



Bringing sustainability and wellbeing to life

Jump launches Net Zero Challenge to help organisations reach emissions targets

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Sustainability engagement expert Jump is today launching a new initiative to help people and organisations achieve their net zero goals.

[The Net Zero Challenge](#) is a sustainability engagement tool combining a digital platform with innovative communications that helps organisations motivate their people to reduce carbon emissions.

The Challenge is a response to the race to net zero, with employers aiming to achieve this in line with the UK's commitment to net zero by 2050. With COP26 taking place in Glasgow this year, the spotlight is on UK businesses to deliver against carbon reduction targets.

The Net Zero Challenge platform features 30 unique net zero carbon activities related to travel, recycling, nature and energy, with more added each month tying into national events like World Environment Day. An impact dashboard allows participants and organisations to track the live impact of their actions through metrics like carbon emissions avoided and kilowatts of electricity saved.

The Challenge uses gamification to encourage behaviour change, as participants compete against other individuals and organisations with sector-specific leader boards.

Each month top-performing individuals win popular prizes including M&S vouchers and National Book Tokens. Top teams win donations for charity and can vote for various community projects including local food banks and Trees for Cities' Edible Playgrounds initiative.

The Net Zero Challenge has been designed for organisations that have staff working both from the office and at home. Participants can access the Challenge through their web browser on desktop, tablet or mobile as well as through dedicated mobile apps for iOS and Android.

This year Jump celebrates its 10th anniversary and as the market leader at engaging people in sustainability, the Jump team has harnessed its track record of motivating collective action to produce the Net Zero Challenge. Jump's clients include Barclays, the University of Exeter and Manchester University NHS Foundation Trust

Over the last 10 years, 15 million positive actions have been completed by Jump programme participants who [saved over 4,000 tonnes of carbon emissions](#) in 2020.

Graham Simmonds, Chief Executive, Jump said: "Launching the Net Zero Challenge in our 10th Anniversary year is very exciting as it channels our behaviour change expertise of the last decade into a fun and affordable platform for organisations to offer their people. President Biden's green agenda and the UK hosting COP26 in Glasgow in November are accelerating the demand from organisations to get their people motivated around the race to net zero."



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Launch clients for the Net Zero Challenge already cover a number of sectors including travel and tourism, charities, and technology, with pricing from £149 to £499 per month depending on the size of organisation.

Maryna Shcherbakova from Travel Matters said: “We are finding the Net Zero Challenge is a great way to get our team engaged in sustainability, which for us as a travel business is really important. It’s a lot of fun, the app is really easy to use and one feature I really like is the leader boards as we want to be the best in our sector!”

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For further information contact: Anna Ireland at anna.ireland@teamjump.co.uk or call 020 7326 5055.

To find out more about the Net Zero Challenge, see thenetzerochallenge.org.

Jump is the UK’s leading supplier of engagement programmes that boost sustainability and wellbeing. Working with companies, universities and the public sector to motivate individuals to take positive steps, clients include Manchester University NHS Foundation Trust, Barclays, Camden Council, Scottish Courts & Tribunal Service, University of Bristol and ASM Pacific Technology. For more information about Jump, see www.teamjump.co.uk.