



## **Trees for Cities and Galapagos Conservation Trust join the Net Zero Challenge**

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Trees for Cities and the Galapagos Conservation Trust (GCT) are the first in the charity sector to join the [Net Zero Challenge](#), an innovative digital platform that helps organisations accelerate their journey to net zero.

The Net Zero Challenge, provided by sustainability engagement experts Jump, motivates employees to practise positive behaviours that reduce carbon emissions individually and as an organisation. In return they are awarded 'Green Points,' with the top performing individuals and organisations winning popular vouchers and charity donations.

Employees at Trees for Cities and GCT are using the website and app to take part in over 30 carbon saving activities covering recycling, sustainable travel, energy saving, biodiversity and more.

The Challenge uses competitive elements to encourage participants to reduce their emissions with leader boards for individuals and sector-specific leader boards so organisations can see how their actions compare with others in their sector.

Currently Trees for Cities is topping both the sector and organisation-wide leader board, with nearly 900 positive actions completed by employees in the last month alone. These actions have avoided approximately 1,000kg of carbon emissions.

**David Elliott, Chief Executive, Trees for Cities, says:** "Whilst the core nature of our charitable work, tree planting, is playing a major part in tackling climate change, we recognise that we need to do all we can as a staff team to reduce our carbon emissions. I believe the charity sector has a key role to play in helping the UK achieve net zero by 2030. The Net Zero Challenge is a fun engagement tool and it's great to see so many of the team here at Trees for Cities really getting into it."

**Sharon Johnson, Chief Executive, Galapagos Conservation Trust, says:** "The Galapagos Islands are faced by many threats, including climate change. We are working with partners on the Islands to mitigate this threat and we believe it is just as important that we, as an organisation and as individuals, also play our part. The GCT team is really enjoying taking part in the Net Zero Challenge – not only is it fun, it helps us know that we are doing their bit towards protecting the planet."

The [Net Zero Challenge was developed and launched](#) to help organisations achieve their net zero targets. The Challenge is delivered by Jump, who as the market leader in sustainability engagement programmes have been helping clients across the private, public and university sectors achieve their sustainability targets for over 10 years. In 2020, across all its client programmes Jump participants avoided 4.2 million kilogrammes of CO<sub>2</sub>, commuted 267,000 miles by walking, cycling and public transport, and carried out 3.9 million minutes of exercise.

**Graham Simmonds, Chief Executive, Jump says:** "There are around 167,000 voluntary sector organisations in the UK employing over 900,000 people. This is almost 3% of the total UK workforce so it's great to see Trees for Cities and GCT leading the way in their



sector as there's a real opportunity to get teams across the third sector fully engaged in the race to net zero."

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For further information please contact Anna Ireland at [anna.ireland@teamjump.co.uk](mailto:anna.ireland@teamjump.co.uk) or call 020 7326 5055.

- [The Net Zero Challenge](#) is brought to you by [Jump](#), the UK's leading supplier of engagement programmes that boost sustainability and wellbeing. Jump works with companies, universities and the public sector to motivate individuals to take positive steps. Clients include Manchester University NHS Foundation Trust, Barclays, Camden Council, University of Bristol and ASM Pacific Technology.
- [Trees for Cities](#) is the only UK charity working at a national and international scale to improve lives by planting trees in cities. We get stuck in with local communities to cultivate lasting change in their neighbourhoods – whether it's revitalising forgotten spaces, creating healthier environments or getting people excited about growing, foraging and eating healthy food.
- [Galapagos Conservation Trust](#) (GCT) is the only UK registered charity to focus solely on the conservation of the Galapagos Islands, one of the most unique and ecologically important, but vulnerable, areas in the world. With over 25 years of experience supporting impactful conservation programmes across the Archipelago, we partner with Ecuadorian authorities, NGOs, local communities and leading scientists, both in Galapagos and worldwide.