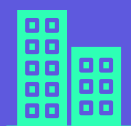


University Hospitals Plymouth NHS Trust Case study

First Year of a Sustainability Engagement Programme

February 2023



Organisation:
University Hospitals
Plymouth NHS Trust



Sector:
Public



Staff:
10,000



Location:
Nine main sites

Challenges



The Trust had conducted behaviour change initiatives previously with success, however, it was difficult to maintain momentum as it required a significant amount of staff time. Feedback from staff showed a broad interest in sustainability, but they were unsure on how to report sustainability ideas or how to access support. The campaigns had also focused on specific sustainability issues, it was therefore identified that a cohesive and consistent approach to all areas of sustainability would likely encourage continual participation.

Solutions



In February 2022, we launched the Trust's sustainability engagement programme '**Choosing Greener**', which is available to users on desktop platform and mobile app. The holistic programme covers areas targeted in the Trust's Green Plan, such as energy, waste, sustainable travel, health and wellbeing.

The programme is designed to:

- Increase staff understanding of sustainability through integrated learning resources and our add-on webinar service, Insight Series.
- Promote behaviour change and positive work culture through gamification.
- Create a forum for staff feedback and ideas on sustainability.
- Communicate the aims and objectives of the Trust's Green Plan and allow staff to see how they can play their part in achieving them.
- Be an all-encompassing hub where the Trust can share the latest sustainability projects they are working on.

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The first year impact



552

staff sign ups



116,645

kilograms of carbon avoided



306,282

minutes of exercise recorded



172,750

bathtubs of water saved



22,458

homes powered for a day



17,492

kilograms of waste avoided

Since starting the programme, staff at the Trust have engaged in activities and fed back that the programme is beneficial in not only prompting greener thoughts but also in changing behaviours. The platform is unique in bringing all areas of sustainability and wellbeing together in one holistic programme, which broadens its reach within the Trust and gives staff the tools they require to opt for more sustainable behaviours.

What the Trust say



"Working with Jump over the past year has really pushed our staff behaviour engagement programme to the forefront and has given us the tools to communicate to a wide group of staff. The programme is engaging and fun for our staff to participate in, promoting healthy competition, motivation, and prompting long-life changes."

Kirsty Wavish - Green Plan Programme Manager

Benefits



1

All encompassing hub for sustainability

The programme acts as a one-stop-shop for all things sustainability at University Hospitals Plymouth NHS Trust, encouraging staff to get involved and make good choices!

2

Shortlisted for an award

In 2022, the Trust was shortlisted for a Sustainability Partnership Award in the category of staff engagement for its Choosing Greener programme!

3

Sustainability leaders

The Trust is now considered a local leader in sustainability and has attracted the attention of two nearby NHS Trust's who are looking at creating similar programmes!

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