

## Organisational Data Report for ISO20400.org April 2020

Happy Easter Everyone!

Here is the second data report for 2020 .... Coming at a time of great change due to the Coronavirus, we hope you are all safe and well. We are continuing to work hard to promote ISO 20400 and the website as once the virus crisis has passed (and it will) we all still have a mission to help the world become more sustainable and resilient for the future as quickly as possible.

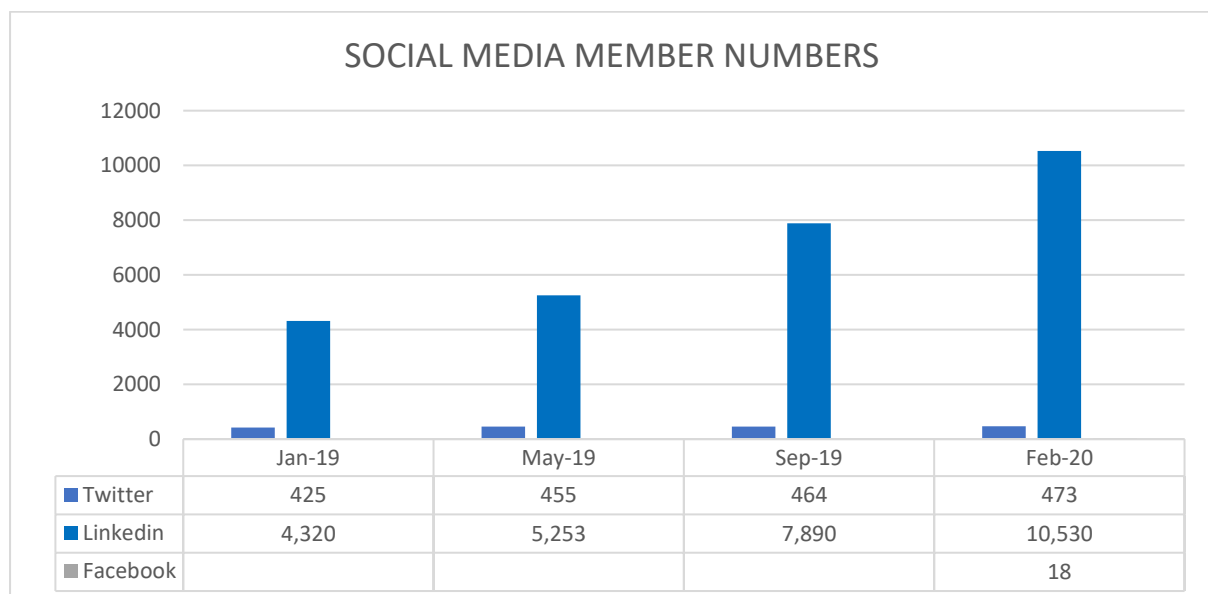
So here we go with our latest results.

Our LinkedIn members continue to rise and now stand at 10,772 (was 9,664 Dec 2019) so an increase of 1,108 members in 4 months.

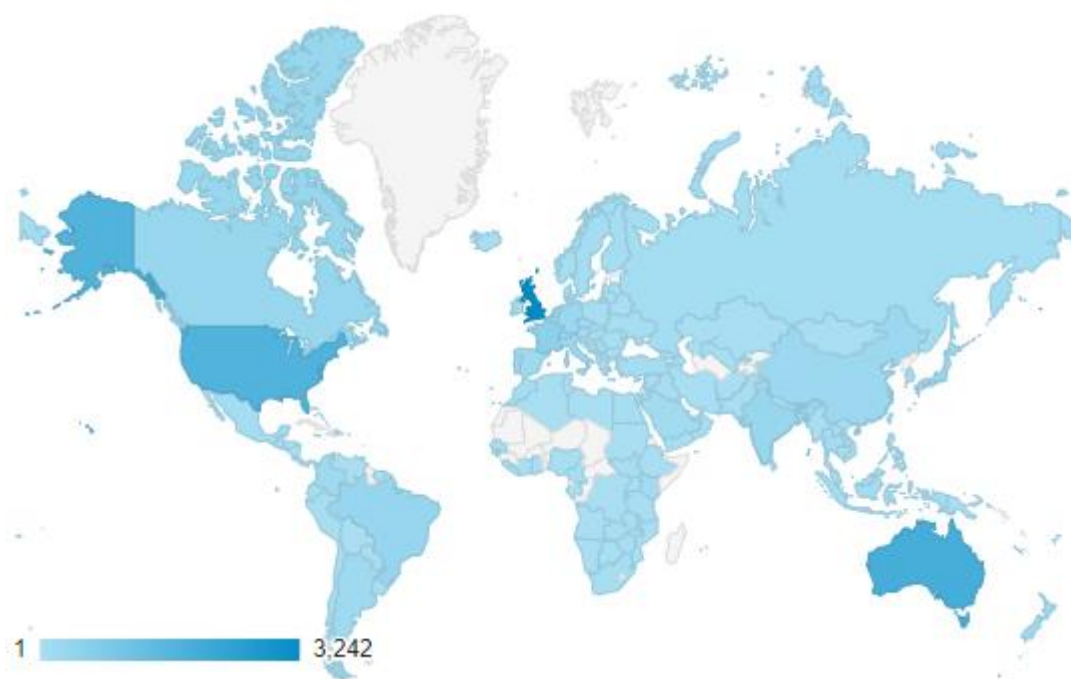
Twitter has also continued to rise slowly and now stands at 487 (up 14 in the last 4 months).

We have a fairly new Facebook page (Sustainable Procurement) with a slowly growing membership 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 11,200 social media contacts and rising. And you can see 2 of our social media accounts at the bottom of the home page on our website ISO20400.org



We now have **159** countries (from a total of **195** countries around the world) accessing the website. So, we still have a way to go with 36 countries still not aware of or not accessing the website .... We are making some progress but if you can help us reach out further it would be much appreciated.



The UK still accesses the website most with 3,242 users.

Looking back to Dec 2019 we had grown to 12,020 Users and we now have 14,223 Users an increase of 2,021 in 4 months

There were 17,458 sessions accessed up to Dec 2019 and today that figure has risen to 20,657 sessions (an increase of 3,199 sessions in 4 months). And over 40, 000 pages viewed to date.

The “Average View” of a page is up to 3 mins 46 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.

“Hot Topics” always prove popular so please could you send in your “blog” about why you joined the ISO 20400 committee and what you have been doing (such as being a member of our steering group) to promote the ISO 20400 standard, in your own country or around the world, since its launch. If you haven’t already done so.

In addition, **158** “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 continuing to look to improving the website.

We really would like to have users from the following countries ... so if you know anyone who would be interested in ISO 20400 / sustainable procurement please let them know about our website. The countries are .....

Belize, Gambia, Grenada, Guyana, Lesotho, St Kitts & St Nevis, St Lucia, St Vincent and the Grenadines, Samoa, Seychelles, Solomon Islands, Vanuatu (also part of the Solomon Islands). Thank you

Many thanks

Carole Ann

Project Manager Social Enterprise ASCIC

[CaroleASmith@actionsustainability.com](mailto:CaroleASmith@actionsustainability.com)

Mobile : 07958 494543

[iso20400.org](http://iso20400.org)

LinkedIn : ISO Twenty-Four-Hundred

Twitter : @ISO\_20400

Facebook : Sustainable Procurement