Nottingham Trent University

Jump partnered with Nottingham Trent University (NTU) to design and launch a digital sustainability programme called Green Rewards. The programme motivates staff and students to develop environmentally friendly behaviours using gamification.

**Sector:
Education**

**Location:
Nottingham**

**Staff &
Students:
39,200**

**Challenge:
Engagement**

The impact so far

17,800 bath tubs of water saved

Over 496,900 minutes spent exercising

434,200kg of CO2 avoided

More than 217,500 positive actions recorded

43,313 plastic bottles saved

Over 66,300 meat free days recorded

Recorded March 2022

What NTU say

"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 - Head of Sustainability

Nottingham Trent University

The Challenge

Before partnering with Jump, NTU had implemented various sustainability strategies and targets. However, they wanted to empower individuals to take action themselves, as they knew engagement from staff and students was essential to the success of their strategy. This was especially relevant for students, who were harder to engage with. Another challenge the university wanted to address was measuring and collecting sustainability impact data. They wanted to be able to track the success and impacts of the initiatives so they could see how they were progressing towards their sustainability targets.

The Solution

In 2019, we launched NTU's Green Rewards programme for staff and students. The bespoke nature of our programmes allowed NTU to choose activities applicable to both target groups and they selected a holistic range of sustainability, community, health, and wellbeing activities. This led to a wider range of individuals signing up for the programme and meant that those disengaged with sustainability engaged with it through their interest in health or wellbeing. As a result, NTU has consistently been in the top five most sustainable universities in the world since the launch of the programme.

Our performance management dashboard and impact dashboards allow NTU to track data on staff and student engagement in the programme and data such as carbon emissions avoided, water saved, waste avoided, and electricity saved. This makes it easy for them to track how the programme and its integrated sustainability campaigns contribute to their sustainability targets.

The success of the NTU programme resulted in them starting a county-wide movement of using gamification for sustainability. Today eight Nottinghamshire councils and the University of Nottingham (who are also in the global top five most sustainable universities) have their own Jump 'Green Rewards' programmes, with the combined results of these programmes being displayed within the platforms.