# jump

User Behaviour Change Journey

Jump Programmes

and their aims

While Jump programmes are bespoke and vary in content, they all aim to do the same thing - **create sustainable behaviour change.**

But how do Jump programmes achieve behaviour change that stands the test of time? We do this through our Behaviour Change Model. Our model combines the COM-B and EAST models, and also draws on our decade of experience in engaging people of all walks of life.

This document will explain the science behind our approach and the behaviour change journey our users go through.
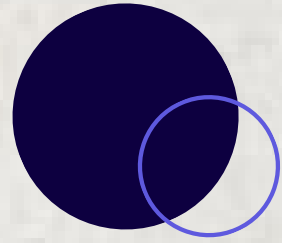
COM-B and EAST Models

COM-B

This model was developed by the researchers at Social Change UK in 2011. The components of their behaviour change model are: **capability** (C), **opportunity** (O) and **motivation** (M).

EAST

This model was developed by the Behaviour Insights Team in partnership with the Cabinet Office in 2012. The Components of their behaviour change model are make it **easy** (E), make it **attractive** (A), make it **social** (S), and make it **timely** (T).

On the following page you will see the elements of this used in our own model.

Our Behaviour Change Model

Our model has six interconnecting strands that facilitate permanent behaviour change.
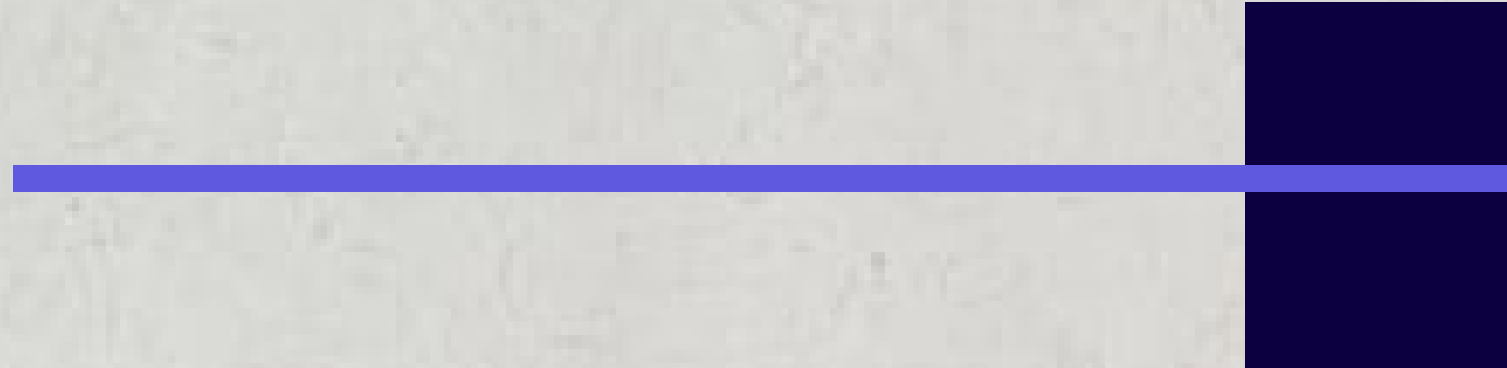
The following pages reveal the research behind these strands and what we do to implement them.

Create Understanding

A barrier to behaviour change is a lack of clarity around the goals and aims of the change effort and ambiguity around what actions to take to support it (Holt et al,, 2007). Creating a shared vision for change is key for moving people to action as it gives direction for change, inspires, and focuses the energies of collaborators (Kania & Kramer, 2011., Martin, et al. 2014).

Jump programmes are used to create understanding on sustainability initiatives through programme launch activities, built in features such as videos, 'more information' buttons, and pages dedicated to explaining your sustainability goals. Meanwhile, our activities make clear what actions can be taken by the individual to engage in the solution.
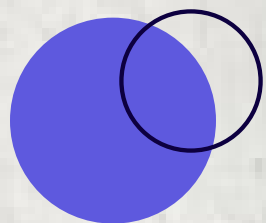
Create an Opportunity

External influences on behaviour, e.g. signage or provision of sustainability resources, have been shown to successfully influence behaviour change. This is because it makes it convenient for individuals to engage in the behaviours (Steg & Vlek, 2009, Martin et al., 2017).

Jump apps and web platforms allow your people to see the opportunity for them to participate in the organisation's sustainability efforts. The platforms are a convenient one-stop-shop for all things sustainability in your organisation that they can use on the go and in the office.
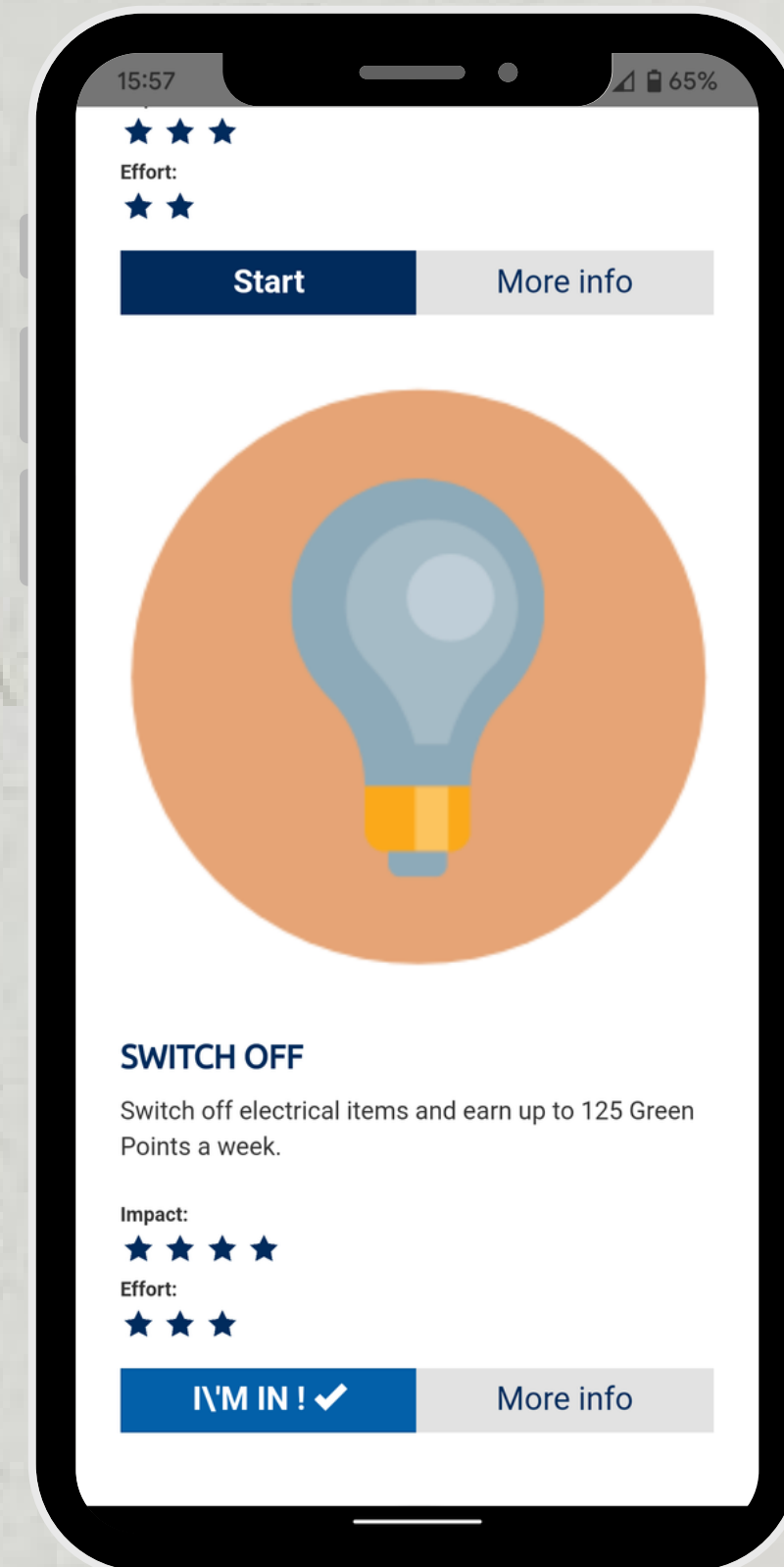
Create a Reason

A key reason individuals do not engage in sustainability is the perception that their action will not make a difference. This perceived level of impact is called their 'locus of control' (Steg & Vlek, 2009, Kollmuss & Agyeman, 2010, Martin et al., 2017).

Jump programmes make individual impacts easy to understand by providing impact data dashboards so they can track their impact over time. This includes number of bathtubs of water saved, amount of CO2 avoided in both kilograms and number of journeys from London to Edinburgh, and electricity saved in both kWh and homes powered for a day.
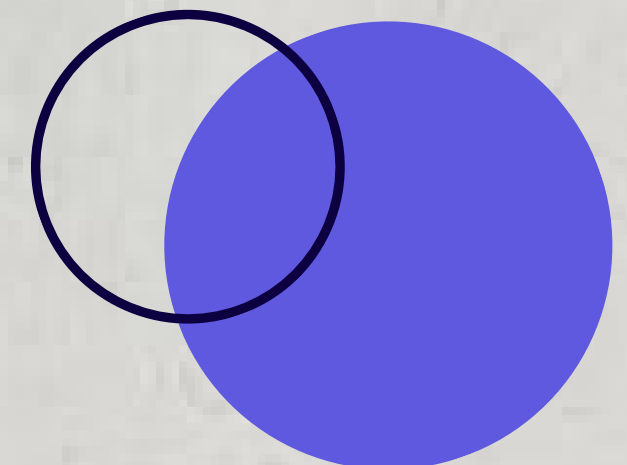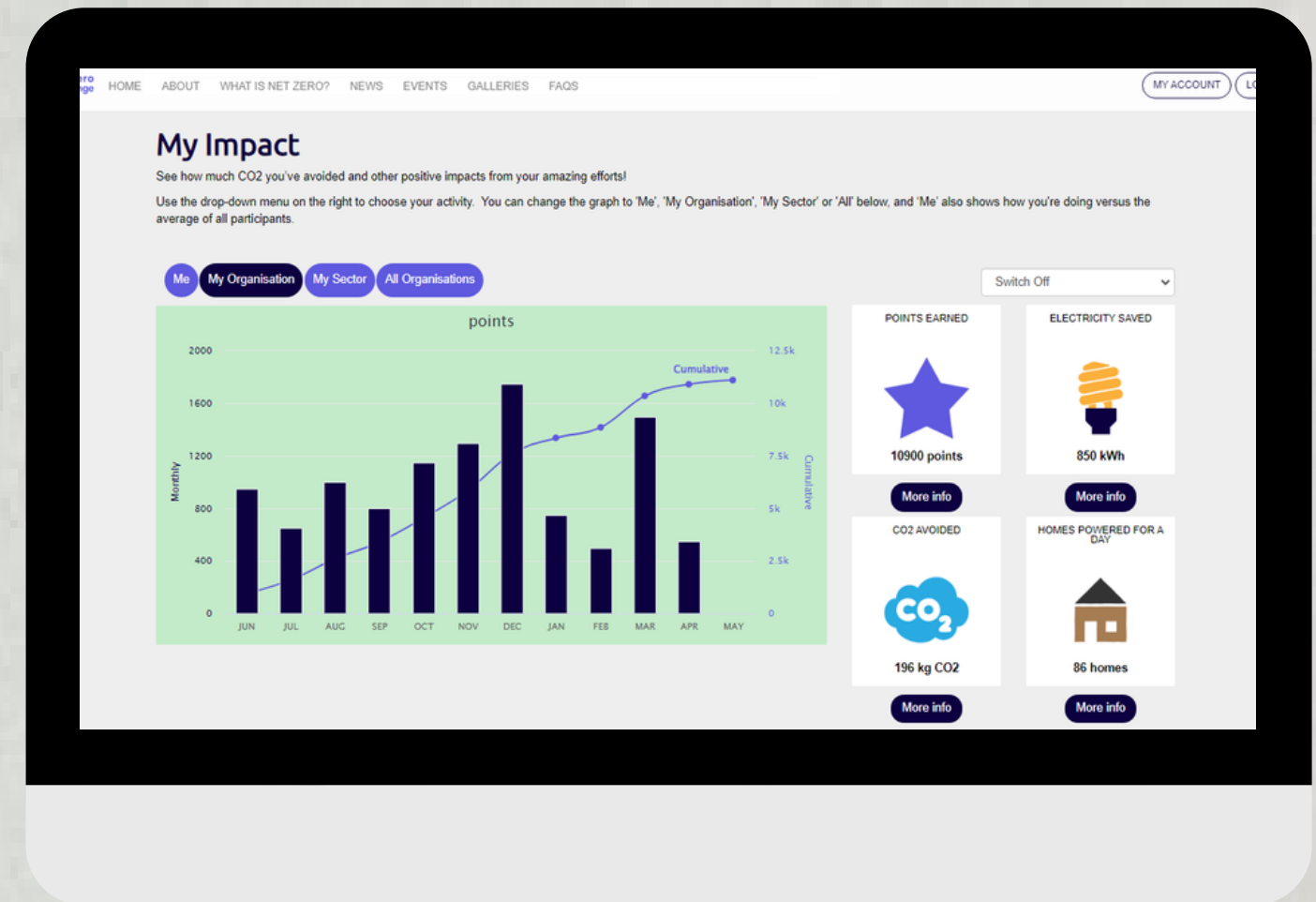
Create an Incentive

This is where gamification comes in. Studies have found that organisations who utilise gamification are able to achieve three goals at once - making non-gaming experiences enjoyable, achieving player empowerment, and creating collective behaviour change (Taylor & Wolmarans, 2021). A study by Oppong-Tawiah et al. (2018) found that gamified sustainability initiatives worked to create sustainable habits in individuals who engaged in them.

Jump's use of points, teams, leaderboards, and prizes are all elements of gamification that incentivise action and lead to long term behaviour change.

Create a Habit

Aarts, Verplanken, and Van Knippenberg (1998) defined three characteristics of habits: 1) habits require a goal to be achieved. 2) When the outcome is satisfactory the same action is likely to be repeated 3) When people frequently perform the same action in a situation, the action will be mentally associated with the relevant goal-directed behaviour.

Jump programmes achieve characteristics one and two in the 'create understanding' and 'create an incentive' strands of our behaviour change model. While the nature of a Jump programme means that users perform actions consistently over time and thus create sustainable habits for the user, meaning that Jump programmes cover all three areas of creating habits.

Create a Community

Studies have found that community involvement made individuals more likely to adopt sustainable behaviours (WWF, 2008, Martin et al., 2017). While Trickett & Beehler (2017) stated that when a sustainability vision becomes truly embedded within a community, diverse stakeholders start to pursue aligned actions, creating ripple effects that trigger larger systems changes (Trickett & Beehler, 2017).

Jump programmes create a sense of community through programme elements such as teams, community photo galleries for submissions, donations to local charities, and opportunity for group activities such as litter picks. As well as this, some of our programmes have added activities promoting internal societies such as running and book clubs to promote wellbeing which help further embedded the community element.

Resources

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Looking for more?

Get in contact with Megan Banks, Jump's Business Development Manager to discuss how we can help you engage your staff and students.

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