

# Richmond & Towers – Net Zero Challenge

## Introduction

Brand engagement agency, Richmond & Towers, are using Jump's non-bespoke programme, Net Zero Challenge, in order to incentivise their small workforce to align their actions with the company's sustainability objectives.

*"As a small business, the Net Zero Challenge programme was the perfect solution to engage our people with sustainability. The data gathered from our Jump programme greatly contributed to the success of our recent B Corp Certification."*

**- Andrea Garvey, HR & Administration Manager, Richmond & Towers**

## Net Zero Challenge's Impact



20,000 kg  
CO<sub>2</sub>e avoided



12,000 KWh  
energy saved



34,000 mi travelled  
sustainably



26,000  
actions logged



2,500 kg waste  
avoided

*Recorded March 2024*

## The Challenge

Richmond & Towers were looking for a low-cost employee engagement solution, which was also in line with their sustainable company values, as well as being a positive reflection of their brand.

## The Solution

As their team was small, the Net Zero Challenge was a perfect way for them to log sustainable actions, create an engaging work environment with some friendly competition and a chance to win monthly rewards. Richmond & Towers gave Jump a 5/5 for satisfaction and 10/10 Net Promoter Score!

## Want to learn more about Net Zero Challenge?

[Book a call with our team](#)

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