

# Shine Rewards

October 2020

## Context

Behaviour change is an important part of the sustainability agenda. With 14,500 staff across many sites, we cannot lead the way in sustainable healthcare without the support of our employees. We wanted to deliver a brand new, behaviour change project that is tailored to Newcastle Hospitals and our values, is current and can adapt according to staff and public interest, and one that rewards staff for making a difference.

Shine Rewards encourages employees to engage in energy saving, sustainable travel, waste reduction and other sustainable actions through a bespoke website and app, exclusively for Newcastle Hospitals staff.

Those who earn the most points each month can win a voucher of their choice, with a charity donation dedicated to the winning team every six months.

Shine Rewards launched in October alongside our Climate Emergency Strategy. **In less than 6 months, 900 staff signed up and completed over 15,000 sustainability and wellbeing actions.**

Staff are logging a variety of actions in all Shine key action theme areas. Actions around recycling and reducing plastic use are particularly very popular. Almost 130 people have read our Climate Emergency Strategy and we have had 48 staff suggestions through the app.

Staff are sharing the sustainable actions they are taking on social media, including from Trust Team accounts.

On the 1st February we launched an active wear giveaway to encourage staff to use active travel methods to get to work. Thanks to the kind support of Newcastle Hospitals Charity we were able to offer free Sundried active wear tops to the first 450 staff to register a sustainable journey to work on Shine Rewards.

## Next Steps

We will continue to promote Shine Rewards as one of the engagement tools available to staff and monitor the level of engagement from staff by measuring the number of staff signed up, and the number of actions being completed on a monthly basis.

We are hoping to include Shine Awards in information for new starters and will be seeking staff feedback on the app, how it can be improved and what prizes and rewards they would like to see.

Shine Rewards uptake will be reported in the annual sustainability report.

### Earn rewards for your positive actions

Record your sustainable actions through the Shine Rewards web platform or app and you could win vouchers for yourself or charity donations for your team.

Sign up now at [shinerewards.uk](https://shinerewards.uk)



 Shine



Amy Johnston, Assistant Waste Manager