

Manchester University NHS Foundation Trust (MFT)

MFT has ambitious sustainability targets, and to achieve these, they partnered with Jump to launch a bespoke digital sustainability programme called 'Green Rewards'. Green Rewards uses gamification, communications, and an easy to use platform consisting of a custom website and app to increase engagement in MFT's sustainability strategy.



Sector:
Public



Location:
Greater Manchester



Staff:
28,000



Challenge:
Data collection

The impact so far

211,700 kg of
CO2 avoided



Over 112,700 miles
travelled actively

29,000 bathtubs of
water saved



More than 137,500
positive actions recorded

82,500 kWh of
electricity saved



Over 31,000 meat free
days recorded

Recorded March 2022

What MFT say

"The competitive aspect of the Green Rewards programme is helping to drive an increase in sustainable behaviours amongst our staff, and the various leaderboards are helping to motivate hospitals, departments and individuals to achieve a high ranking as they strive for the top positions"

Claire Igoe - Head of Environmental Sustainability

Manchester University NHS Foundation Trust (MFT)

The Challenge

MFT has been implementing behaviour change initiatives since 2015, as they recognised the importance of staff engagement in helping them to achieve their sustainability targets. While their initiatives generated employee interest, MFT did not have the technology to track engagement and impacts over time. As well as this, they lacked the ability to create communications that would reach and engage their diverse range of employees. For this reason, they wanted to bring all of their initiatives together in one hub where they could communicate with employees and track the engagement and impacts of their sustainability strategy.

The Solution

In May 2019, we launched MFT's Green Rewards programme. The platform features activity modules tailored to MFT's Sustainable Development Management Plan, such as sustainable commuting, switching off electricals, and using stairs over lifts, as well as a dedicated page to the plan where users can educate themselves.

Our performance management dashboard and impact dashboards allow MFT to access staff engagement data and sustainability data such as carbon emissions avoided, water saved, waste avoided, and electricity saved. This makes previously hard-to-attain data easy to track and use in sustainability reporting, saving the Trust time and giving them new insights.

The programme's Communications Manager, provided by Jump as standard, create bespoke communications for the Trusts staff to engage them in sustainability. These come in the form of emails, newsletters, push notifications, and interesting quarterly campaigns. This engages a wide range of employees and is another element of their programme that saves the trust time and means they can focus their energies elsewhere.

Since 2022, MFT have been assisting Jump's bid for phase 2 SBRI Healthcare funding which will see Jump develop a world-first healthcare specific carbon calculator. This would take in to account the wide variety of roles within the NHS and would allow the NHS to track and reduce emissions in ways that are currently unattainable. Big developments such as these make Jump programmes the best choice for healthcare organisations to invest in.

Want to learn more about how Jump could help your organisation?
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