

KMGreenredeem's Multi-Faceted Impact for K&M ICB

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At a Glance

In July 2023, NHS Kent and Medway Integrated Care Board (ICB) launched KMGreenredeem, a tailored behaviour change platform developed with Greenredeem. The platform aims to integrate sustainability into everyday staff life, support the NHS Green Plan 2024–2029, and bridge a critical internal communications gap. Beyond tracking carbon, it's about inspiring a cultural shift, helping staff feel empowered, informed, and motivated to act.

Strategic Launch

The success of KMGreenredeem's first year was underpinned by a thoughtful and inclusive launch strategy. Green Ambassadors were engaged pre-launch to test the platform, offer feedback, and even name it. A countdown clock on the intranet, a prominent launch event, and internal communications via newsletters and leadership messages helped build anticipation. This approach ensured strong initial uptake and a sense of ownership among staff.



185+

Employees registered upon launch



1,628 KG CO2E

saved through user actions



30%

Regular employee engagement

Objectives

- Inspire sustainable behaviours around health, wellbeing, and carbon reduction.
- Deliver personalised, NHS relevant, evidence-based content.
- Offer tools to track impact and engage users through gamification and rewards.
- Create a connected and climate-conscious workplace culture.

Listening and Improving

A standout strength of the initiative was its continuous improvement model. Greenredeem held three structured sessions with Green Ambassadors during the year, gathering user feedback and turning it into action. This feedback loop led to new features designed to boost engagement and retention:

- Pledge Reminders to support habit formation
- Spin the Wheel and Weekly Streaks to reward consistency
- Invite-a-Friend to grow the user base
- Expanded clinical content and interactive learning pathways

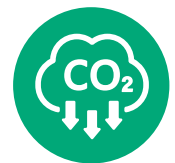
This agile response ensured the platform evolved with its users. Keeping it relevant, useful, and enjoyable.



Educate Staff



Protect Resources



Save Carbon

Clinical Focus

1

Inhaler Recycling

Inhalers account for 3% of the NHS's carbon footprint, making them a critical sustainability focus. The interactive campaign empowered staff to recycle, educate others, and measure real-world carbon savings (4.14kg CO₂e per inhaler).

2

Medicine Optimisation

With 25% of the NHS's carbon footprint being attributed to medicine the lack of optimisation is alarming. This campaign explored describing patients, avoiding medicine cascades and the importance of medicine check ins.

3

Clinical Waste

The NHS currently spends over £373 million annually on clinical waste management but there's a potential saving of £11 million by simply organising waste correctly. This campaign educated, reinforced and answer crucial questions on clinical waste segregation.

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