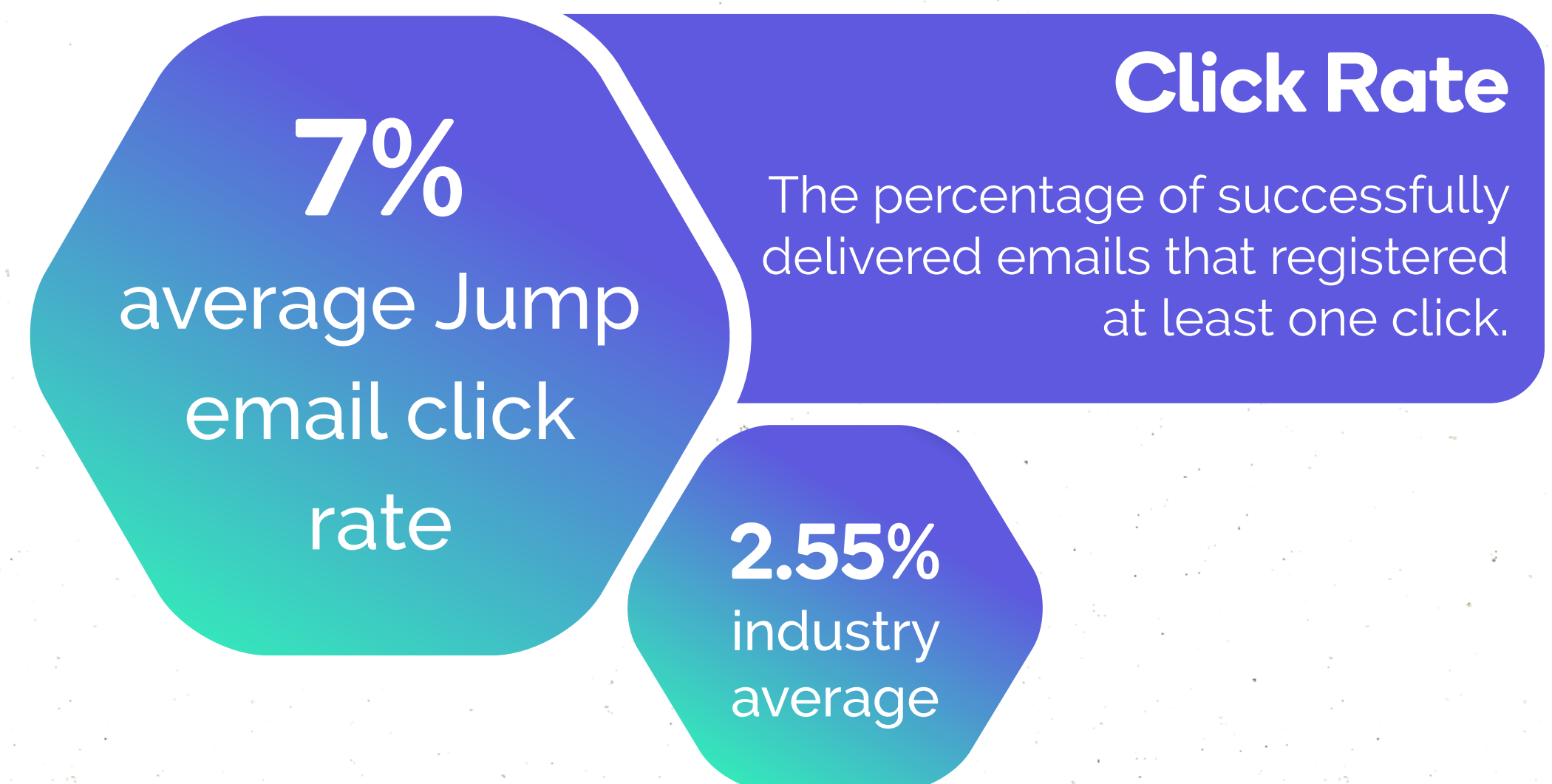
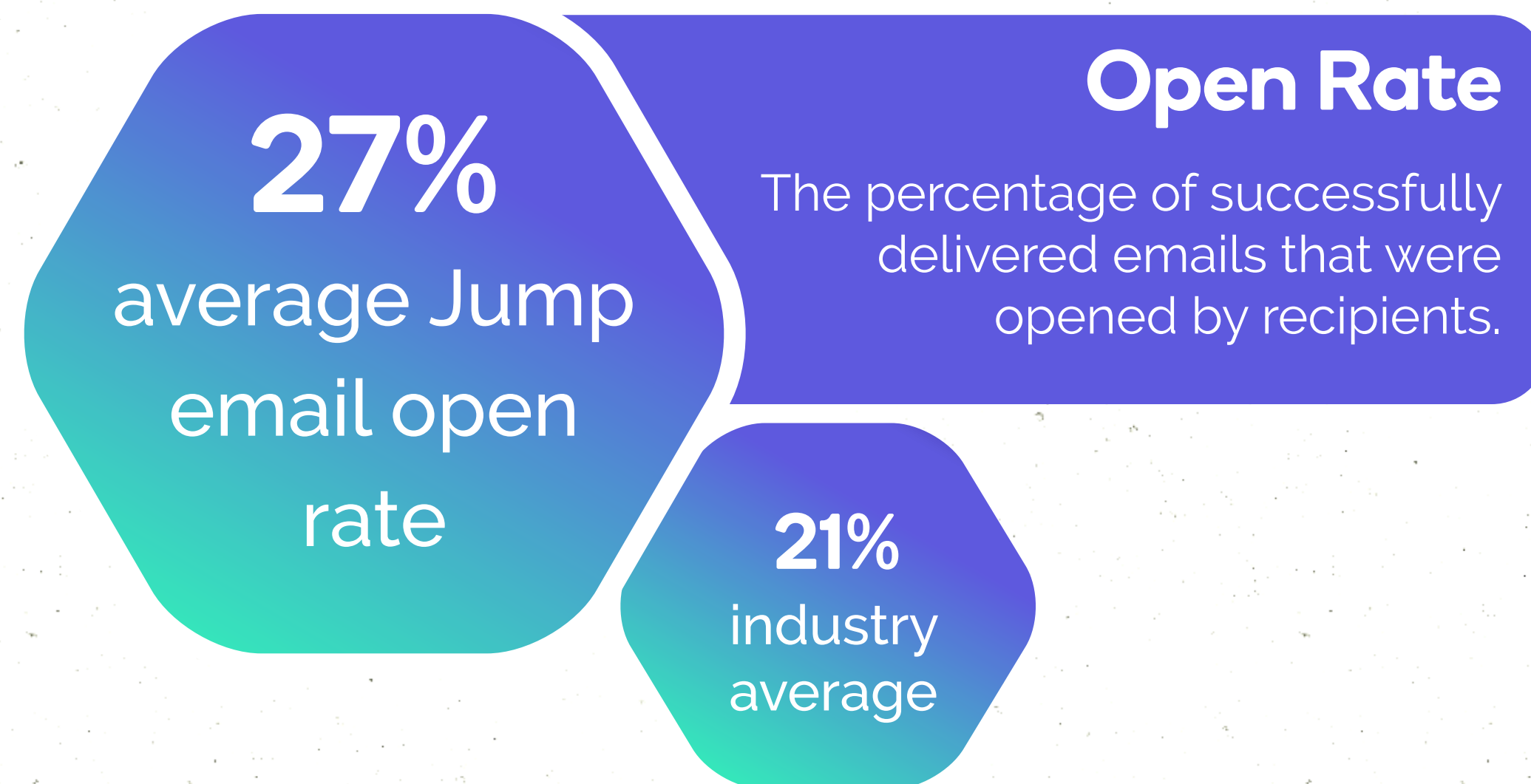
30,000
kWh electricity
saved

**NHS JUMP
PROGRAMMES**

Communicating Our Impact

Our programmes extend beyond our web platform and app.

We provide bespoke communications for each of our clients. These keep participants in the loop about their actions, achievements and additions to their programmes - a vital feedback loop which drives engagement.



Climate Campaigns

This year we launched a series of campaigns to drive engagement around specific topics.

All Together April helped participants look after their mental health as we all adapted to our lives in lockdown, with small daily challenges to keep us focused.

Waste Warriors looked at ways we could go above and beyond to reduce what we threw away in September, such as by doing a plastic free shop! Here are just some of the submissions we received.

We'll be building on this success in 2021 with sustainable resolutions, a walking challenge and COP26 just a few of the topics to be covered.



Supporting Our Clients



We're rewarding people for taking a whole range of actions that will help reduce our environmental impact and as the first manufacturing organisation to join Jump, we're hoping to take the lead in delivering more sustainable outcomes across our organisation.

KEVIN COMBES
ASM PACIFIC WEYMOUTH



Shine Rewards brings together sustainability and wellbeing in an engaging and fun way, that will help to bring our people together during these more uncertain times. As one of the largest NHS Trusts in the UK we're working to lead the way in delivering sustainable healthcare.

AMY JOHNSTON
NEWCASTLE UPON TYNE HOSPITALS
NHS FOUNDATION TRUST



We're incredibly proud to be counted as one of the most sustainable universities in the world. Our Green Rewards programme helps us to engage our staff and students in sustainability and drive lasting and positive behaviour change in a fun and meaningful way.

CHARMAINE MORRELL
NOTTINGHAM TRENT UNIVERSITY



Hear From Our Members

Our members are at the heart of what we do.

Their actions are making all the difference, and here's what they say about their programmes.



Using the app is so quick and easy but also feels rewarding. It has made me more conscious of efficient recycling and the amount of waste produced in my household. I have set myself a goal for 2021 to reduce waste by making eco swaps and avoiding plastic products. These are easy ways we can all make a difference.

JACQUELINE - BARCLAYS



It kickstarts my motivation to try new ways to act sustainably. Also, I like getting the statistics on the tangible differences made in terms of CO2 savings.

SWANSEA UNIVERSITY USER



With thousands of employees, MFT Green Rewards can make a huge difference in people's attitudes. The scheme incentivises positive environmental behaviour but also with repetition, it helps people to develop new, useful environmental-friendly habits.

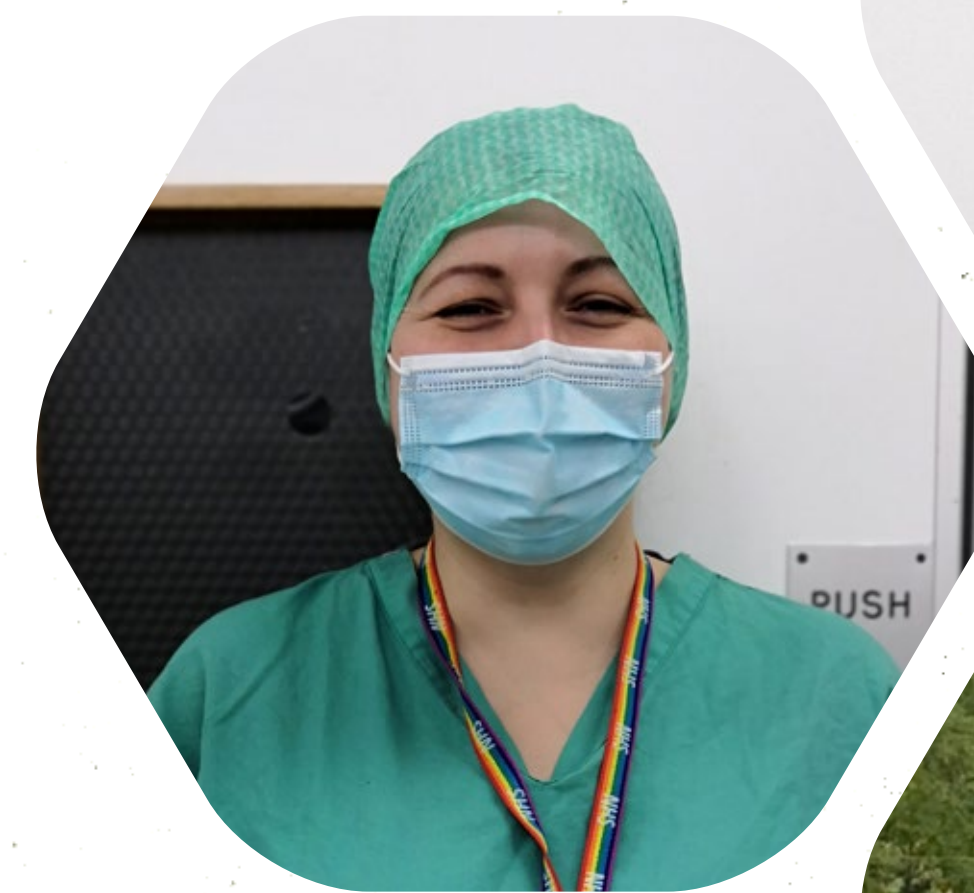
**KATE
MANCHESTER NHS FOUNDATION TRUST**

Rewarding Individuals

We give people an extra reason to be sustainable.

For each positive action taken our members earn 'Green Points'. Each month we award vouchers worth up to £50 to those top points earners, with over **1,100 vouchers** handed out in 2020!

We provide an extensive choice of vouchers to our winners, including national brands, sustainable choices, local zero waste shops and the option to donate their prize to charity.



Supporting Local Charities

We donated £15,500 to good causes in 2020.

These donations provide a big incentive to teams within our programmes, with top teams choosing which local causes they'd like to support.

Our usual celebration events were taken online and it was fantastic to support such a broad range of local projects. This year the support from our participants meant even more, as many charities found their usual revenue streams disrupted.

With thanks to Dorset Wildlife Trust, Kentish Town City Farm, Camden Mind, Epping Forest Food Bank, Age UK Camden and Chigwell Riding Trust for their photos!



Looking Forward to 2021

"Now, more than ever, sustainability is mainstream.

Such a rapid change in our lifestyles has made us reconsider the impact we're having on the planet, and climate change is finally being recognised as the biggest issue of our time.

2021 promises to take this even further, especially with COP26 making Glasgow its home in November. We're optimistic that real changes can be made at the top, but this of course isn't the whole picture. Whilst policy can drive an agenda we believe that individuals making better choices can - and will - make a difference.

Whether that person is in charge of an entire NHS trust, a university student looking to start their career or someone looking to recycle more at home, we'll keep supporting those everyday actions. "



Graham Simmonds
CEO, Jump

Looking for more?

Get in contact with **Beth Strong**, Business Development Manager to discuss how we can help you engage your people.

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