

ISO 20400.org

The next 5 years

Wednesday 9<sup>th</sup> November 2022



# Background

Action Sustainability Community Interest Company (ASCIC) was founded in 2006 as a Social Enterprise whose purpose was “To build the body of knowledge around sustainable procurement”

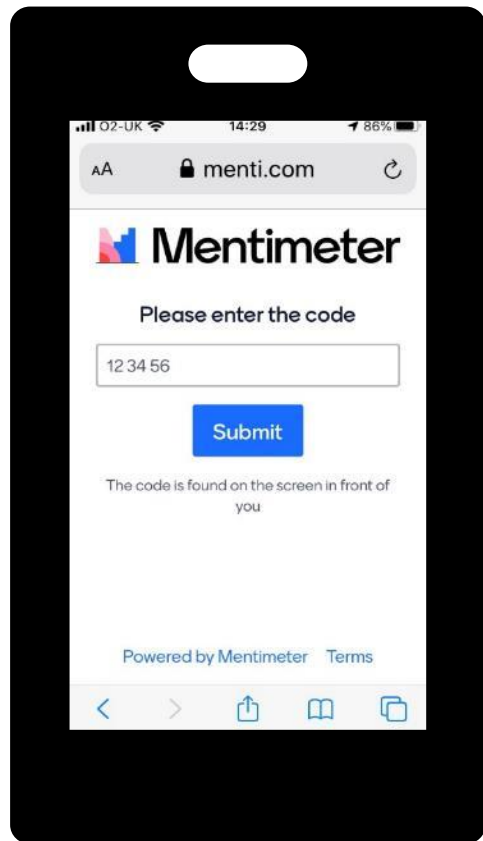
Support for ISO 20400.org fits this mission, but does iso20400.org need it's own core purpose for the next 5 years?

Something like

- “Making sustainable procurement the norm”
- “Leading the way in sustainable procurement”
- “Making sustainable procurement happen”



# Mentimeter

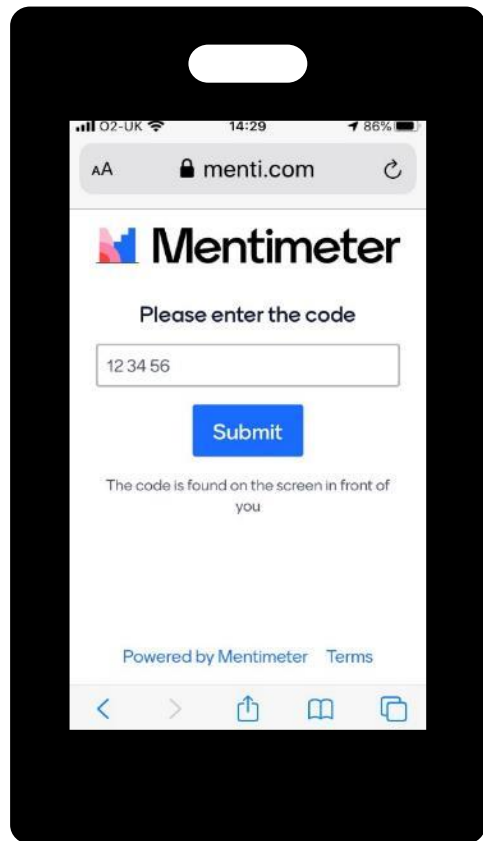


Open Mentimeter

1. Go to [www.menti.com](http://www.menti.com) on your phone
2. Enter the Menti code

Question:

1. On a scale of 1-5 (5 = love it, 1 = hate it), what is your opinion of each purpose statement
2. If you have an alternative idea, please type it in below



Open Mentimeter

1. Go to [www.menti.com](http://www.menti.com) on your phone
2. Enter the Menti code

Question 3

What words come to mind when you think about the guiding principles of ISO20400 over the next 5 years. (e.g. free of charge, multi-lingual etc.) If you like what somebody else has typed, please re-type it to make the word appear bigger

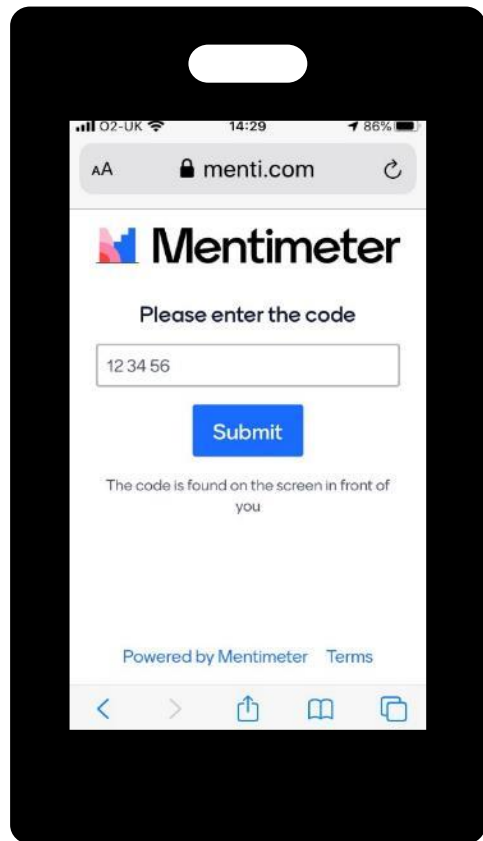
# How?

We currently do:

- Website
- Social media x 3
- Podcasts
- YouTube – webinars
- Self-assessment
- World map
- Virtual stakeholder engagement

We could do:

- More guidance based on self-assessment
- In person events –
  - slide decks for SG members
  - Participation by the delivery group
  - Our own events + live stream
- Pro-bono support
- Radio/TV/Media engagement
- Sponsored study
- More virtual interaction, gaming, chatbots, etc.



Question 4

Please rank what we currently do in order of importance

Question 5

Please rank things we may do in future in order of importance

Question 6

Please type in any new ideas

# Where?

195 countries access our website

## Numbers for the top ten countries

UK	11,387
United States	6,270
Australia	4,361
France	2,075
Germany	1,635
China	1,497
Netherlands	1,349
India	1,312
Brazil	1,136
Italy	964

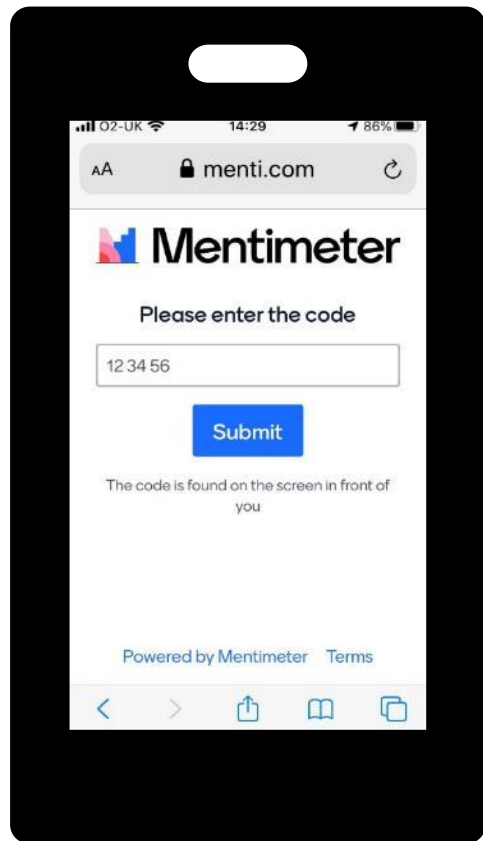
## Discussion – how should we prioritise geographically?

- Countries represented by our steering group
- Biggest opportunity by impact (e.g. countries with big purchasing power and a favourable political climate)
- Most need (e.g. countries with limited resources and need to develop)
- Go with the flow (simply try those already engaged in Top 10 even more engaged)

# Audience?

- Professionals, procurement, sustainability (current/aspirational)
- People told to do it
- Business leaders
- Academics
- General public
- Schools, colleges, universities
- Government, national, local
- Government agencies (e.g. NHS)
- Innovators, suppliers, inspiration





Question 7

Please rank potential audiences in order of importance

Question 8

Please type in any new ideas

# Technology

- Got
  - Website
  - SA tool
  - World map
  - YouTube/Podcast platforms
  - Zoom/Teams
- Need?
  - TikTok
  - Chat bots
  - Automated marketing, resources
  - More interactive guidance – video?
  - Gaming
  - Improve website look/feel/ function



# Thank you for your time

For more information please contact

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

☎ 07958 494543

🌐 ISO Twenty-Four-Hundred

🐦 @ISO\_20400

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

**ISO**  
**20400.org**

