



Report to: Portfolio Holder for Cleaner, Safer, Greener
 Decision Date: 16 January 2023
 Portfolio Holder: Councillor Roger Jackson
 Director Lead: Matthew Finch, Director – Communities & Environment
 Lead Officer: Briony Ashton, Environmental Policy and Projects Officer, Ext. 5357

Report Summary	
Type of Report	Open, Non-key Decision
Report Title	Green Rewards App
Purpose of Report	To highlight the success of the Green Rewards App and request a Portfolio Holder decision for the continuation of the Councils involvement in the Green Rewards App
Recommendations	To approve a one year contract extension for Green Rewards.
Alternative Options Considered	Newark and Sherwood District Council do not continue with the Green Rewards App and terminate the contract (expiring 23.01.23) and other Nottinghamshire Councils will continue without our involvement.
Reason for Recommendation	The Green Rewards App encourages and incentivises our residents to undertake environmentally friendly and carbon reducing behaviours and log these actions in order to have the opportunity to win one of two £20 vouchers per month.
Decision Taken	As per the recommendation.

1.0 Background

1.1 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. 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 recycling, users can collect points every week. 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.

1.2 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 two winners are;

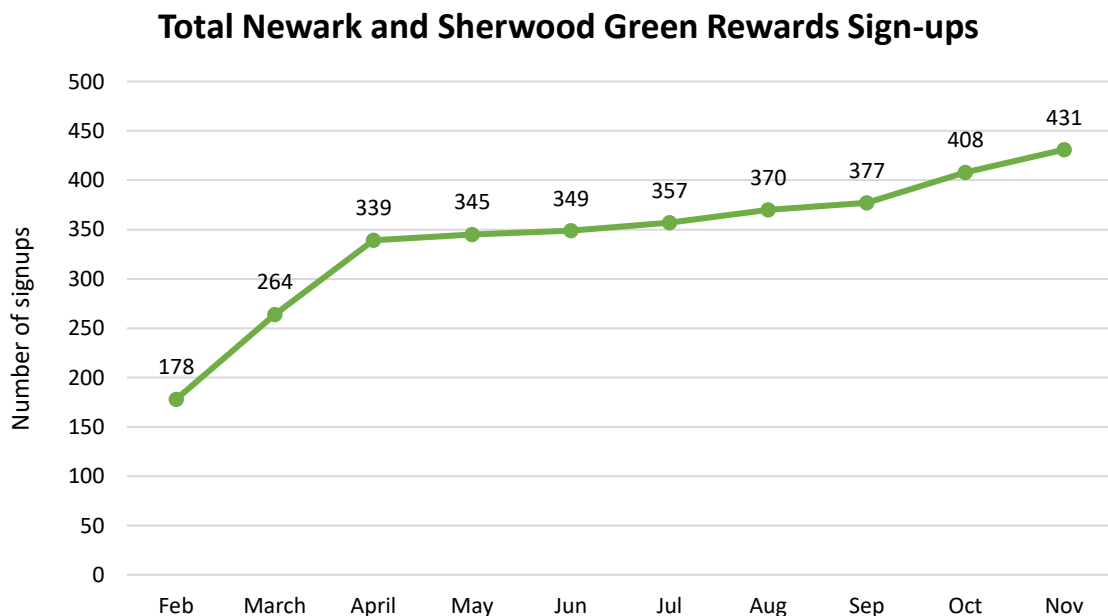
- The resident with the most points (each resident can only win once bi-annually),
- A randomly selected resident that has logged activities in the last month.

1.3 The platform is operated by 'Jump' who administrate the App on behalf of all Nottinghamshire authorities.

2.0 Green Reward App Success to Date

2.1 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. As of the end of November, there are 431 individual households in the District signed up to Green Rewards. To date (covering 16.02.22 to 30.11.22) the App has logged resident carbon reduction activities that have avoided 30 tonnes of Carbon.

2.2 Since its launch the Green Rewards App has been a success across Nottinghamshire and in Newark and Sherwood. The graph below shows the number of signs ups on a month by month basis.



2.3 Jump, the App operator, issued a survey in August 2022 through the weekly newsletter sent out to encourage activity. Around 200 Nottinghamshire residents responded to the survey and an important finding was in relation to the question; "as a result of the programme, have your sustainability actions become part of your daily/weekly routine?" 76% of respondents said yes, meaning that the Green Rewards App has

encouraged behaviour change amongst our residents. This indicates that being part of Green Rewards is having a positive impact on our residents.

3.0 Incentives

3.1 Vouchers

3.1.1 There are incentives to utilising the Green Rewards App. Two £20 vouchers are issued on a monthly basis. One to the highest points earner and one randomly allocated voucher (selected from all members who has logged actions within the last month). Vouchers are supplied by the platform operator and winning residents can choose between one of the following vouchers:

- Love2shop Voucher
- National Garden Centre Voucher
- National Book Voucher
- Asda Voucher
- Tesco Voucher

3.1.2 These options have recently been reviewed by the project team, and the Asda and Tesco vouchers were added to support current cost of living pressures which our residents may be experiencing. These replaced two vouchers which have been unpopular amongst our residents. Once the winner has selected a voucher they are sent and e-mail with their voucher. This email also promotes local businesses which accept the vouchers.

3.2 Discounts

3.2.1 Nottingham City Transport (NCT) have partnered with the Green Rewards App to offer App users a 15% discount off Single Tickets and Group Tickets. This is beneficial to residents who travel using NCT services e.g. residents travelling from Southwell to Nottingham. This partnership supports residents to make more sustainable travel choices and save money.

3.2.2 Our residents are also able to benefit from a small discount on the purchase of hot drinks at Rufford Country Park café and Sherwood Forest National Nature Reserve Café. These discounts are exclusive to users of the Green Rewards App in the District.

3.2.3 Also, conversations are currently ongoing with Trent Barton, Stagecoach and East Midlands Railway regarding discounts.

3.2.4 The Green Rewards representatives from each individual Council will continue to seek out further partnership opportunities to further incentivise the use of the Green Rewards App and enhance the current benefits package for residents.

4.0 Performance

4.1 Our Communications Team develop a quarterly Communications Plan which is specific to Green Rewards. This involves a range of communication methods from social media posts featuring an interactive 'day in the life' using the App to linking to national days/weeks and promotion of healthy competition using utilising ward data. Over

December the plan will focus on connecting the App's activities with Christmas, for example recycling your Christmas tree and choosing recycleable paper.

4.2 A Sheffield University student is carrying out research project to study the effects and validity of rewards-based incentivisation on positive climate change mitigation behaviour. The findings of this research will help inform use of, and promotion of, the App in future.

4.3 We have recently introduced a target of obtaining extra 100 signups per quarter and the table below demonstrates performance against this target.

	Sign-Ups
Launch (16 to 28 February)	178
March, April & May	167
June, July & August	25
September, October & November	61

4.4 Going forwards it would be beneficial to also have a carbon saving target for carbon avoided by residents (as captured through the App). This would be reviewed by the internal Green Rewards Project Team and progress reported as part of the Climate Emergency Update report (next due Autumn 2023).

5.0 Renewal

5.1 When NSDC signed up to the App members agreed to review the success of the App annually, considering carbon savings attained, impact achieved and resident take up. The Green Rewards contract expires on 23 January 2023 and therefore members must review the App's performance and decide if NSDC should renew for 23/24.

5.2 Members should consider in this decision;

- The performance of the App namely the 431 sign-ups to date, the 30 tonnes of carbon avoided and implied behaviour change in residents (2.4),
- That all other Nottinghamshire Authorities (with the exception of Ashfield) have signed up to use the App for another year, and
- The cost of running the App (£5k per year).

6.0 Implications

In writing this report and in putting forward recommendations officers have considered the following implications; Data Protection, Digital and Cyber Security, Equality and Diversity, Financial, Human Resources, Human Rights, Legal, Safeguarding and Sustainability, and where appropriate they have made reference to these implications and added suitable expert comment where appropriate.

Financial implications (FIN22-23/9268)

6.1 The cost for renewing the Green Rewards App has been budgeted for within the 2023-24 revenue budget year. The £5,000 budget covers the cost of the platform and vouchers for residents.

Background Papers and Published Documents

None