

Organisational Data Report for ISO20400.org Jan 2020

Happy New Year everyone!

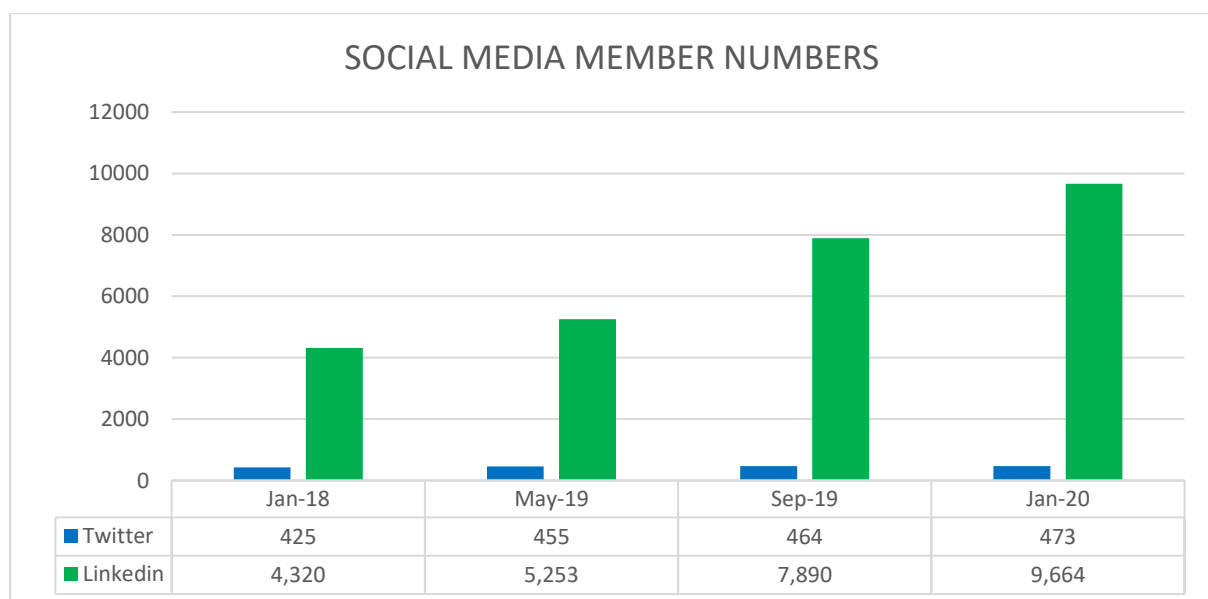
Here is the first data report for 2020 A new year and a new decade for us all to make a difference in!

Our LinkedIn members continue to rise and now stand at 9,664 (was 7,500 Sept 2019) so an increase of 2,164 members in 4 months. LinkedIn membership has more than doubled in the last 12 months.

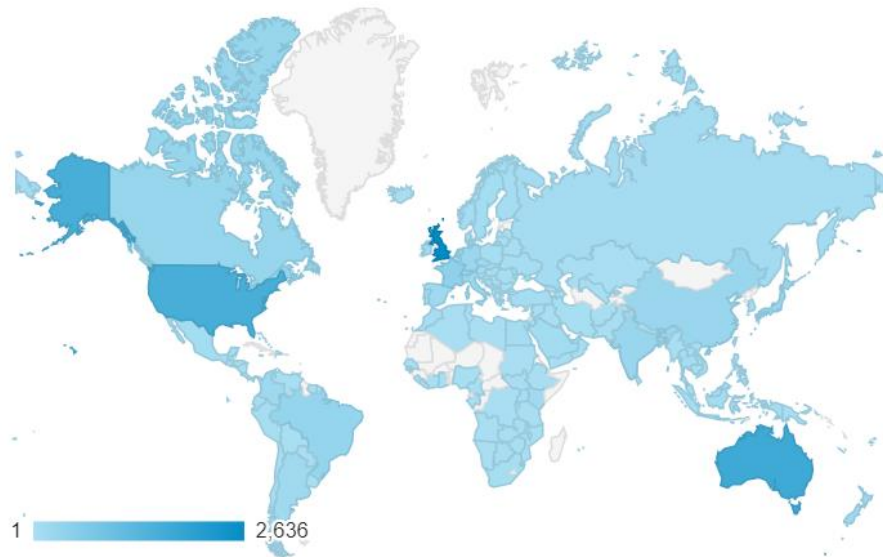
Twitter has also continued to rise slowly and now stands at 473 (up 9 since Sept 2019).

We have also recently started a Facebook page (Sustainable Procurement) with 3 followers and we are in contact with lots of groups. If anything is posted on the topic of sustainable procurement I contact the individual / group and ask permission to post the item on our website.

Between LinkedIn, Twitter and Facebook we now have well over 10,000 social media contacts and rising. And you can now see our social media accounts at the bottom of the home page on our website ISO20400.org



We now have **155** countries (from a total of **195** countries around the world) accessing the website. So we still have a way to go with 40 countries still not aware of or not accessing the website But we are making progress.



The figure 2,636 on the world map refers to the country that accesses the website the most, UK.

Looking back to Sept 2019 we had grown to 9,482 Users and we now have 12,020 Users an increase of 2,138 in 4 months

There were 13,525 sessions accessed up to Sept 2019 and today that figure has risen to 17,458 sessions (an increase of 3,933 sessions in 4 months).

The "Average View" of a page is 3 mins 34 sec and the "Average Duration" of a visit to our website is now 3 mins 41 sec. Both these figures are classed as "good". These figures confirm we are achieving our aim of attracting more individuals / organisations to our site and succeeding in getting them to engage for longer periods of time.

In addition, **100** "Self-Assessments" have been taken by organisations and individuals in 26 different countries (the rest identify as International). I can now access details such as the author, the country, the size of business, the sector they work in and the date they took the Self-Assessment.

The countries are Australia, Brazil, Colombia, Czech Republic, Ecuador, Finland, Germany, Hong Kong, India, Italy, Indonesia, International, Ireland, Kenya, Liberia, Malta, Netherlands, New Zealand, Oman, Portugal, Saudi Arabia, Singapore, Spain, United Arab Emirates, UK, USA, Zimbabwe.

In conclusion we are growing steadily and now phase 2 is completed I am sure you will see a big improvement in our website. Shaun will demonstrate the improved website at the steering group meeting on Tuesday 14th January at 11 am GMT.

Many thanks

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