

Data Report for Steering group

Thursday 25th March 2021

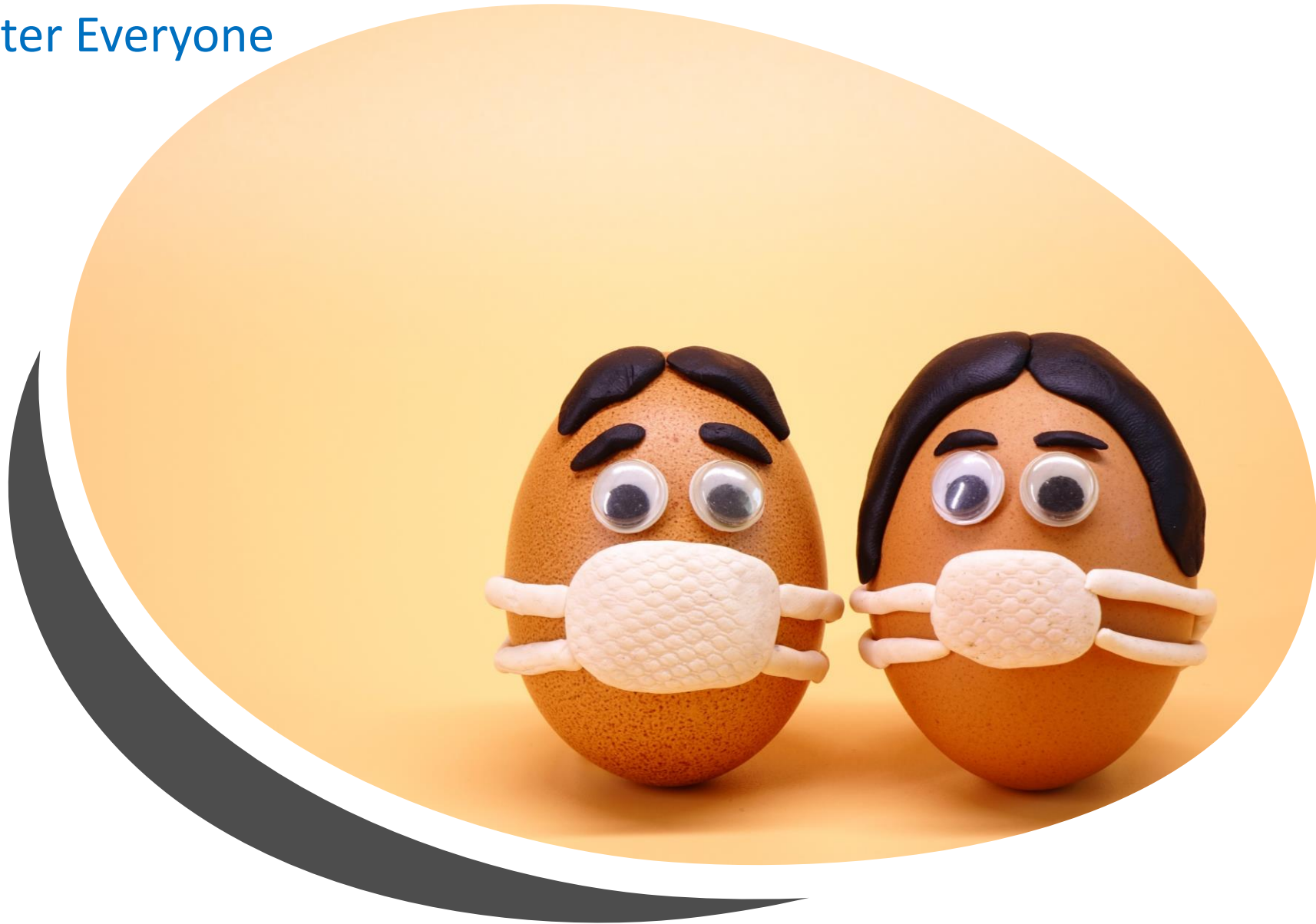
11 am to 12 pm BST



ISO20400.org is a not-for-profit, free to access platform, which aims to develop a global community of practice around ISO 20400 and sustainable procurement.



Happy Easter Everyone



The world is almost ours !

177 countries out of 195 now access our website !











Hooray 😊

18 countries still to win !











Greenland, Cuba, St Kitts and St Nevis, Vincent and
Grenadines, Turks and Caicos to name a few !



These were
our top ten
countries in
2018

	569 % of Total: 100.00% (569)	571 % of Total: 100.35% (569)	731 % of Total: 100.00% (731)	65.94% Avg for View: 65.94% (0.00%)	2.19 Avg for View: 2.19 (0.00%)	00:02:32 Avg for View: 00:02:32 (0.00%)
1.  United Kingdom	150 (26.32%)	150 (26.27%)	206 (28.18%)	62.14%	2.60	00:03:38
2.  Canada	50 (8.77%)	50 (8.76%)	59 (8.07%)	94.92%	1.14	00:00:04
3.  Australia	48 (8.42%)	48 (8.41%)	76 (10.40%)	72.37%	1.51	00:01:06
4.  United States	34 (5.96%)	34 (5.95%)	34 (4.65%)	70.59%	2.18	00:02:01
5.  Argentina	33 (5.79%)	33 (5.78%)	49 (6.70%)	73.47%	1.63	00:01:23
6.  Brazil	19 (3.33%)	20 (3.50%)	22 (3.01%)	54.55%	2.27	00:04:00
7.  Netherlands	17 (2.98%)	17 (2.98%)	24 (3.28%)	62.50%	2.42	00:03:29
8.  Portugal	16 (2.81%)	16 (2.80%)	23 (3.15%)	47.83%	2.13	00:03:12
9.  Czechia	14 (2.46%)	14 (2.45%)	18 (2.46%)	61.11%	1.67	00:00:44
10.  India	14 (2.46%)	14 (2.45%)	16 (2.19%)	56.25%	2.44	00:01:31

These are
the top ten
countries
now !

	24,991 % of Total: 100.00% (24,991)	25,184 % of Total: 100.06% (25,168)	36,359 % of Total: 100.00% (36,359)	59.71% Avg for View: 59.71% (0.00%)	3.22 Avg for View: 3.22 (0.00%)	00:03:02 Avg for View: 00:03:02 (0.00%)
1.  United Kingdom	6,032 (24.01%)	6,091 (24.19%)	10,888 (29.95%)	50.67%	4.81	00:05:22
2.  United States	3,301 (13.14%)	3,295 (13.08%)	3,586 (9.86%)	83.80%	1.71	00:00:52
3.  Australia	2,771 (11.03%)	2,797 (11.11%)	4,211 (11.58%)	58.56%	2.66	00:02:17
4.  France	1,025 (4.08%)	1,024 (4.07%)	1,342 (3.69%)	57.00%	3.27	00:02:49
5.  Brazil	669 (2.66%)	674 (2.68%)	918 (2.52%)	67.10%	2.44	00:02:06
6.  China	658 (2.62%)	658 (2.61%)	678 (1.86%)	88.50%	1.30	00:00:40
7.  India	615 (2.45%)	614 (2.44%)	965 (2.65%)	57.41%	2.76	00:02:35
8.  Netherlands	564 (2.25%)	565 (2.24%)	727 (2.00%)	59.01%	2.54	00:01:43
9.  Germany	538 (2.14%)	529 (2.10%)	687 (1.89%)	55.90%	2.98	00:02:27
10.  Italy	474 (1.89%)	474 (1.88%)	683 (1.88%)	50.37%	3.32	00:02:37

Social Media update

Our LinkedIn members continue to rise and now stand at 11,671

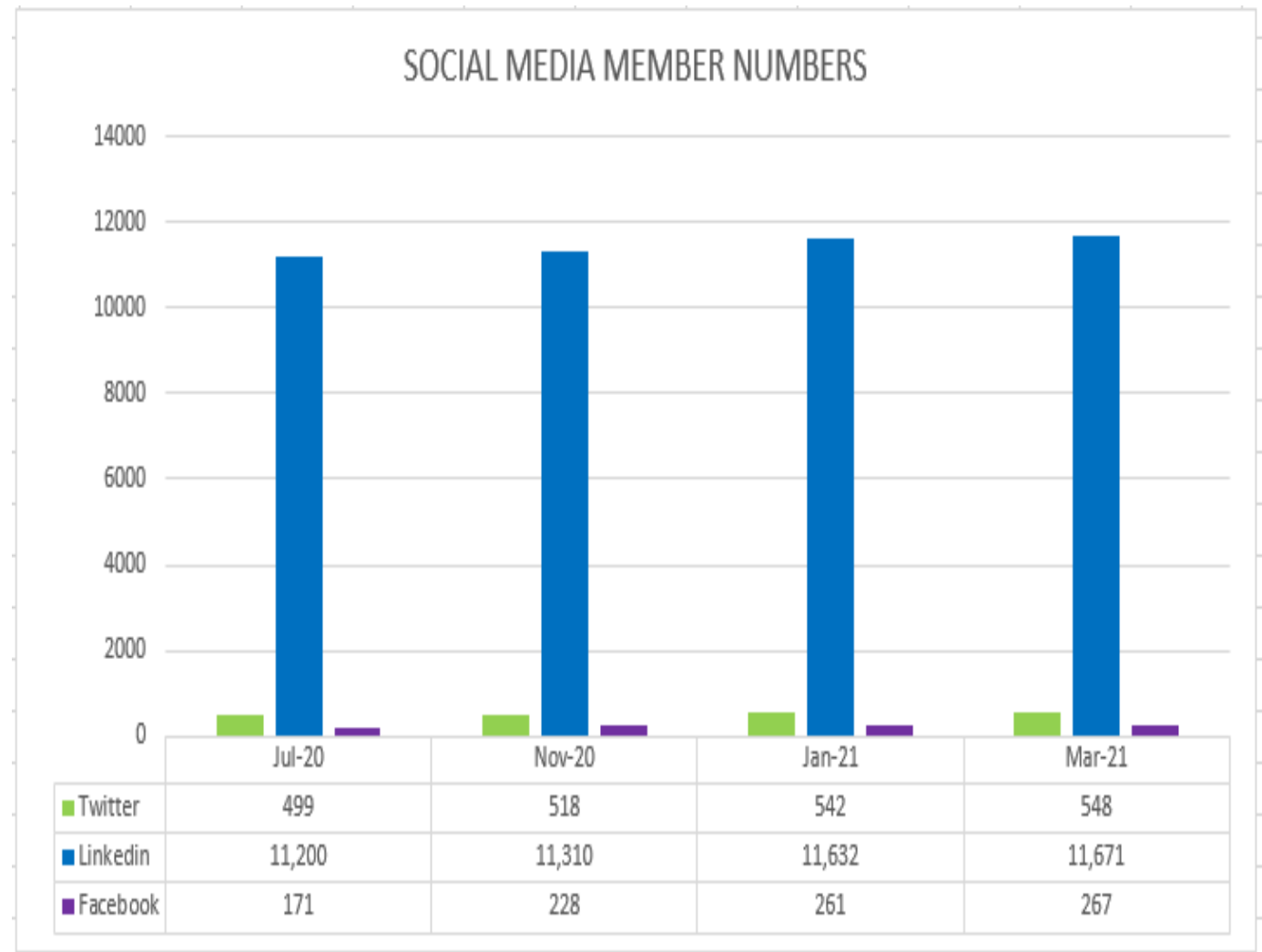
Twitter followers now stand at 548

Our Facebook account “Sustainable Procurement” and Sustainable Procurement page now has 267 “friends” and we have joined 15 groups who collectively have over 110,000 members in a variety of countries.

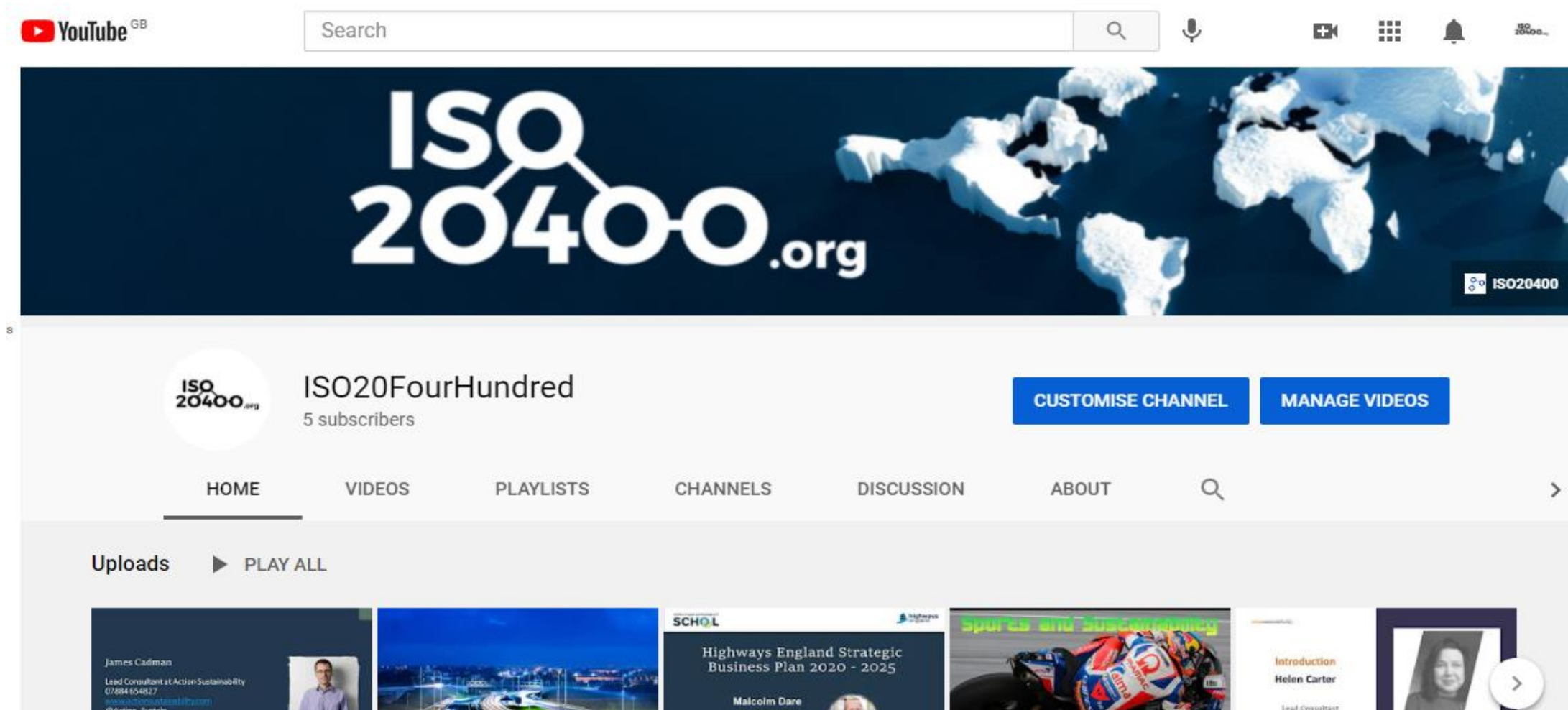
Both Twitter and Facebook can be seen at the bottom of our website home page <http://iso20400.org/>



Our social media data in at a glance.



Our most popular posts are our **webinars**. We now have a YouTube page where our webinars are all available for anyone to view. We have made this page a resource on our website.



The screenshot shows the YouTube channel page for ISO20400.org. At the top is the YouTube logo and a search bar. Below this is a large banner image featuring the text "ISO 20400.org" in white on a dark blue background, with a world map of icebergs on the right. To the right of the banner is a small "ISO20400" logo. Below the banner, the channel name "ISO20400.org" is displayed next to a circular profile picture, with "ISO20FourHundred" and "5 subscribers" below it. To the right are two blue buttons: "CUSTOMISE CHANNEL" and "MANAGE VIDEOS". A navigation bar below these buttons includes links for "HOME", "VIDEOS", "PLAYLISTS", "CHANNELS", "DISCUSSION", and "ABOUT", with a search icon and a right arrow. Under the "HOME" tab, there is a section for "Uploads" with a "PLAY ALL" button. Below this are six video thumbnails: 1. A man in a blue shirt with text "James Cadman Lead Consultant at Action Sustainability 07884 654827 www.action-sustainability.com @Action_Sustain". 2. A night view of a modern building with blue lights. 3. A slide titled "SCHOL" with "Highways England Strategic Business Plan 2020 - 2025" and "Malcolm Dare Executive Director". 4. A motorcycle with "Spurs and Sustainability" text. 5. A slide titled "Introduction" with "Helen Carter Lead Consultant". 6. A woman's face. A right arrow is visible next to the last thumbnail.

Self Assessment Tool

332 organisations or individuals have now taken the self assessment online from 39 different countries (the rest identify as International).

Argentina, Australia, Bangladesh, Belgium, Brazil, Canada, Colombia, Czech Republic, Ecuador, Finland, France, Germany, Hong Kong, India, Indonesia, Italy, International, Ireland, Kenya, Kuwait, Liberia, Malaysia, Malta, Mozambique, Netherlands, New Zealand, Oman, Poland, Portugal, Saudi Arabia, Singapore, Spain, South Africa, Switzerland, United Arab Emirates, UK, USA, Yugoslavia, Zimbabwe.

66 organisations from 5 different countries have taken the PDF version of the Self-Assessment.

Czech Republic, Germany, Italy, Spanish, Wales and UK

UK (44) and Czech (11) have used this most.

A tablet displaying the Self-assessment tool interface. The screen shows a list of five questions, each with a rating scale from 1 to 5. The questions are: Question 1: Does your organisation's policy and strategy reflect material sustainability impacts of your supply chains and organisational drivers to sustainable procurement? Question 2: Does your organisation's policy and strategy align with the principles of exercising due diligence in extended supply chains? Question 3: Do you have a formal commitment to sustainable procurement from top management? Question 4: Are clear accountabilities for sustainable procurement established? Question 5: (partially visible). The interface includes a 'Go to dashboard' button in the top right corner of the tool area.

Thank you for everything you are doing to promote our website

Many thanks to everyone who continues to

Translate our content which helps us to engage with more people around the world.

To “like” and especially “share” our social media posts to get our message out.

To post content onto our website <http://iso20400.org/>

And to everyone who has helped us to deliver our webinars by agreeing to be a speakers, suggesting speakers or webinar topics

It really is appreciated 😊

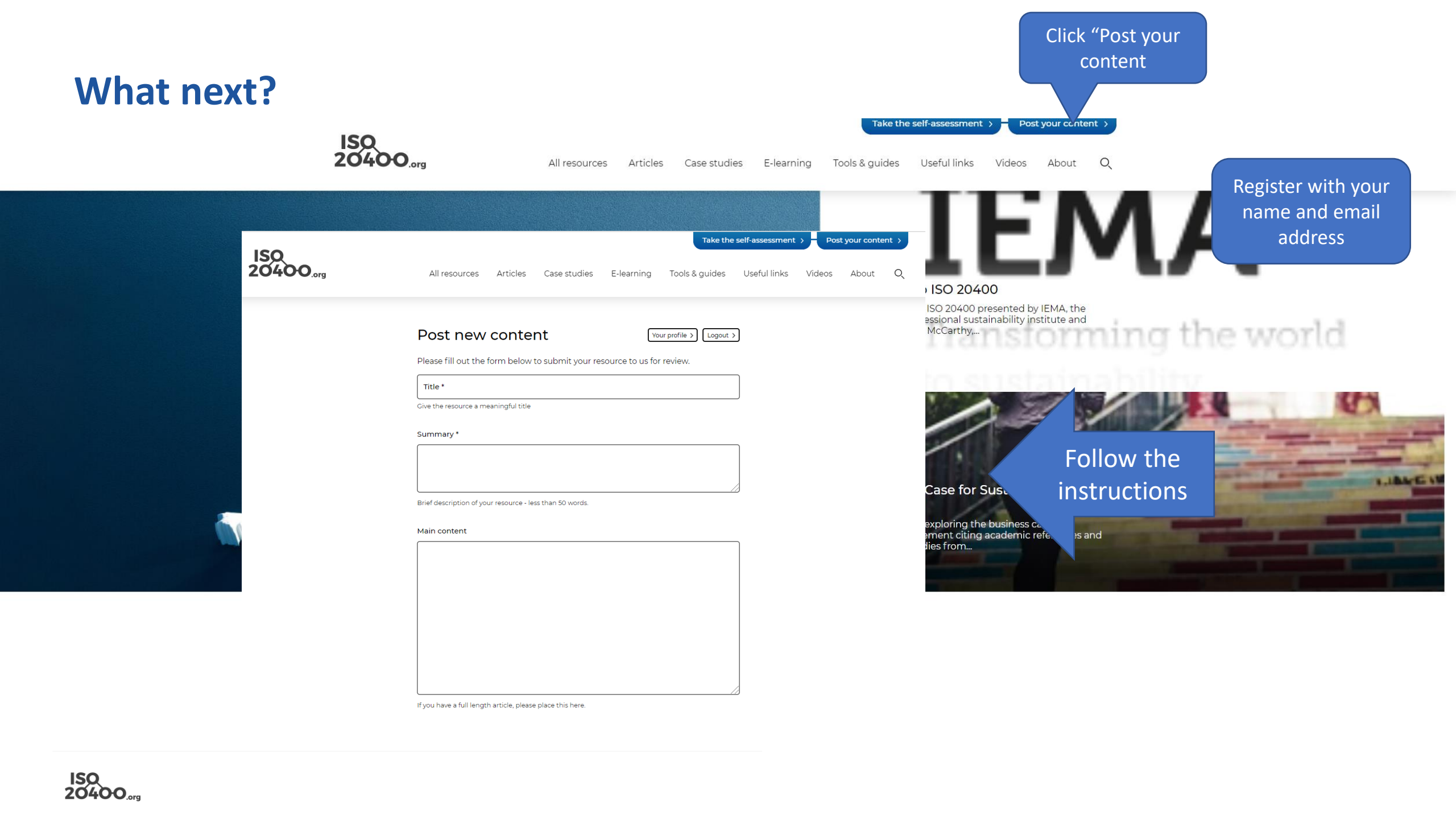


Please continue to contribute content ...

- Your contribution can be from yourself or somebody you know
- From your stakeholders.
- Case studies, articles, videos, tools and guides etc.
- Needs to relate to sustainable procurement
- Does not have to be in English (other languages are very welcome).
- Can't be a link to commercial sites or to advertise to gain paid work.
- You can continue to contribute by agreeing to be a speaker on our webinars as we go forward.



What next?



Click “Post your content”

Register with your name and email address

Post new content

[Your profile >](#) [Logout >](#)

Please fill out the form below to submit your resource to us for review.

Title *

Give the resource a meaningful title

Summary *

Brief description of your resource - less than 50 words.

Main content

If you have a full length article, please place this here.

ISO 20400

ISO 20400 presented by IEMA, the professional sustainability institute and McCarthy...



Follow the instructions

Thank you for your time

For more information please contact

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🌐 ISO Twenty-Four-Hundred

🐦 @ISO_20400

📘 Sustainable Procurement

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