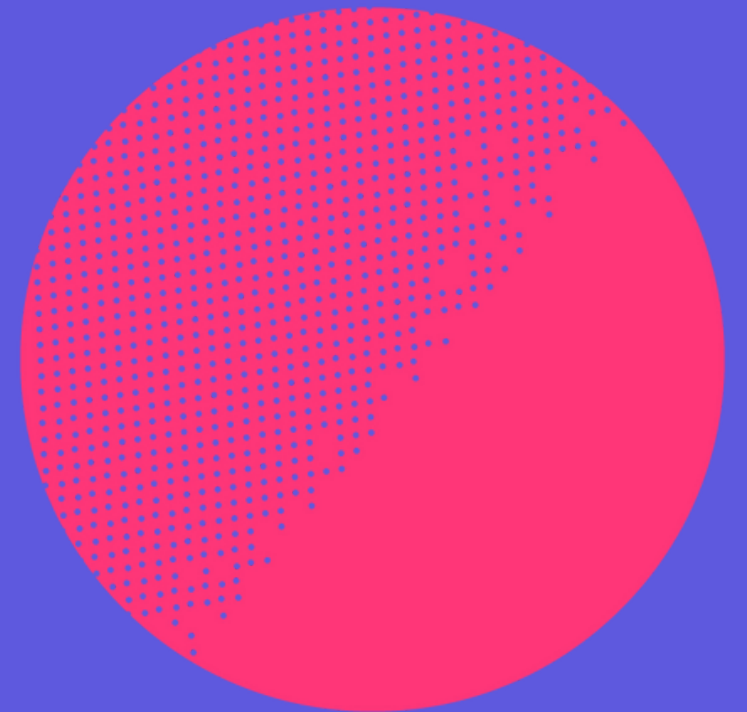


jump

Impact Report

2022



**Our mission is to  
empower & motivate  
people to take action  
for a sustainable future...**

# An impactful year

“

Jump is on a mission to empower people to create a sustainable future, and in 2022 that is exactly what we did. It was another amazing year of impact, where we gained 20 new clients, totalled 71,295 users, and totalled a huge 5,166,925 kilograms of carbon emissions avoided.

In November, COP27 highlighted how key collaboration is going to be in our fight against climate change. We are glad to be an organisation that is helping to bring people together to do the right thing. Of course, we could not do this without our incredible clients and all of our users, so here is to them, and to another great year of impact.

”



**Graham Simmonds**

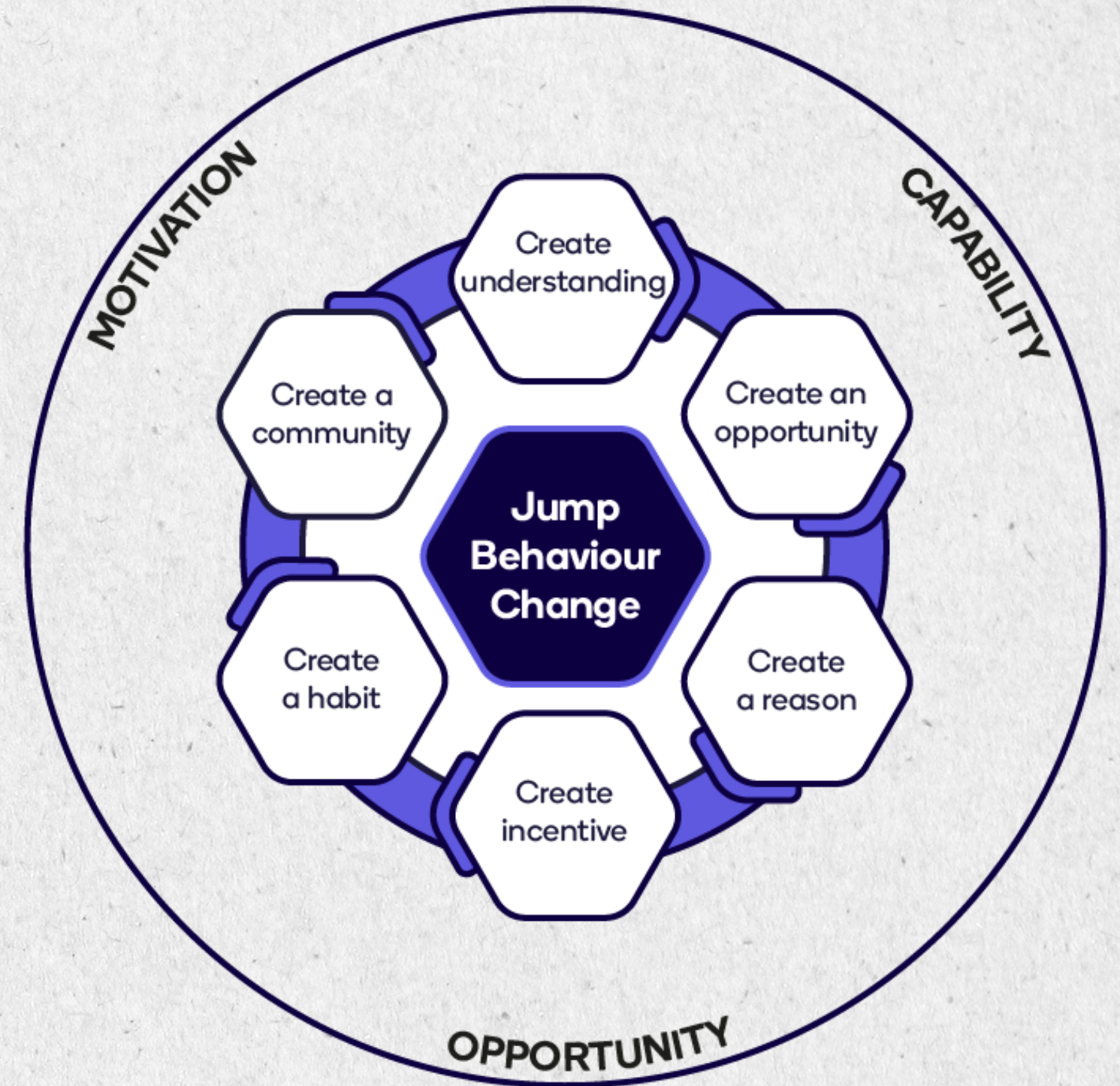
Chief Executive

# Our Behaviour Change Model

**We are behaviour change experts helping organisations to motivate their people to reach their sustainability and wellbeing targets.**

Our Jump Behaviour Change model follows six steps for creating lasting and positive behaviours. It applies behaviour change models such as COM-B and EAST and builds on our practical experience of delivering successful sustainability engagement programmes.

Each element of our programmes contributes to one of these steps, with voucher prizes providing an incentive to act positively, and weekly reminders to turn new sustainable behaviours into habits. These all work together to help your people contribute to achieving your sustainability goals.



# 2022 Milestones



**5,166,925**

kilograms of  
CO2e avoided

**71,295**

total  
users

**3,647,341**

total positive  
actions taken

**£21,310**

donated to  
charity



# 2022 Impact



**1,890,423**

KwH of  
electricity  
saved



**3,376,623**

miles  
travelled  
sustainably



**4,662,921**

minutes of  
wellbeing  
activity



**702,670**

kilograms of  
waste  
avoided



**236,302**

homes  
powered for  
a day

# Bespoke Engagement Programmes

We know that no two organisations are the same.

That's why we work hard to create unique programmes for our clients - including tailored activities, a bespoke look and feel and branding that aligns with an existing communications strategy. Here are just a few of the programme brands we created in 2022.



# Dorset ICS Group

In May 2022, we launched our first ICS Group sustainability engagement programme!

Titled 'Ecoearn', the programme is used collaboratively by five NHS Trusts that the ICS Group is made up of.

The themes covered on the platform are designed to reflect the Group's Green Plan, this includes Travel, Waste & Recycling, Energy & Carbon, Health & Wellbeing, and Get Involved.





# Dorset ICS Group



ecoearn

Here are some of the activities featured on the Ecoearn platform!



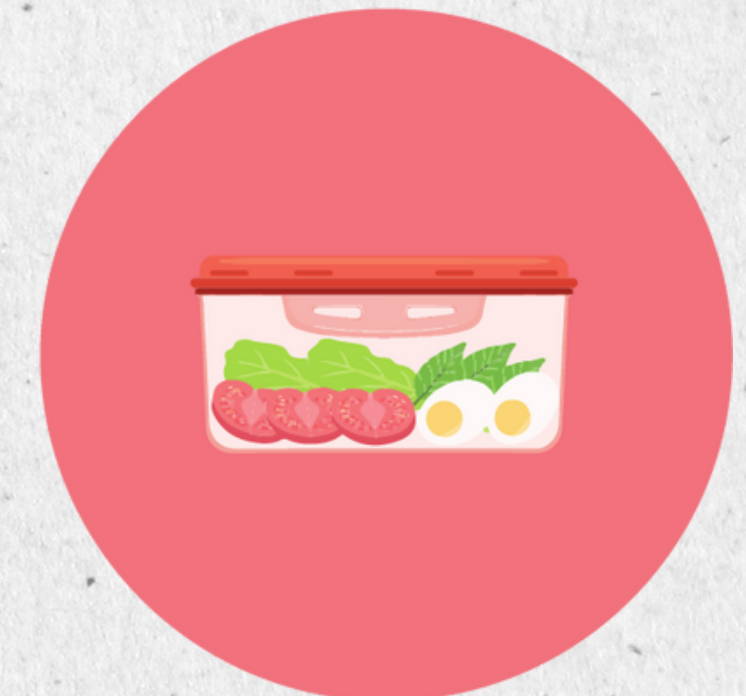
**Be a Green  
Champion**



**Car Share  
Commute**



**Step  
Challenge**



**Packaging  
Free Lunch**

# Endsleigh Insurance

In August 2022, we launched our programme with Endsleigh Insurance, called 'Grow Your Future'.

This coincided with their move to new offices in Cheltenham which has limited parking spaces. Endsleigh Insurance wanted to motivate and incentivise employees to choose sustainable travel options. Not only this, but their programme relates to their Corporate Social Responsibility strategy which focuses on Education, Enterprise, and Environment!



“

Working with Jump on our digital engagement platform, I've seen how effective the platform is in motivating staff to make those small but necessary changes. This has saved the Trust over 3,000 tons of carbon, which represents 5% of our total carbon footprint, so some really significant carbon savings have been achieved.

”



Libby Sutherland  
Head of Sustainability  
at Leeds Teaching  
Hospitals NHS Trust

# Net Zero Challenge

Net Zero  
Challenge

The Net Zero Challenge is our non-bespoke product where businesses can join to compete against each other in the race to net zero! It is only in its second year, but in 2022 it created some amazing impact!

44,557

kilograms of  
CO2 avoided

13,911

KwH of  
electricity saved

1394

homes powered  
for a day

5598

minutes of  
wellbeing

We recently surveyed our clients and received an average **4.5 out of 5** service support satisfaction score!



# New features & initiatives



## **Badges**

Users gain badges for different milestones on the platform which increases engagement and satisfaction!



## **Journey sharing**

Users can offer and find routes to share for driving, walking, and taking public transport!



## **Multiview functionality**

Which allows different organisations or branches within a shared platform see different activities and prizes!

# Behaviour Change **in action**

In 2022, we surveyed 2,158 of our programme users on their sustainable behaviours since using a Jump platform, here are our findings:

Our programmes boosted members' attitudes to sustainability by **30%**

**78%** of users said that their sustainability actions have become part of their daily & weekly routine

**80%+** of users agreed that they are more aware about the impact they have on the environment

Attitudes towards sustainability increase the longer the programmes are used

The carbon emissions saved from our programmes in 2022 is the equivalent to carbon removed by **85,436** tree seedlings grown for 10 years!





# Looking ahead to 2023

Our annual client survey identified these topics as the most pressing sustainability behaviours that organisations want to focus on. Keep an eye out for exciting new 2023 features which incorporate these!

Energy  
Saving

Waste &  
Recycling

Air Quality

Biodiversity

Climate  
Literacy

Sustainable  
Ideas

Wellbeing

Active  
Travel

Looking for more?



@jumpengagement

[www.teamjump.co.uk](http://www.teamjump.co.uk)