

The background is a solid blue color. There are four decorative circles: a small red circle with a halftone pattern in the top center; a large red circle with a halftone pattern in the top right corner; a medium red circle with a halftone pattern in the middle right; and a large red circle with a halftone pattern in the bottom center.

jump

Impact Report

2023



jump

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

“

At Jump, we believe that people have the power to build a better world, so throughout 2023 we expanded our reach to more than 10,000 new people. These users have avoided 380,000 kilograms of waste, 5.5 million kilograms of CO<sub>2</sub> emissions, and saved 2.6 million kilowatt-hour of energy.

With the rollout of new features on our platform, it is easier than ever before for people to be rewarded for building a better world. Whether it's by using our new carbon calculator, social integrations, or activity feed, there are now more ways than ever to engage with sustainable activities.

”



## Josh Cleall

Chief Executive  
Officer

# Our Behaviour Change Model

**We are behaviour change experts.**

At Jump, we pride ourselves on our proven ability to create sustainable behaviour change, which stands the test of time.

Our platforms are built around the principles of our Behaviour Change Model. This has been developed from behaviour change research, and over a decade of hands-on experience in the field of employee engagement.

Our model has six interconnecting strands, which facilitate permanent behaviour change, centring around the tenets of motivation, capability and opportunity.





# Our Users Agree

In 2023, we surveyed 1,926 of our programme users on their sustainable behaviours since using a Jump platform. Here are our findings:

**29%**

increase in our member's attitudes towards sustainability.

**12%**

increase in attitude from new members to 2+ years old subscribers.

**80%**

of users agreed that they are more aware of their impact on the environment

**72%**

of users said that sustainability actions have become part of their routine

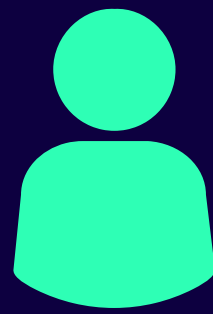
We recently surveyed  
our clients and received  
an average **4.3 out of 5**  
service support  
satisfaction score!



# 2023 Milestones



**5.5 mil+**  
kilograms of CO<sub>2</sub>  
emissions avoided



**84,000+**  
users across  
our platforms

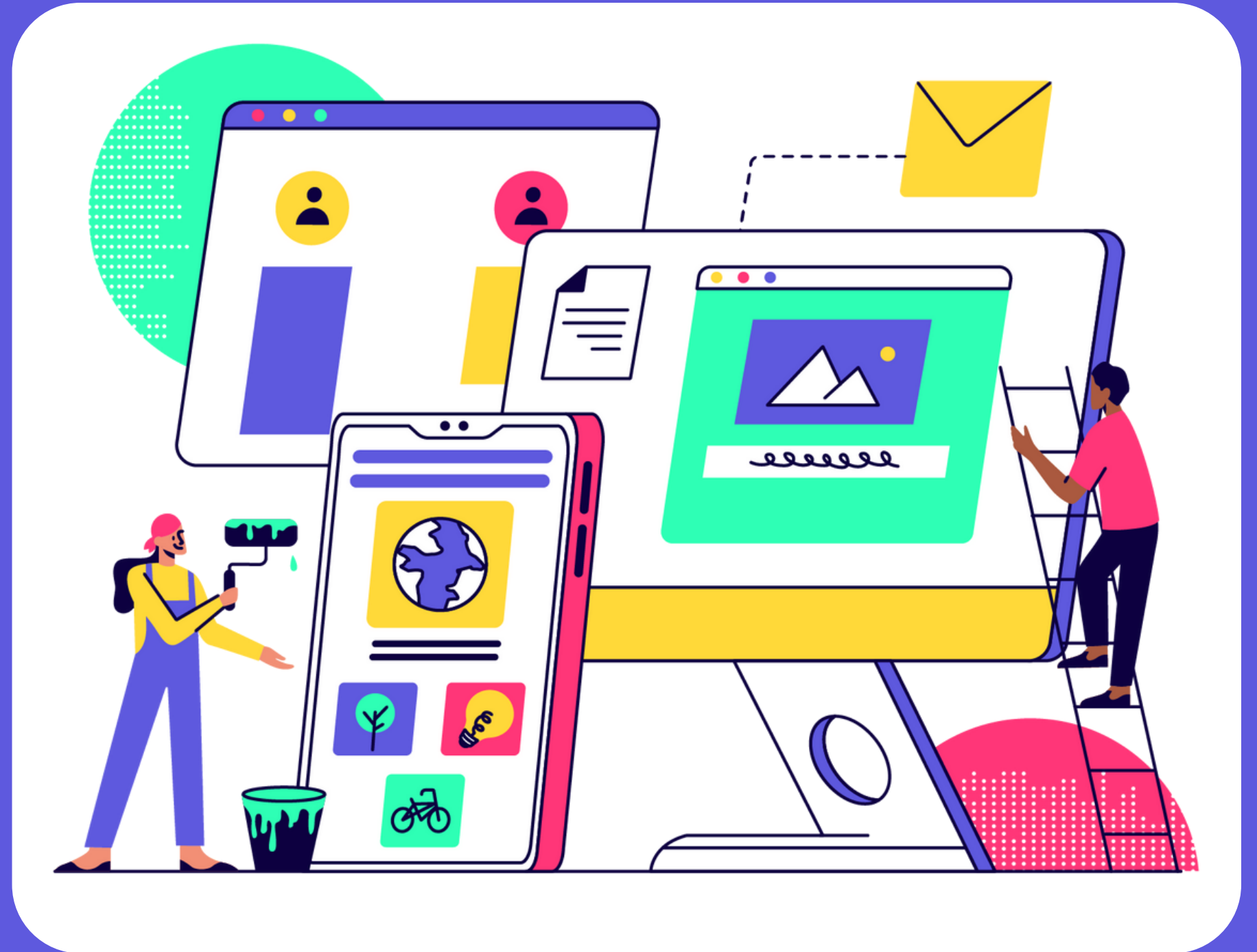


**4.5 mil+**  
positive  
actions taken



**£16,950**  
donated  
to charity

The carbon emissions saved by our users in 2023 are equivalent to the carbon removed by **123,563** tree seedlings grown for 10 years!



\*calculated by EPA based on kWh saved and CO<sub>2</sub> emissions avoided



# 2023 Impact



**2.6 mil+**  
kilowatt-hour of  
electricity saved



**5.1 mil+**  
miles travelled  
sustainably



**6.1 mil+**  
minutes of  
exercise logged



**3.8 mil +**  
grams of waste  
avoided



**256,000**  
homes powered  
for a day



# Net Zero Challenge Impact 2023

Now in its third year, Net Zero Challenge is our non-bespoke product where businesses race to reach net-zero!



**13,911**

kilowatt-hour of  
electricity saved



**5,598**

minutes of  
exercise logged



**44,557**

kilograms of CO<sub>2</sub>  
emissions avoided



**1,394**

homes powered  
for a day

We know that no two organisations are the same, so here are a few of the **bespoke** programmes we created in 2023...



# University of Greenwich

In January 2023 we launched our staff and student engagement programme at the University of Greenwich in London.

This programme includes a dedicated space, where students can view post-graduate career resources. This includes support from the University Career Centre and Career Fairs.

Staff have been given tailored activities to support their training at work, such as encouraging members to evaluate how their work contributes to sustainability.



UNIVERSITY *of*  
GREENWICH



# University of Greenwich

Here are some of the activities featured on University of Greenwich's student and staff platform!



Making work  
sustainable



Sustainability  
training course



Choosing a  
career path



Supporting a  
gardening project

# Leeds Teaching Hospitals NHS Trust

In October last year, we also rolled out new features to Leeds Teaching Hospitals NHS Trust's 'GRASP Rewards' programme, which began in 2021.

Our SBRI-funded healthcare project brought new developments to our programmes. This included a healthcare-specific carbon calculator, giving members the knowledge to then take action and reduce their carbon footprint. Other new features included an Activity Feed, as well integrations with Teams and Yammer.





“

Since the update, it is even easier to log your actions. The weekly reminder means there's no excuse for forgetting. It is also much easier to get a feel for what impact my changes are making which encourages me to make even more sustainable actions.

It is now much clearer what difference our actions are making which makes you strive to want to do more. I think it is a great way of highlighting environmental issues and giving small, manageable changes we can make to help tackle climate change.

”



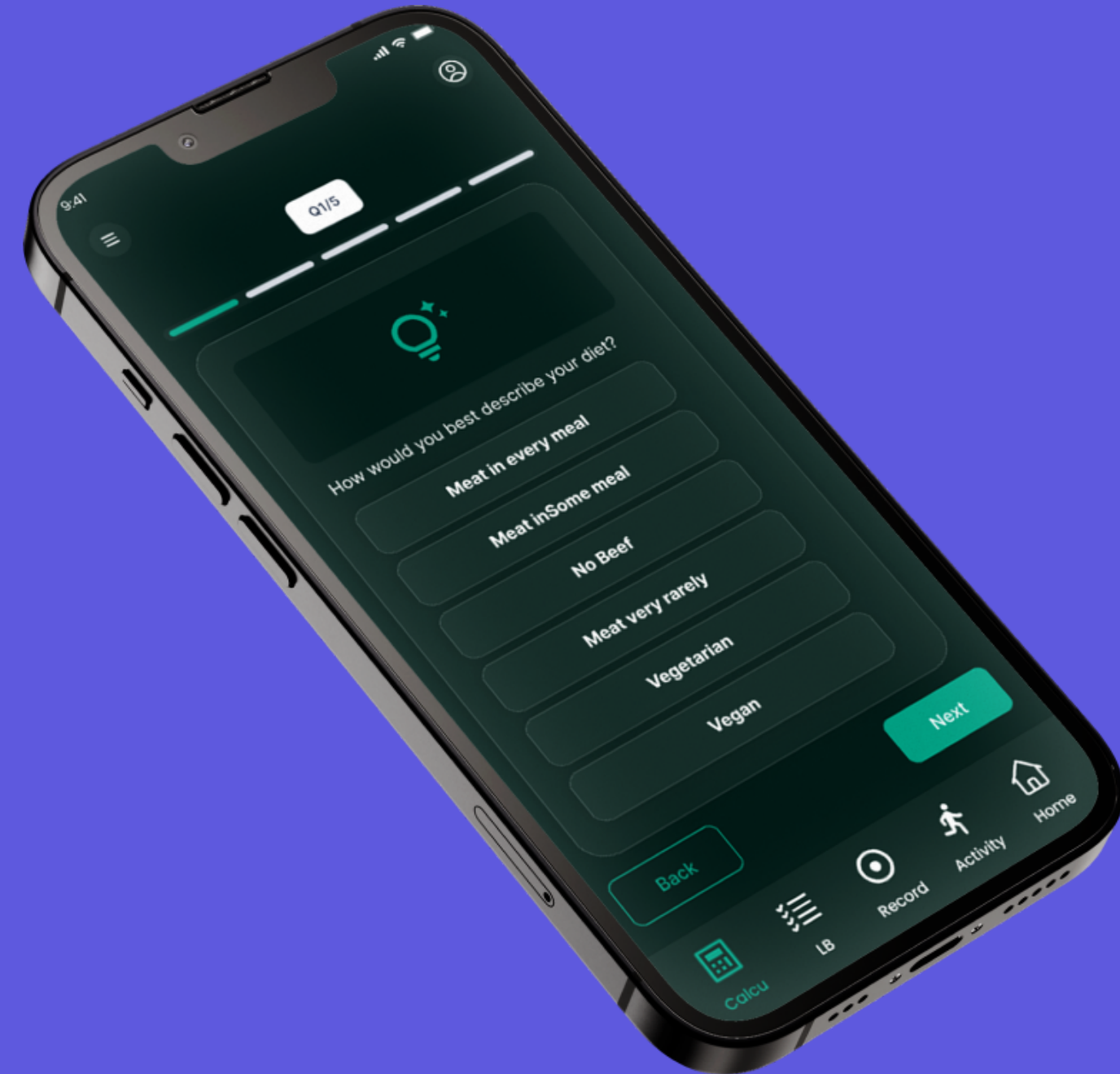
## Matt Greenhill

Sustainability Manager  
at Leeds Teaching  
Hospitals NHS Trust

# Carbon Calculator

We've built the world's first carbon calculator that looks at both personal and work-based activities.

By answering a few key questions, it gives employees the knowledge to understand their carbon footprint and the actions to take to improve it.





# Smart Integrations



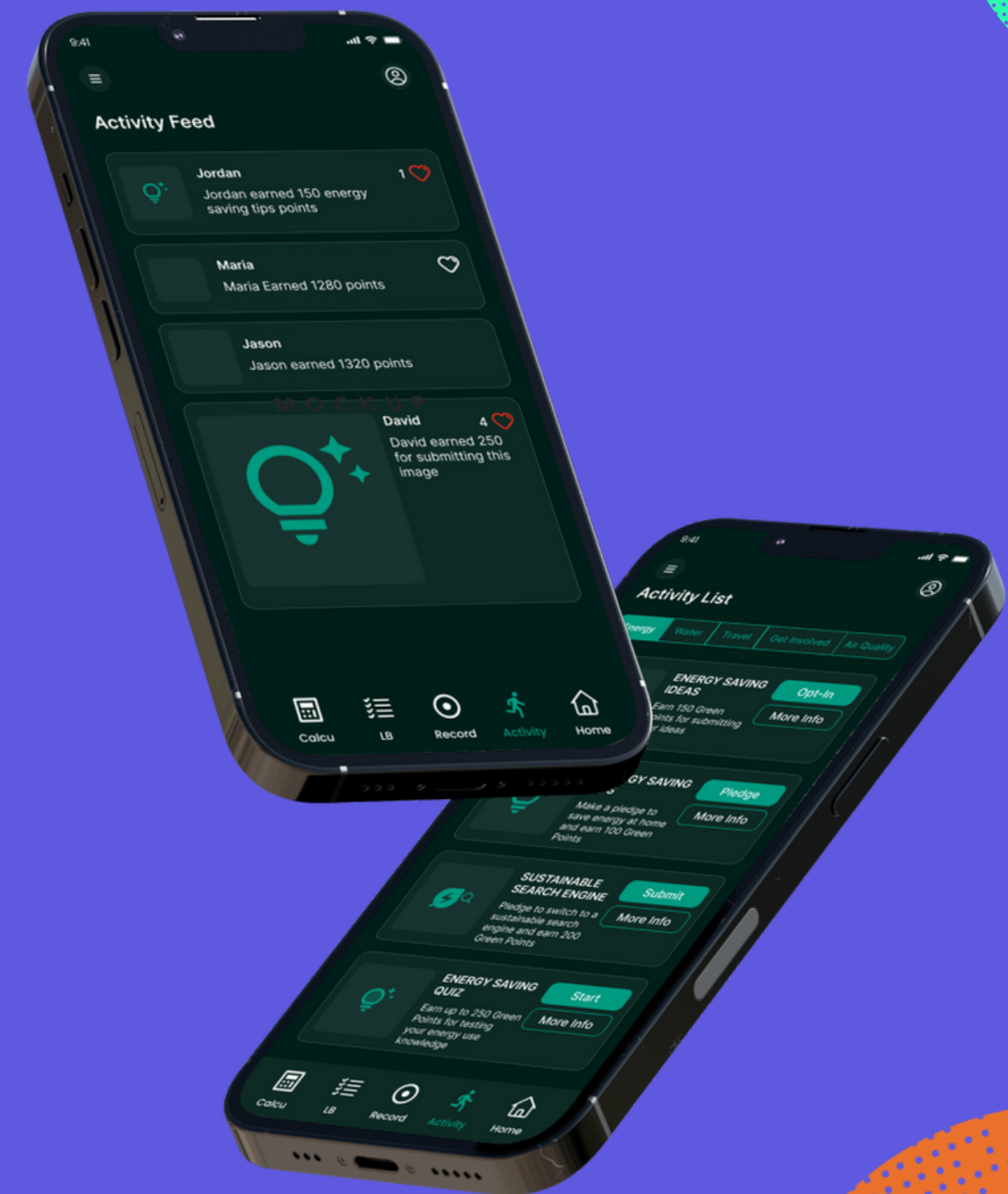
We've integrated our tech with a wider ecosystem. That means it now works seamlessly with employee communication tools such as Teams and Slack.

Users can now receive and share reminders for their activities via their digital workspace communities

# Activity feed

Our new Activity Feed displays actions and activities being taken by members in real time and enables others to interact

This new feature provides inspiration and motivation. Behaviour change is proven to be more effective when there's a social element.



# Role Personalisation



No two jobs are the same, so our activities need to be relevant to keep them engaging and actionable for all users, no matter their role.

Our new Role Personalisation tool allows us to tailor the user experience so that your people receive actions that are pertinent to their job.



# Impact Data

One for the data enthusiasts, this feature takes our Performance Management Dashboard to a whole new level.

Admin users of our programmes can now understand how the actions of their people are relevant to topics including: GHG emissions, SDG's and Custom Sustainability Themes.







# jump

For more information visit

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