



jump

Impact Report

2023





jump

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



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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 CO₂ 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.

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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

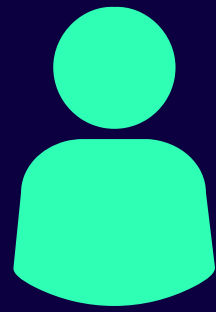
We recently surveyed our clients and received an average **4.3 out of 5** service support satisfaction score!



2023 Milestones



5.5 mil+
kilograms of CO₂
emissions avoided



84,000+
users across
our platforms

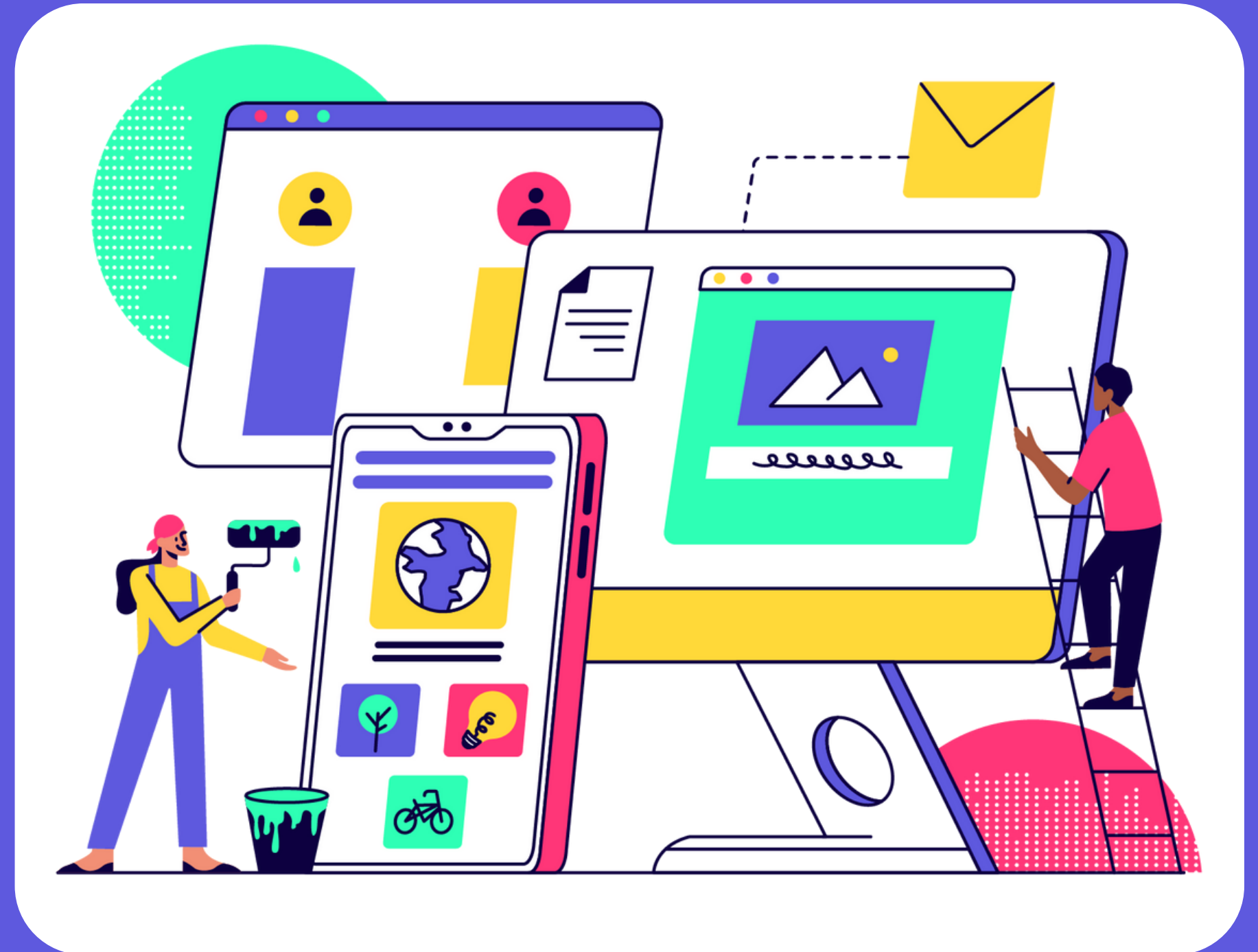


4.5 mil+
positive
actions taken



£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 CO₂ emissions avoided

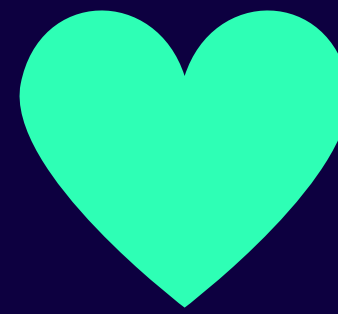
2023 Impact



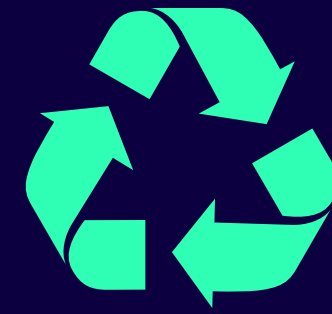
2.6 mil+
kilowatt-hour of
electricity saved



5.1 mil+
miles travelled
sustainably



6.1 mil+
minutes of
exercise logged



380 mil+
grams of waste
avoided



256,000
homes powered
for a day



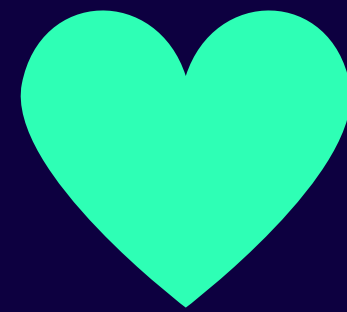
Net Zero Challenge Impact 2023

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 CO₂
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.



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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.

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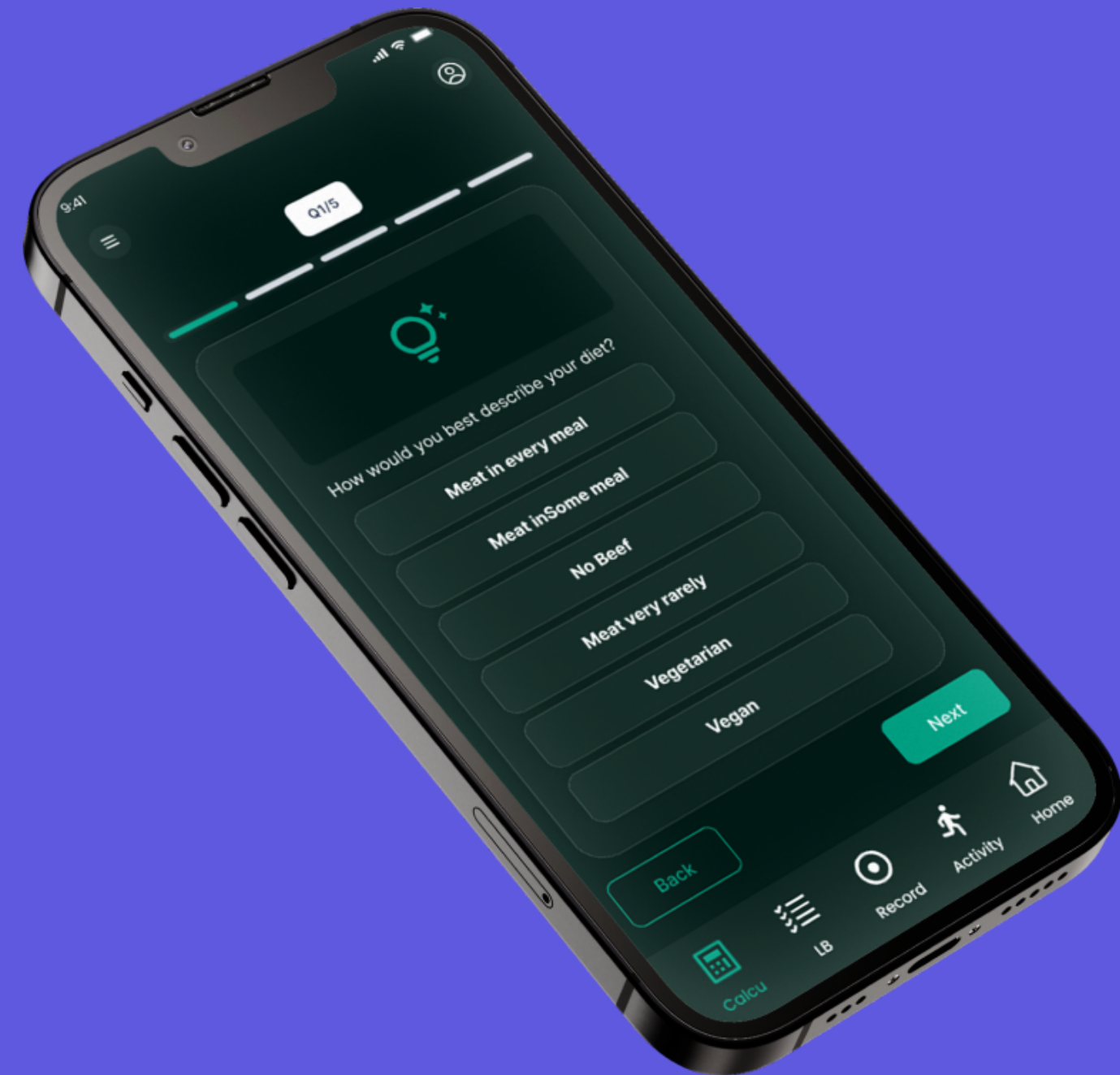
Matt Greenhill

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

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