

Action Sustainability Community
Interest Company

Data Report

Tuesday 16th August 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 !



193 countries out of 195 now access our website

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

Numbers for the top ten countries

UK	10,839
USA	6,039
Australia	4,174
France	1,976
Germany	1,519
China	1,362
Netherlands	1,270
India	1,220
Brazil	1,079
Canada	886

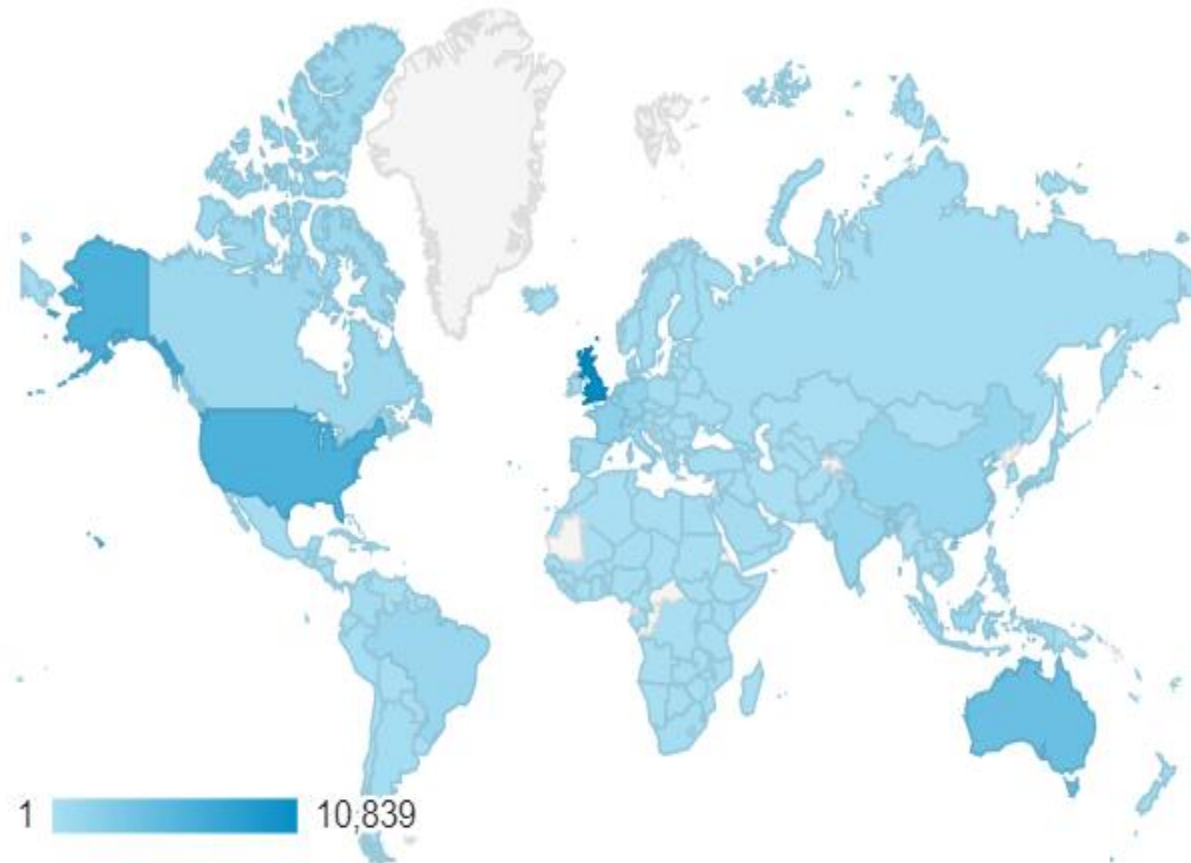


The top ten
countries
using our
website.

	46,726 % of Total: 100.00% (46,726)	47,046 % of Total: 100.06% (47,017)	66,325 % of Total: 100.00% (66,325)
1.  United Kingdom	10,839 (23.25%)	10,880 (23.13%)	18,547 (27.96%)
2.  United States	6,039 (12.95%)	6,106 (12.98%)	6,677 (10.07%)
3.  Australia	4,174 (8.95%)	4,221 (8.97%)	6,299 (9.50%)
4.  France	1,976 (4.24%)	1,981 (4.21%)	2,632 (3.97%)
5.  Germany	1,519 (3.26%)	1,515 (3.22%)	1,882 (2.84%)
6.  China	1,362 (2.92%)	1,376 (2.92%)	1,433 (2.16%)
7.  Netherlands	1,270 (2.72%)	1,269 (2.70%)	1,543 (2.33%)
8.  India	1,220 (2.62%)	1,235 (2.63%)	1,904 (2.87%)
9.  Brazil	1,079 (2.31%)	1,101 (2.34%)	1,547 (2.33%)
10.  Canada	886 (1.90%)	888 (1.89%)	1,536 (2.32%)

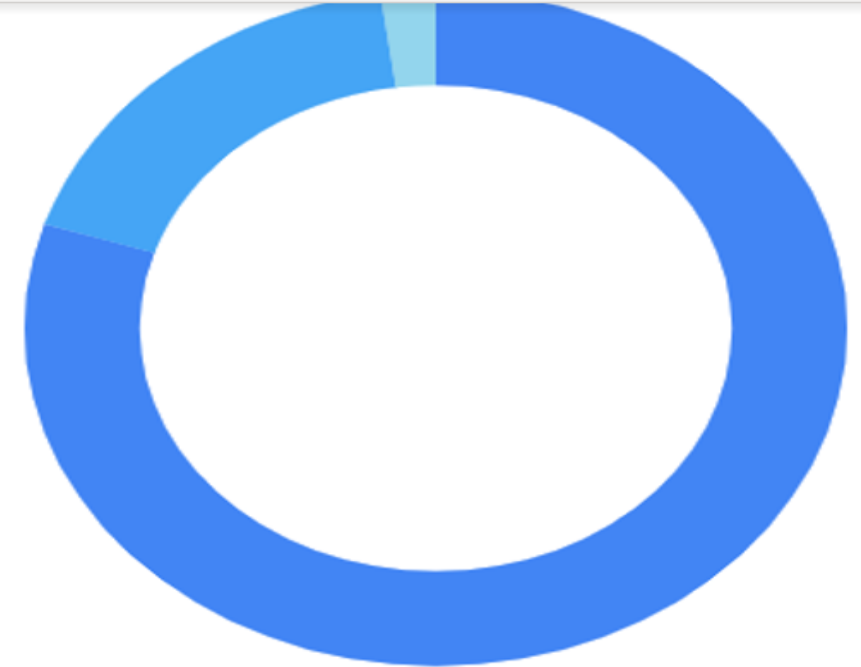
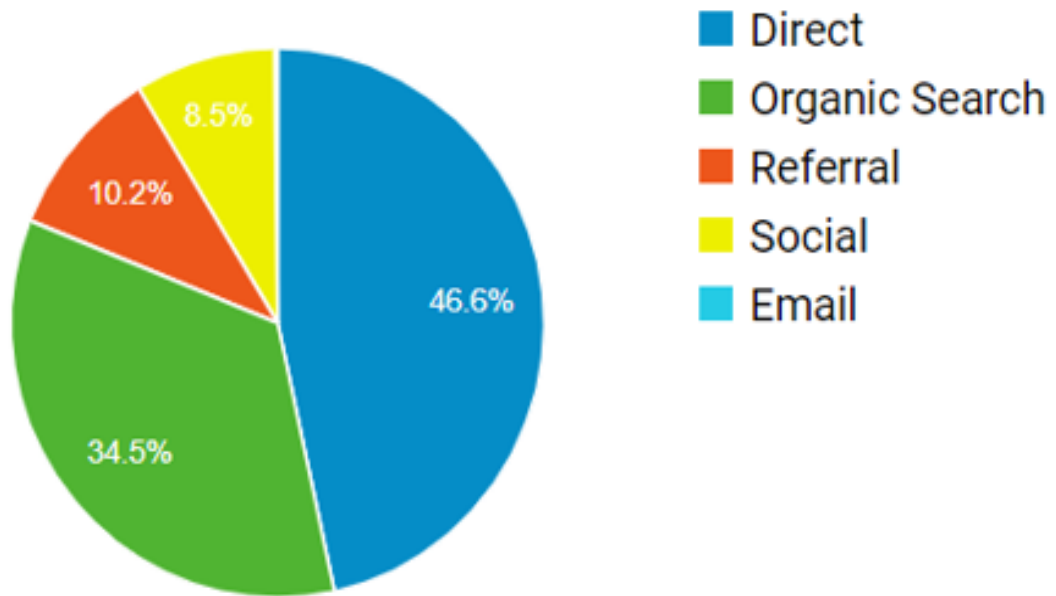
We have over 47,046 users who have accessed 66,325 sessions. We had 350 user visits to our website last week who accessed 431 sessions from 54 different countries.

We have 10,839 users in the UK, around 23% of all users but the majority of our users come from the other 192 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 12,392

Twitter now has over 600 followers

Our Facebook page “Sustainable Procurement” has 314 “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 ... “ISO 20400 review” is the present topic.



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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 TRULY GLOBAL STANDARD

5th Anniversary video

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.

Tags: [Articles](#) [Hot Topics](#)

Self Assessment Tool

590 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 **200** times from **9** languages ... Arabic, Chinese, Czech, English, French, Germany, Italian, Spanish and Welsh ...

Online users from ... 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, Jordan, 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 ⓘ

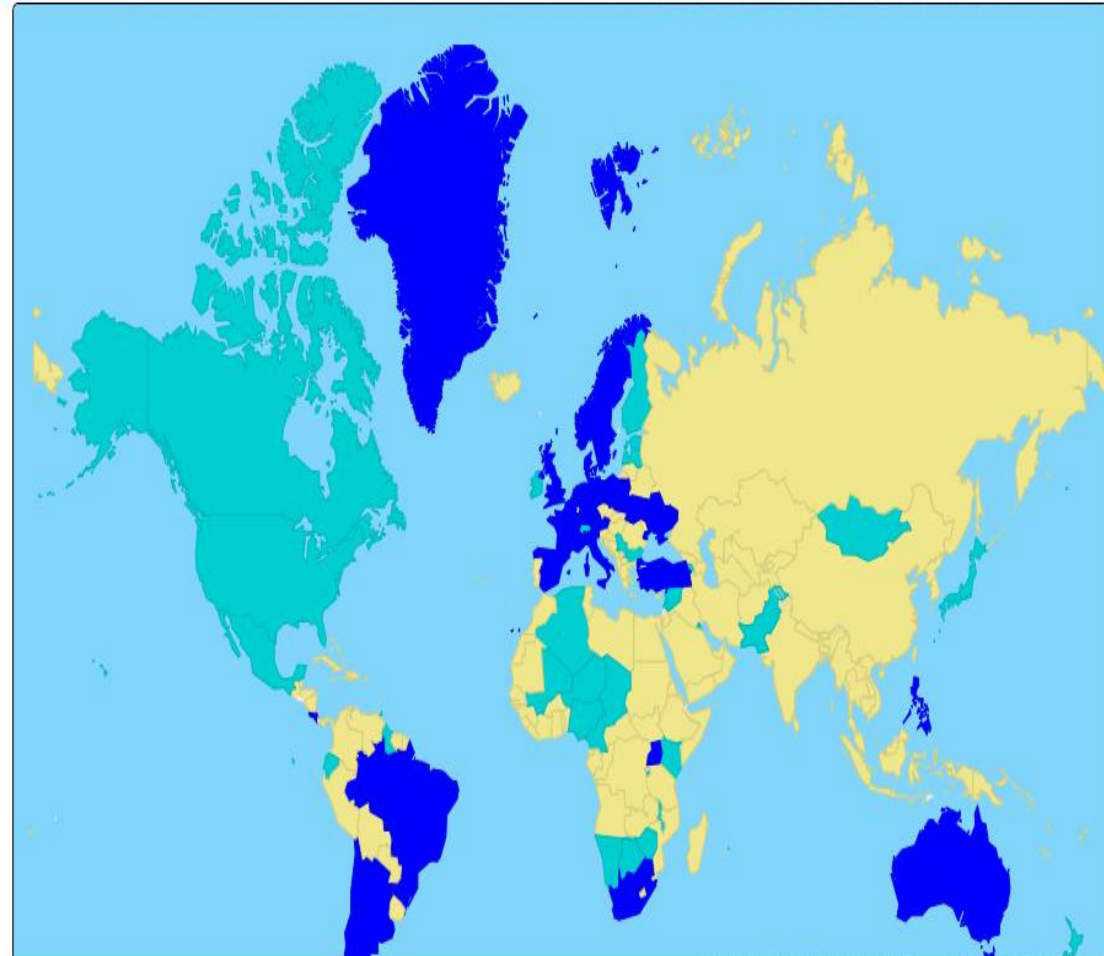
Are clear accountabilities for sustainable procurement established?

☐ N/A ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Question 5 ⓘ

Our interactive world map has been very well received and we have had some feedback back and comments from our steering group and our users, (some of whom are ISO members around the world).

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

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

We are looking into starting a Tik Tok account to attract even more younger users

ISO
20400.org



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/dgZxvvwr>

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

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

Thank you for your time

For more information please contact

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in ISO Twenty-Four-Hundred

🐦 @ISO_20400

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