

# Morrisons – Morrisons Sustain

## Introduction

Morrisons joined Jump in 2022, to engage the workers at the 35 Morrisons stores in West Scotland region with their sustainability targets. The primary goals of this programme were to cut costs at these branches by reducing energy usage and support recycling behaviours in stores.



Sector:  
Private



Location:  
West Scotland



Employees:  
5,000



Challenge:  
Cut Costs

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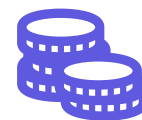
*“Morrisons have been increasingly conscious of the way our energy usage impacts not only the environment but also the costs of our stores. Jump’s programme is a great way to reward our employees for engaging in daily energy-saving behaviours which reduce costs.”*

**- Ben Smith, Energy Manager, Morrisons**

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7,000 miles travelled sustainably



£8,000 saved\*



3,500 kg CO<sub>2</sub>e avoided



48,000 actions logged



2,500 KWh energy saved

*\*Based on [Jump’s Savings Calculator methodology](#)  
Recorded March 2024*

## The Challenge

Popular UK grocery store chain, Morrisons, were looking for a way to cut costs, without impacting the quality of their services, products, or employment. They found the solution within sustainability; by reducing energy use in store, they could not only protect the environment but cut costs sustainably too.

## The Solution

In 2022, Morrisons partnered with Jump to create the Morrisons Sustain programme, where employees could log activities at work including switching lights and equipment off. These activities are personalised to individual roles, so for example café staff are rewarded for turning off the coffee machines, and so on.

The programme also incentivised active behaviours, by tracking steps via Fitbit and rewarding users for every 10,000 steps taken. Additionally, users are rewarded with points for every mile travelled to work in an active way, such as cycling or running.

Employees can view their leaderboard by individual or by Morrisons location to encourage competition both within their local store and between each of the 35 branches in the West Scotland region. This encourages more sustainable action, but it also encourages employee engagement via team-building opportunities.

Users can also see monthly and cumulative points earned from activities as an individual, as a store, and across all Morrisons locations to understand the impact that their actions are making in terms of CO<sub>2</sub>e reduced.

In the last year alone, Morrisons staff have avoided 3,500 kg of CO<sub>2</sub>e and 7,000 KWh of energy. By showing an estimate of the emissions and energy avoided from these activities, Morrisons can provide a close estimate of the savings provided through sustainable practices. Based on our savings calculator, Morrisons could have saved approximately £8,000 from the recorded energy reductions.

**Want to learn more about how Jump could help your organisation?**

**[Book a call with our team](#)**

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