

LEISURE AND ENVIRONMENT COMMITTEE

22 MARCH 2022

GREEN REWARDS UPDATE

1.0 Purpose of Report

1.1 To update members on the progress of the Green Rewards App.

2.0 Background Information

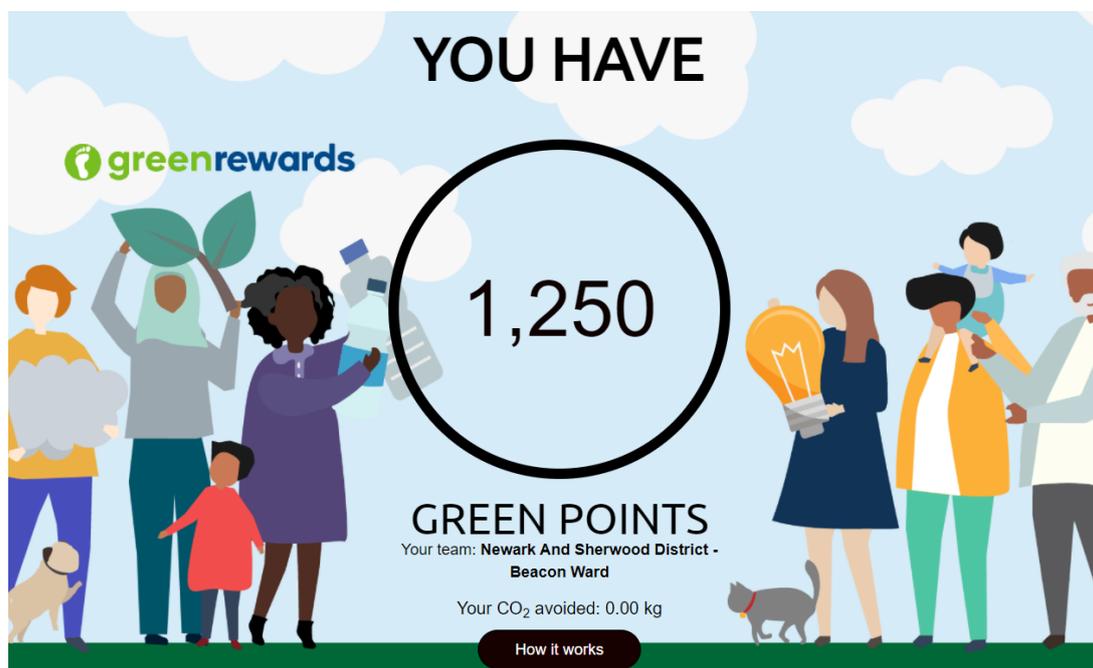
2.1 The Green Rewards App is an online platform designed to incentivise and encourage users to undertake positive behaviour change by enabling users to log carbon reducing activities and gain points for these activities. Residents collect points for undertaking carbon avoidance measures, such as having a sustainable commute, learning about recycling or buying eco-friendly products.

2.2 The Green Rewards platform was first developed by the Universities in Nottingham. As a collective, all Nottinghamshire Councils procured the Green Rewards Platform as a way to promote sustainable behaviour and encourage residents to undertake environmentally friendly activities to reduce their carbon footprints. The Green Rewards App launched to the rest of the County in November 2021, to coincide with COP26, and it launched to Newark and Sherwood residents on 16 February 2022. This made Nottinghamshire the first county to have a carbon focused platform available to all residents.

3.0 Green Rewards App Update

3.1 About the App

The Green Rewards App features tasks which residents can undertake to obtain points. Every new sign-up is given 1,250 points and builds from there. The points collected are honesty based and rely on users logging completed tasks. For some tasks you can only gain points once, for example completing the carbon quiz, whilst for other tasks, such as a sustainable commute, users can connect points every week. A few tasks require users to evidence their



activity, for example taking a photograph to evidence a nature walk. The tasks are grouped into 6 categories;

1. Travel e.g. cycling tips, Leave the car at home, Sustainable travel, Active travel
2. Reduce, Reuse, Recycle e.g. use of reusable items, Report your recycling, Repurpose, Reduce plastic use, Recycling made simple, Contamination quiz
3. Energy and Carbon e.g. carbon calculator, Switch off, Carbon offsetting, Carbon quiz, Wash at 30 degrees
4. Get involved e.g. refer a friend, Schools and community groups, Give back, Your sustainability tips
5. Consumption e.g. shop local, 4 minute shower challenge, Sustainable shopping quiz, Grow your own, Go plant based, Eco friendly products.
6. Nature e.g. visit a park, Switch off and explore, Biodiversity sighting, Greening your space

These activities were decided upon by the project team from a selection of activities provided by Jump, the platform operator. They will be changed through the year to allow users to collect points for undertaking a range of tasks.

The platform features a leader board which enables residents to view where they sit in relation to other residents. Winners are selected on a monthly basis by the platform operator. There are two winners a month, both receiving a £20 voucher;

- The resident with the most points (each resident can only win once bi-annually), and
- A randomly selected resident that has logged activities in the last month.

Winners can select from one of the following vouchers;

- National Garden Centre Voucher
- National Book Voucher
- Boobalou (Online eco product store)
- Cinema Voucher
- Love2Shop Voucher

The vouchers are supplied by the Platform operator but the winning email was written by the Communications team which allows us to promote local businesses that accept the vouchers.

3.2 **The Launch**

The Green Rewards App launched to Newark and Sherwood residents on the 16 February 2022. A targeted Communications Plan was developed to enable the launch to reach as many residents as possible. This plan included scheduled social media posts, videos of endorsement from Councillor Lloyd and boosted social media posts. A 'boost' assists in making content go the extra mile so it can be seen by more people on Facebook. This includes those who follow the Council's Facebook page as well as those who do not currently follow but may be interested in the post. The Council also hired a videographer to film a 'day in the life' of using the Green Rewards platform which will be utilised as a promotional video on social media. Promotion of the App will continue throughout the year especially in connection to national days and environmental weeks such as 'No Mow May' and 'Earth Day'.

3.3 **Progress to Date**

During the first week of the Green Rewards App 142 residents signed up to the platform with representation from all wards within the district. When compared to the sign ups in other Nottinghamshire local authorities after 1 week live this number was above average. This high take up is evidence of the importance of the sustainability agenda, and demonstrates how important reducing their carbon is to residents of Newark and Sherwood.

3.4 **Next Steps**

The project team will review the progress of the App on a monthly basis to monitor uptake, analyse trends and ensure the App's continued promotion. The team will also analyse the data collected in the App to gain insight into which tasks our residents most commonly undertake, and gather an estimate of the carbon savings achieved from the tasks undertaken.

Newark and Sherwood have signed up to the App for one year, and after this year the success of the App will be reviewed. This review will consider the carbon savings attained, impact achieved and take up across the geography and demographics of the district. A recommendation on whether to continue with Green Rewards will then be taken to members for decision.

4.0 **Digital Implications**

4.1 Newark and Sherwood District Council's website hosts a link to download the App as well as linking to the web based version of the platform.

5.0 **Financial Implications (FIN21-22/654)**

5.1 This report has no direct financial implications.

5.2 £5000 has been budgeted for in 22/23. This covers the cost of the Platform and Vouchers. As mentioned in paragraph 3.4, the success of the Residents Engagement Green App will be reviewed when making budgetary decisions for further financial years. Costs incurred in 21/22 to date have been funded from the Cleaner, Safer Greener reserve.

6.0 **Equalities Implications**

6.1 There are no equalities implications envisioned for the Green Rewards Platform.

7.0 **Community Plan – alignment to objectives**

7.1 The implementation of the Green Rewards platform assists with the delivery of Council's climate change ambitions and support the 'Leadership' and 'Advocacy and Green Recovery' actions within the Greening Newark and Sherwood Action Plan. These actions commit the Council to work with residents, businesses and the community to raise awareness of environmental issues and encourage residents to be more carbon conscious in everyday life and adopt a more sustainable lifestyle.

8.0 **Recommendation**

That Members note resident participation in the Green Rewards App.

Background Papers

Nil

Briony Ashton, Environmental Policy and Projects Officer
Ella Brady, Transformation and Service Improvement Manager
Matthew Finch, Director of Communities and Environment