

jump

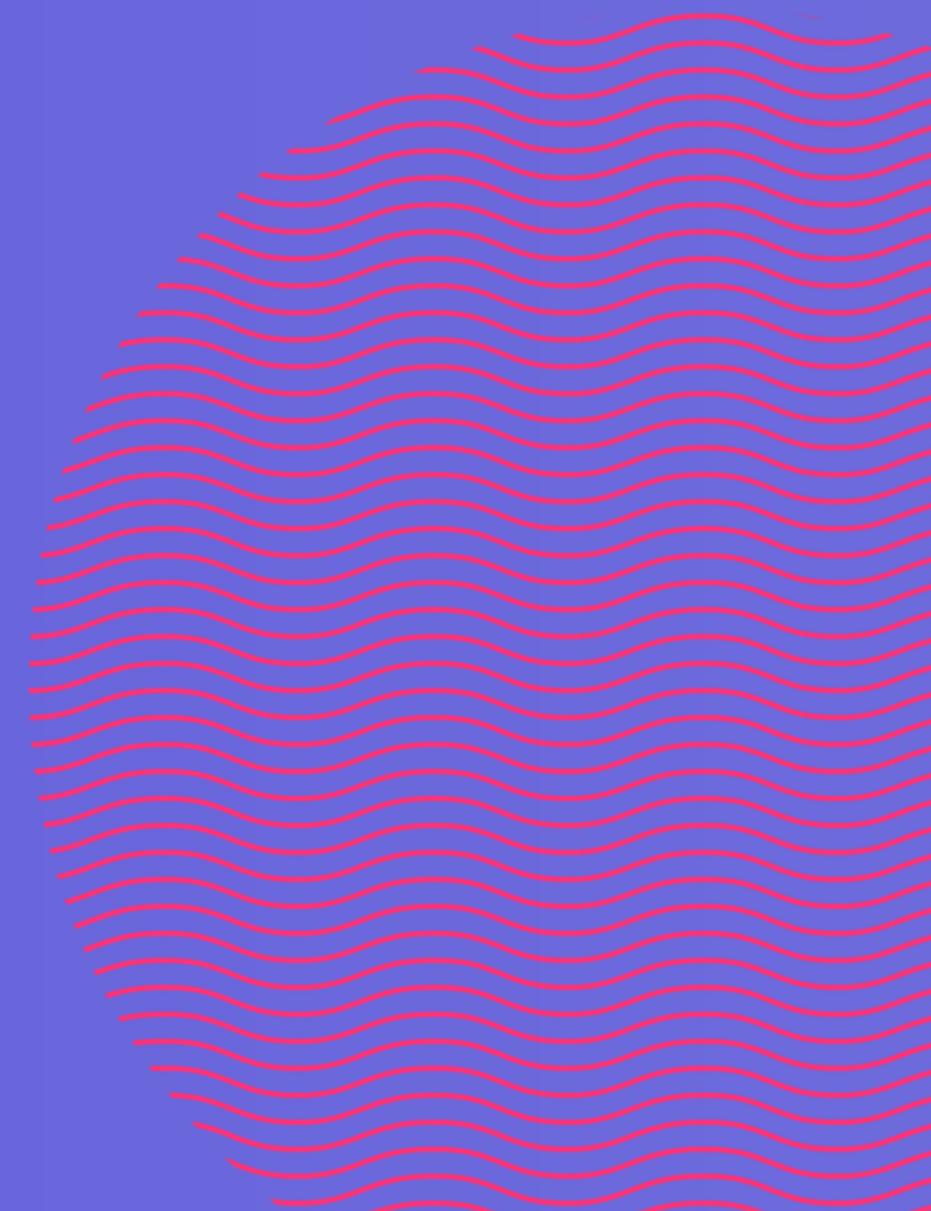
Impact Report

2024



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. This year, our 100,000 members proved just that, by logging over 4.5 million sustainable actions. During the course of this impact report, we'll provide the data that shows just how our members learned more about climate change, engaged with sustainability, and reduced energy costs.

By helping our clients overcome these challenges, not only do we create a sustainable future, but also help them meet regulations, as well as attract eco-conscious customers and staff. Thanks to our amazing members and our clients for partnering with us to deliver real impact.

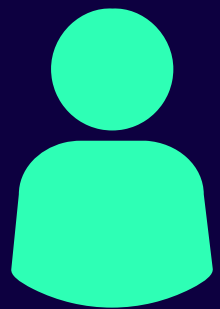
”



Josh Cleall

CEO at Jump

2024 Milestones



100k+

members across
60+ clients



4.5 mil+

positive
actions taken



4.7 mil+

minutes of
exercise logged



£18,000+

donated
to charity



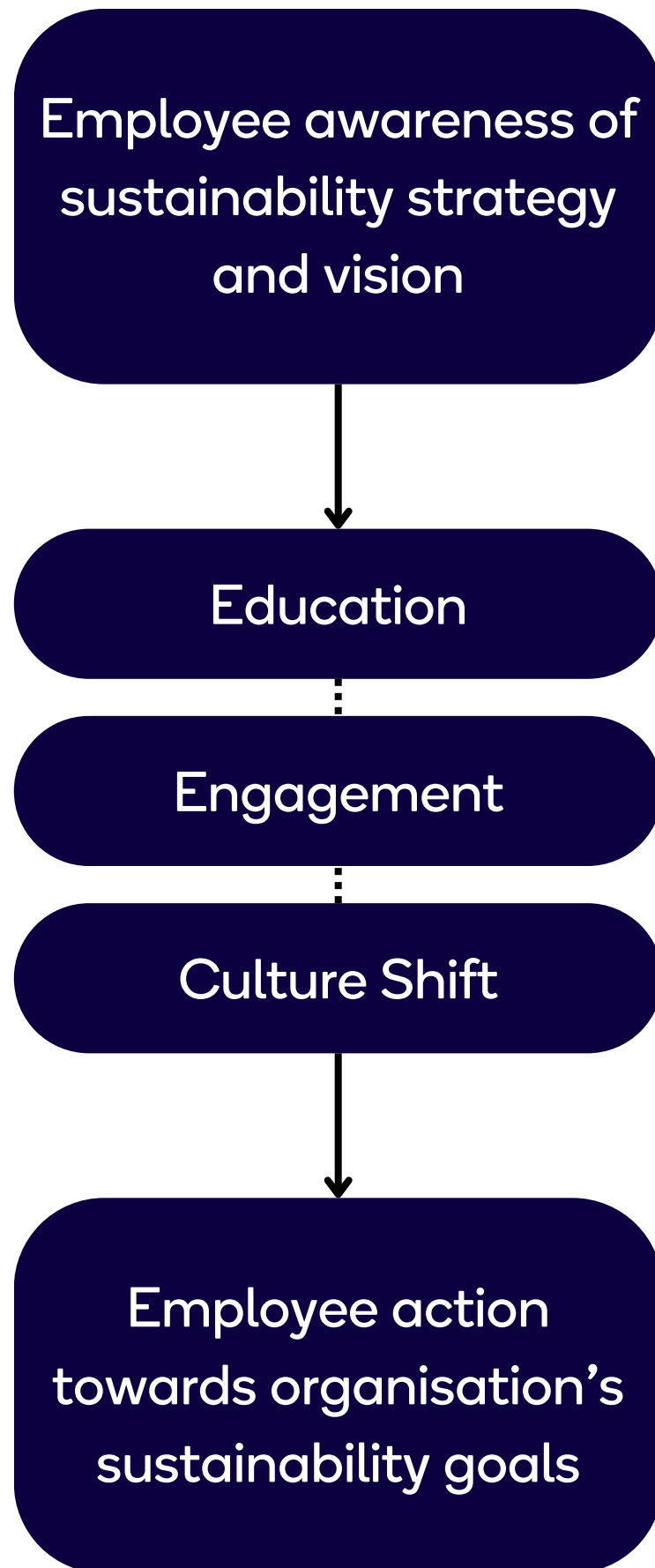
We are Sustainability Engagement Experts...

Here at Jump, we make it our business to be on the cutting edge of sustainability engagement.

That's why we created our white paper, [Sustainability Engagement Trends 2024](#), which brings together data from across the sustainability industry, as well as our own survey of more than 1,500 UK working people, to identify the Awareness-Action Gap.

Our survey showed that employees are aware of their organisation's sustainability strategy, and want to contribute more, but 86% need more resources to understand how to integrate sustainability into their role.

Additionally, we conclude that employers must incentivise sustainable behaviours, and show social proof to create a culture of workplace sustainability.



Annual Member's Survey

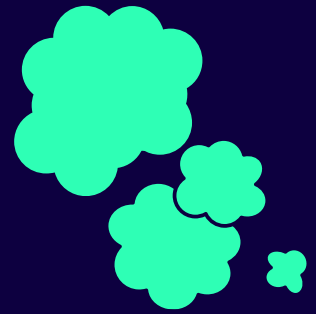
In 2024, we surveyed 1,268 of our programme users on their sustainable behaviours since using a Jump platform.

Here are our findings:

- **90%** of members are more conscious of their energy usage and how to reduce it.
- **87%** of members are more aware of their consumption and have taken steps to change.
- **91%** of members understand more about the impact of their actions on the environment.
- **97%** of members said that sustainability actions have become part of their routine.



In 2024, our members have avoided...



3.5 mil+
kg CO₂e



2.8 mil+
kWh electricity



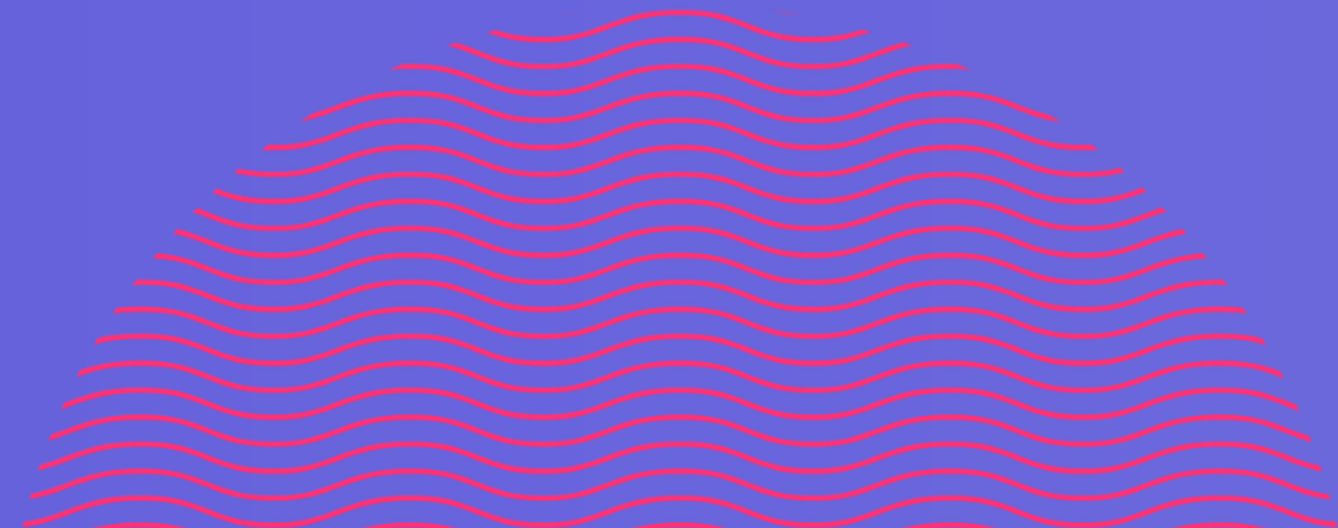
4.3 mil+
miles travelled
sustainably



170 mil+
litres of water



830
tonnes of waste



That's equivalent to...



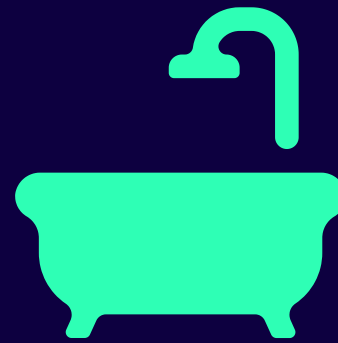
274,000

homes powered
for a day



173

trips around the
equator



2.1 mil+

bathtubs of water



69

bin lorry loads



58,000

tree seedlings
grown for a year



Foodwise Challenge

In Q4, we invited members of participating programmes to take part in our Foodwise Challenge, which included limited-time actions to earn extra points.

The campaign was a success, according to members:

- 88% were encouraged to be more aware of food waste
- 78% adopted a new habit or behaviour

We also delivered real impact:

- 31,000 actions taken
- 95,000kg food waste saved.
- 331,000kg CO₂e avoided
- £300,000 saved by members

Join the...

Foodwise Challenge

1st October- 31st December



The UK-wide mission fighting food waste this winter.

WASTE NO MORE CHECKLIST	200
FOOD WASTE 101	200
MY FOOD WASTE GOAL	250
PASS THE PLATE	300

Join activities and earn points!



Reduce waste, nourish the future.



KBR Sustain

In 2024, we launched the KBR Sustain pilot programme to embed sustainable procurement practices across KBR's global teams.

KBR delivers science, technology and engineering solutions to governments and companies around the world. This year, they were nominated for the Edie Award's Supply Chain Sustainability Project of the Year.

Their bespoke programme focused on training employees on ISO20400 compliance. Activities were categorised into themes such as Supplier Governance, Human & Labour Rights, Fire Operations and Community Engagement and Consumer Rights.



KBR Sustain

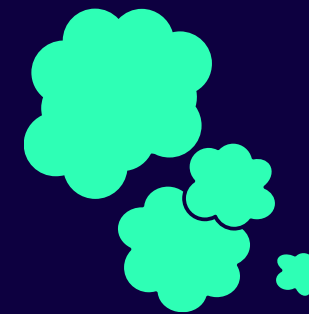
Here are some of the outcomes of the KBR Sustain pilot programme!



81% audience
sign-up rate



5,600+ actions
completed



2,700+ kg CO₂e
avoided



100% of users
prefer it to usual
training methods

Camden EcoPoints

Camden Council has worked with Jump since 2016, with their waste and recycling focused programme for London Borough of Camden residents.

Today, the programme has expanded to include a range of additional actions, such as transport activities aimed at reducing local air pollution, and as of this year, climate adaptation activities.

Camden Council have given Jump a 5/5 satisfaction score and 10/10 net promoter score.



“

Jump have been a fantastic help in getting our residents engaged with our council sustainability strategies. With nearly 20% of all households in Camden signed up for the EcoPoints programme, we couldn't be happier with the progress we have made to incentivise our residents to recycle and travel sustainably.

Expanding the Jump programme to reward climate mitigation actions is a significant step towards a greener Camden. We are excited to see the positive impact this will have on both our environment and our community as we work together to create a sustainable future.

”



Clive West

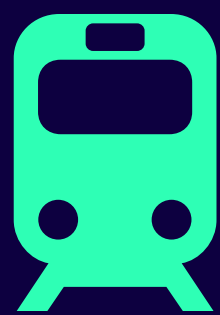
Environmental Services
Manager at Camden
Borough Council

Net Zero Challenge Impact 2024

Net Zero Challenge is our non-bespoke product where multiple businesses join together to reach net-zero!



58,000+
kWh electricity
avoided



77,000+
miles travelled
sustainably



98,000+
kg CO₂e avoided



12,000+
homes powered
for a day





jump

For more information visit

www.teamjump.co.uk

or contact us

info@teamjump.co.uk

0207 326 5055

141 – 157 Acre Lane, London, SW2 5UA