

**Net Zero
Challenge**

September 2022

Behaviour Change Model



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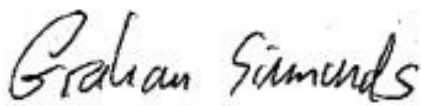
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Hello From Graham Simmonds

At Jump, we pride ourselves on our proven ability to create sustainable behaviour change that stands the test of time and improves the lives of our programme users. Net Zero Challenge is built around the principles of our Behaviour Change Model, which has been developed from behaviour change theory and over a decade of hands-on experience in the field of employee engagement.

I hope you will join us on our mission to create huge positive impact through lots of small positive actions.



Graham

Founder & Chief Executive of
Jump & Net Zero Challenge



Introduction

Jump and Net Zero Challenge have a core purpose: **create sustainable behaviour change.**

But just how does Net Zero Challenge achieve behaviour change that stands the test of time? We do this through our Behaviour Change Model. Our model combines the COM-B and EAST models, and also draws on our decade of experience in engaging people of all walks of life.

This document will explain the science behind our approach and the behaviour change journey our users go through

COM-B & EAST models

COM-B

This model was developed by the researchers at Social Change UK in 2011. The components of their behaviour change model are: **capability** (C), **opportunity** (O) and **motivation** (M).

EAST

This model was developed by the Behaviour Insights Team in partnership with the Cabinet Office in 2012. The Components of their behaviour change model are make it easy (E), make it attractive (A), make it social (S), and make it timely (T).

Our Behaviour Change Model



Our model has six interconnecting strands that facilitate permanent behaviour change. The following pages reveal the research behind these strands and what we do to implement them.

Create understanding



Behaviour change research shows that a core barrier to individuals changing their behaviours is a lack of clarity around the goals and aims of the change effort and ambiguity around what actions to take to support it. Creating a shared vision for change is key for moving people to action as it gives direction for change, inspires, and focuses the energies of collaborators (Holt et al., 2007., Kania & Kramer, 2011., Martin, et al. 2014).

Net Zero Challenge is used to create understanding on sustainability initiatives through a range of features. This includes platform launch activities, informative videos, and 'more info' buttons, Meanwhile, our activities make clear what actions can be taken by the individual to be a part of the solution.

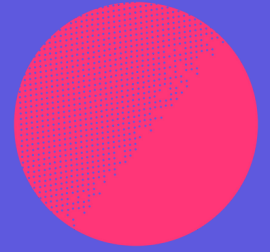
Create an opportunity



External influences on behaviour, e.g. signage or provision of sustainability resources, have been shown to successfully influence behaviour change. This is because it makes it convenient for individuals to engage in the behaviours (Steg & Vlek, 2009, Martin et al., 2017).

Net Zero Challenge allows your people to see the opportunity for them to participate in the organisation's sustainability efforts. The platforms are a convenient one-stop-shop for all things sustainability that they can use on the go and in the office.

Create a reason



Research shows that a central reason individuals do not engage in sustainability is the perception that their action will not make a difference. This perceived level of impact is called their 'locus of control' (Steg & Vlek, 2009, Kollmuss & Agyeman, 2010, Martin et al., 2017).

Net Zero Challenge makes individual impacts easy to understand by providing impact data dashboards so they can track their impact over time. This includes accessible terms such as number of bathtubs of water saved or homes powered for a day, all the way to kilograms of CO₂ avoided and kWh of electricity saved. Once users begin seeing the impact their actions have they are more likely to continue them, and seeing the organisational and sector impact dashboards will make them feel like a part of a movement for change.

Create an incentive



At Jump we use gamification and prizes as an incentive on our platforms. Studies have found that organisations who utilise gamification are able to achieve three goals at once - making non-gaming experiences enjoyable, achieving player empowerment, and creating collective behaviour change (Taylor & Wolmarans, 2021). While, a study by Oppong-Tawiah et al. (2018) found that gamified sustainability initiatives worked to create sustainable habits in individuals who engaged in them.

Net Zero Challenge's use of points, teams, leaderboards, and prizes are all elements of gamification that incentivise action and lead to long term behaviour change.

Create a habit



Aarts, Verplanken, and Van Knippenberg (1998) defined three characteristics of habits: 1) habits require a goal to be achieved. 2) When the outcome is satisfactory the same action is likely to be repeated 3) When people frequently perform the same action in a situation, the action will be mentally associated with the relevant goal-directed behaviour.

Net Zero Challenge achieves characteristics one and two in the 'create understanding' and 'create an incentive' strands of our behaviour change model. While the nature of the programme means that users perform actions consistently over time and thus create sustainable habits for the user, meaning that Jump programmes cover all three areas of creating habits.

Create a community



Studies have found that community involvement made individuals more likely to adopt sustainable behaviours (WWF, 2008, Martin et al., 2017). While Trickett & Beehler (2017) stated that when a sustainability vision becomes truly embedded within a community, diverse stakeholders start to pursue aligned actions, creating ripple effects that trigger larger systems changes (Trickett & Beehler, 2017).

Net Zero Challenge creates a sense of community through programme elements such as teams, photo galleries for submissions, donations to local charities, and opportunity for group activities such as litter picks.

What our users say



We asked our users to complete surveys on their sustainable behaviours since using a Jump behaviour change platform, we had 2,158 respondents.

We boosted members' attitudes to sustainability by **30%**.

This attitude boost strengthened over time with members joined for over 2 years+ showing **35%** boost compared to members joined less than 6 months with **23%**.

78% of users said that their sustainability actions have become part of their daily & weekly routine

80%+ of users agreed that they are more aware about the impact they have on the environment, recycling, energy use and single-use plastic.



Resources

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Looking for more?

Request a demo on our website to
have a 15 minute call with one of
our engagement experts!

Net Zero Challenge

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