

Steering Group

Data Report

Tuesday 10th May 2022



Our mission statement ...

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.

And we are successfully doing this thanks to all of you !



190 countries around the world have now accessed our website

We are still reaching out to Eritrea, Equatorial Guinea, Mauritanian, North Korea, Togo and Turkmenistan so please let us know if you have gained contacts there.

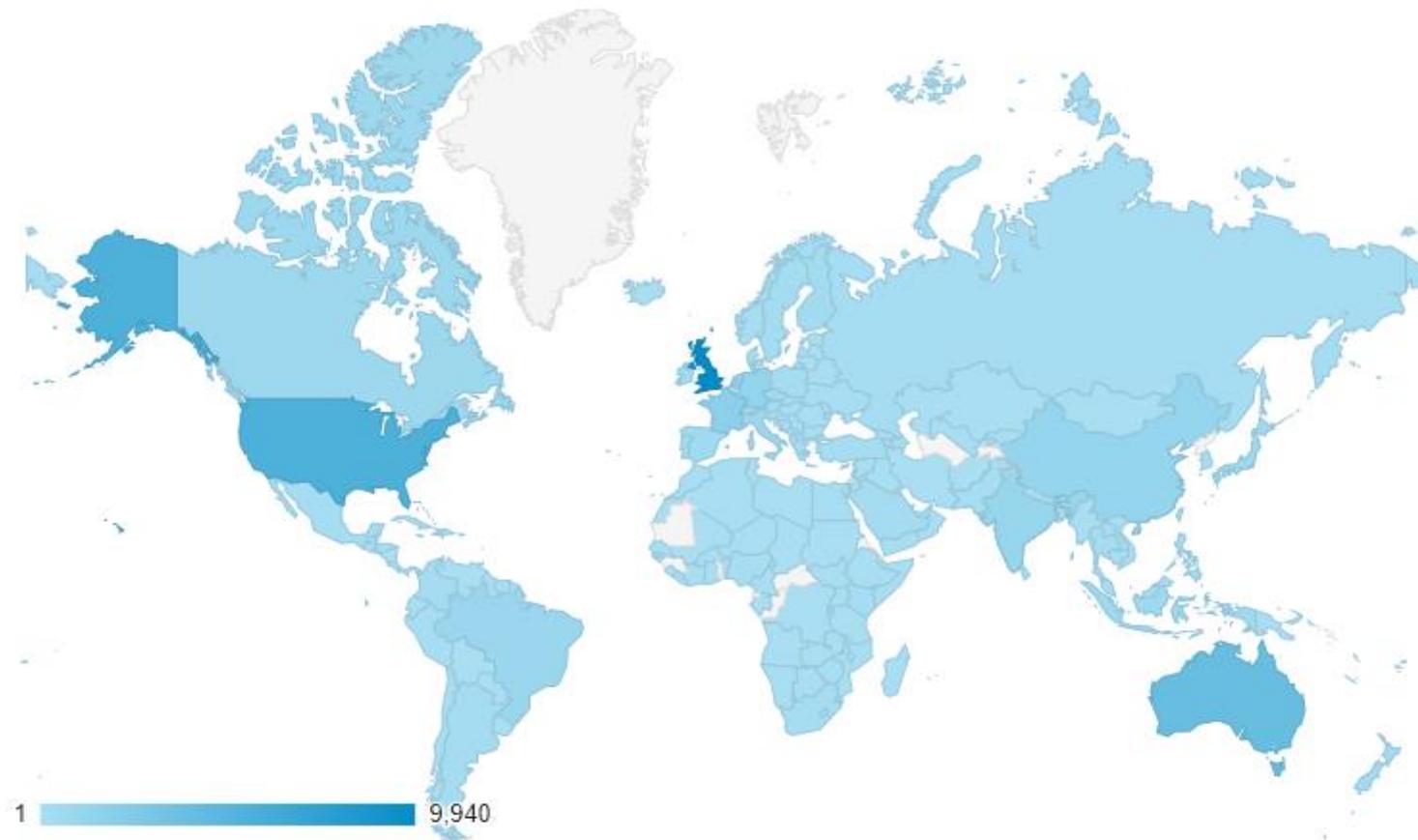


The top ten countries using our website.

Country ?	Users ? ↓	New Users ?	Sessions ?
	42,837 % of Total: 100.00% (42,837)	42,825 % of Total: 100.07% (42,797)	60,549 % of Total: 100.00% (60,549)
1.  United Kingdom	9,940 (23.24%)	9,983 (23.31%)	17,164 (28.35%)
2.  United States	5,600 (13.09%)	5,587 (13.05%)	6,107 (10.09%)
3.  Australia	3,976 (9.30%)	4,019 (9.38%)	5,997 (9.90%)
4.  France	1,817 (4.25%)	1,815 (4.24%)	2,415 (3.99%)
5.  Germany	1,347 (3.15%)	1,334 (3.12%)	1,623 (2.68%)
6.  China	1,273 (2.98%)	1,273 (2.97%)	1,313 (2.17%)
7.  Netherlands	1,197 (2.80%)	1,195 (2.79%)	1,455 (2.40%)
8.  India	1,082 (2.53%)	1,082 (2.53%)	1,681 (2.78%)
9.  Brazil	989 (2.31%)	994 (2.32%)	1,406 (2.32%)
10.  Canada	806 (1.88%)	802 (1.87%)	1,382 (2.28%)

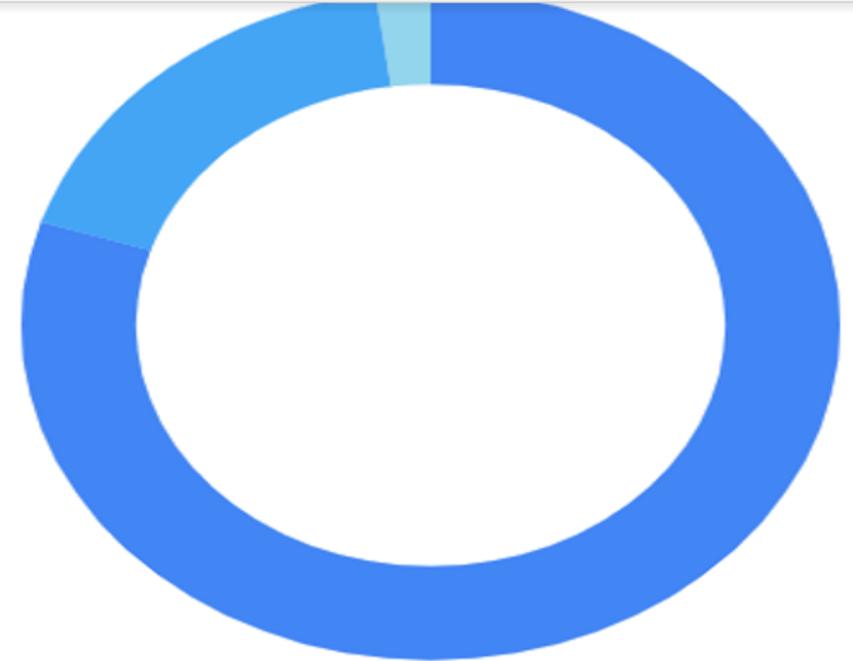
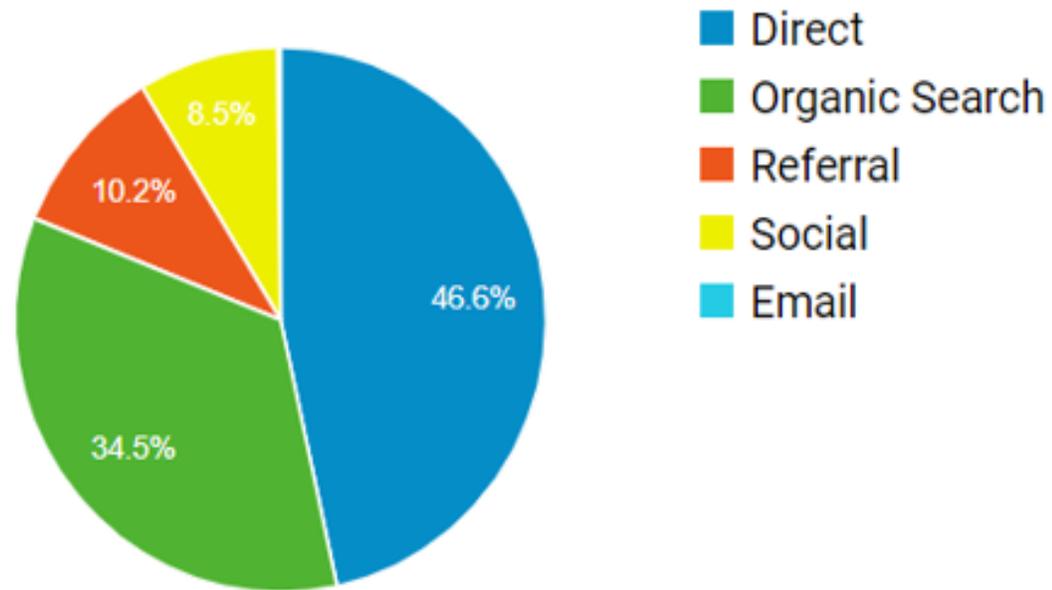
We have over 42,837 users (was 41,817 in Feb 2022) who have accessed over 60,549 sessions (was 59,244 in Feb 2022). We had 314 user visits to our website last week who accessed 398 sessions from 53 different countries.

We have 9,940 users in the UK, around 23% of all users but the majority of our users come from the other 189 countries.



This is how people find us and what devices they use

Top Channels



Desktop

80.0%



Mobile

17.8%



Tablet

2.2%

Social Media update

Our LinkedIn members are 12,350

Twitter now has over 600 followers

Our Facebook page “Sustainable Procurement” has 316 “friends” and the 9 groups that follow us collectively have over 150,000 members in various countries around the world.

Both Twitter and Facebook can be seen at the bottom of our website home page <http://iso20400.org/> which also shows what we have recently posted.



Hot Topics is featuring the 5th Anniversary Review of the ISO 20400 guidance standard with our video, Ross Primmer’s academic report and our “open letter” in 7 languages. Arabic, Chinese, Dutch, English, French, Hindi, Spanish and Swedish. Thanks to everyone who has translated the “open letter”.



- All resources
- Articles
- Case studies
- E-learning
- Tools & guides
- Useful links
- Videos
- About
- Q

- Take the self-assessment >
- Post your content >
- Dashboard >

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.

On this site you can learn about ISO 20400, self-assess your organisation or post content to share your knowledge.

About ISO20400.org >

ISO 20400

A TRUELY GLOBAL STANDARD

May 3 2022 / English

ISO 20400 2017 – 2021 Progress Report Dec 2021 by Ross Primmer

As we approach the 5th Anniversary of the ISO 20400 standard this report provides some insight into where it is being used , how and what the benefits are.

Tag: [Articles](#) [Hot Topic](#)



ISO 20400
A GLOBAL STANDARD

5th Anniversary video



UN 
environment
programme

50 
1972-2022



Self Assessment Tool

535 organisations or individuals have taken our online self assessment from **56** countries, from **21** sectors, from all business sizes and in 9 different languages

The offline PDF has been downloaded **171** times in **8** languages ... Arabic, Czech, English, French, German, Italian, Spanish and Welsh

Online users ... Argentina, Australia, Bangladesh, Belgium, Brazil, Bulgaria, Canada, China, Colombia, Czech Republic, Ecuador, Finland, France, Germany, Ghana, Greece, Hong Kong, Hungary, India, Italy, Indonesia, International, Ireland, **Japan**, **Jordon**, Kenya, Korea (Rep of), Kuwait, Liberia, Luxembourg, **Madagascar**, Malaysia, Malta, Morocco, Mozambique, **Norway**, Netherlands, New Zealand, Oman, Pakistan, Peru, Poland, Portugal, Saudi Arabia, Singapore, Spain, South Africa, Sweden, Switzerland, Turkey, United Arab Emirates, UK, USA, Yugoslavia, Zambia, Zimbabwe.



Self-assessment tool [Go to dashboard >](#)

Question 1 ⓘ
Does your organisation's policy and strategy reflect material sustainability impacts of your supply chains and organisational drivers to sustainable procurement?
 N/A 1 2 3 4 5

Question 2 ⓘ
Does your organisation's policy and strategy align with the principles of exercising due diligence in extended supply chains?
 N/A 1 2 3 4 5

Question 3 ⓘ
Do you have a formal commitment to sustainable procurement from top management?
 N/A 1 2 3 4 5

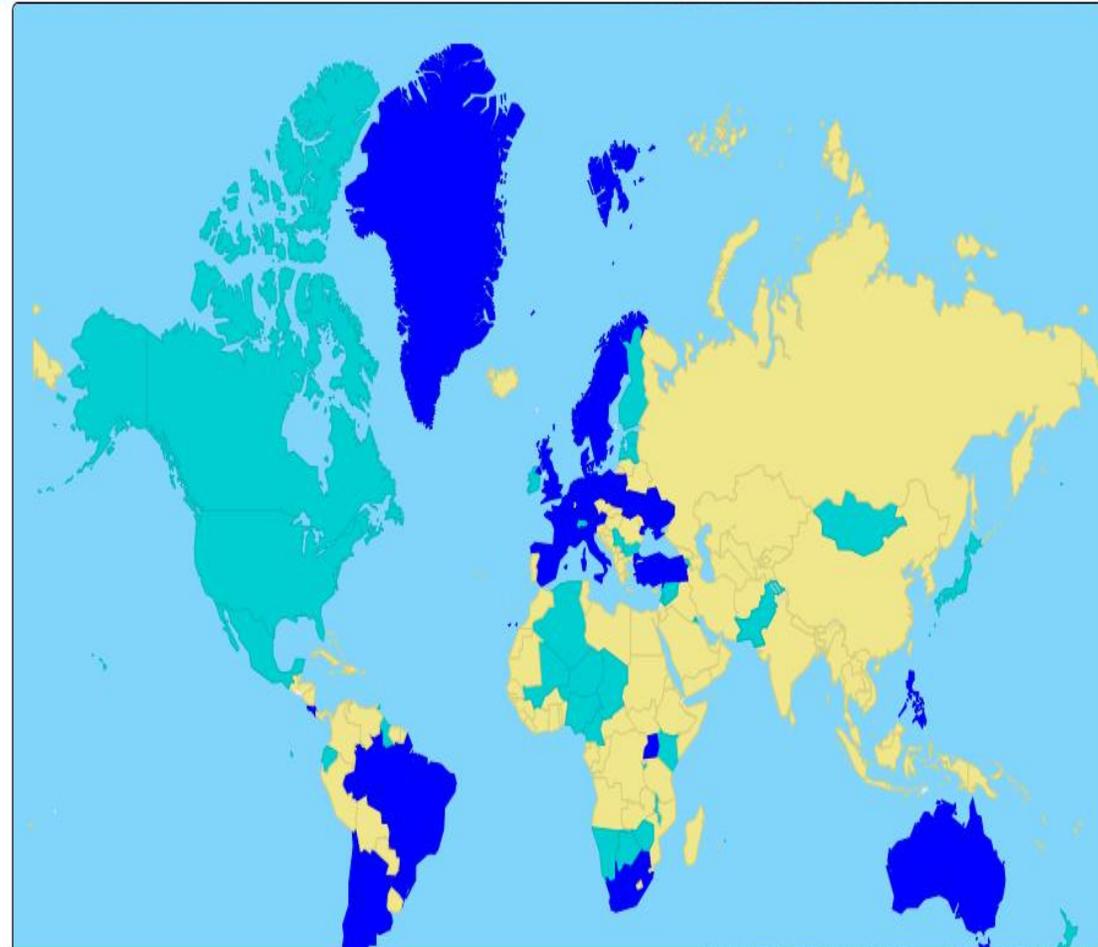
Question 4 ⓘ
Are clear accountabilities for sustainable procurement established?
 N/A 1 2 3 4 5

Question 5 ⓘ

Our interactive world map has been very well received and it has been used 59 times by 29 countries so far including Tajikistan !

Tajikistan is not noted on our country list so must be one of the users who identify as “International” we have 742 users who are not identified by their country and could be anywhere.

National Standards Body Adoption



Select a country to view the current status of National Standards Body adoption.

-  Adopted and available for sale
-  Not adopted but available for sale from this country's National standards body
-  Available for sale from the ISO website

Our Podcasts, videos, interviews and webinars are bringing more people to our site

You can access everything we have in this medium via the ISO20400.org site using this link

<https://www.iso20400.org/video-recordings-on-our-recent-webinars-on-many-topics-hosted-by-shaun-mccarthy-obe-and-edited-by-dsediting/>

**ISO
20400.org**



SENSE AND SUSTAINABILITY PODCAST

Apple, Spotify and our YouTube account are the most visited.
And we now have a Buzzsprout account which basically gives you an overview of all usage of all the various apps

Apple podcasts - <https://lnkd.in/duvCiMjn>

Spotify podcast - <https://lnkd.in/dm5xk74b>

Podchaser - <https://lnkd.in/dpUHdJJQ>

Podcast Addict - <https://lnkd.in/d6UWkjPC>

Podcast Index - <https://lnkd.in/dgZxvwwr>

Amazon Music - <https://lnkd.in/drbZqjgw>

YouTube link - <https://lnkd.in/eb4vbuY>

Any questions ?



Thank you for your time

For more information please contact

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🌐 [ISO Twenty-Four-Hundred](#)

🐦 [@ISO_20400](#)

www.iso20400.org >

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