

Steering Group

Data Report

Wednesday 8<sup>th</sup> February 2023



# 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 who help !

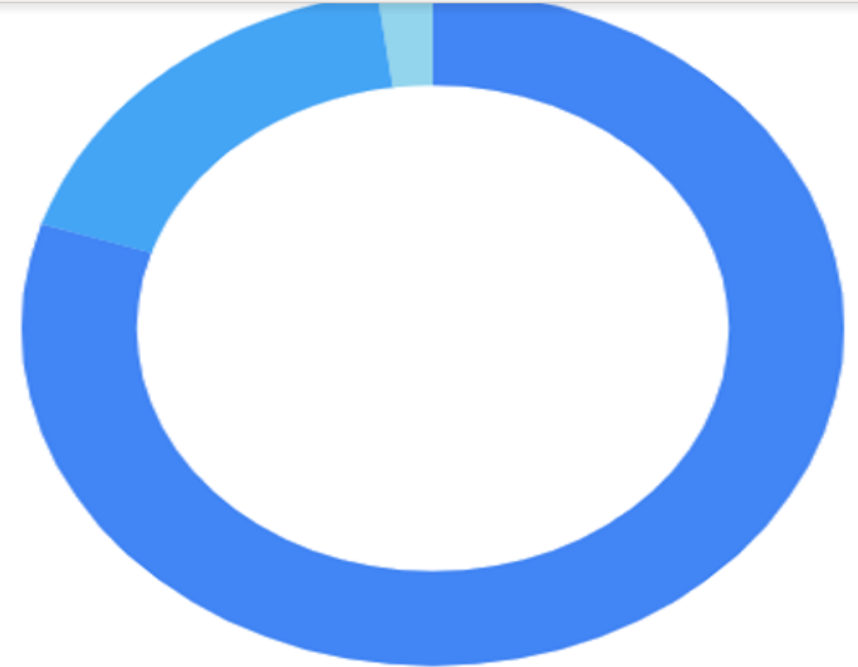
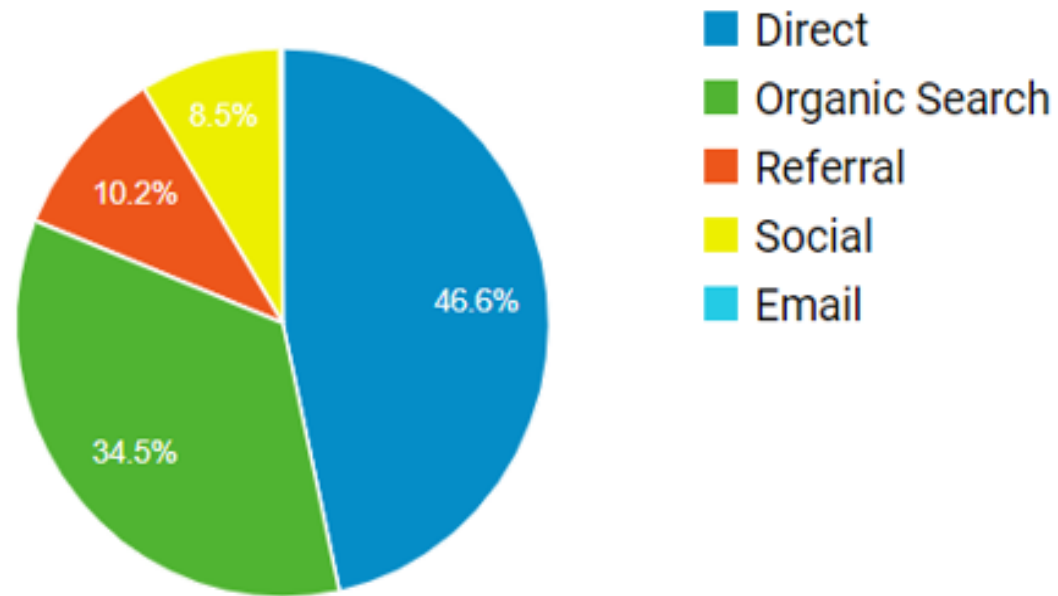



We have over 52,000 users, who have accessed our resources over 74,000 times


	52,621 % of Total: 100.00% (52,621)	52,901 % of Total: 100.06% (52,868)	74,500 % of Total: 100.00% (74,500)
1.  United Kingdom	12,157 (23.18%)	12,231 (23.12%)	20,642 (27.71%)
2.  United States	6,568 (12.52%)	6,646 (12.56%)	7,284 (9.78%)
3.  Australia	4,536 (8.65%)	4,585 (8.67%)	6,925 (9.30%)
4.  France	2,239 (4.27%)	2,242 (4.24%)	2,959 (3.97%)
5.  Germany	1,827 (3.48%)	1,819 (3.44%)	2,272 (3.05%)
6.  China	1,617 (3.08%)	1,631 (3.08%)	1,707 (2.29%)
7.  India	1,427 (2.72%)	1,441 (2.72%)	2,192 (2.94%)
8.  Netherlands	1,415 (2.70%)	1,412 (2.67%)	1,732 (2.32%)
9.  Brazil	1,197 (2.28%)	1,218 (2.30%)	1,723 (2.31%)
10. (not set)	1,124 (2.14%)	1,120 (2.12%)	1,160 (1.56%)


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 12,423

Twitter now has over 614 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 ... “ISO 20400 review” is the present topic.



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

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

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 Topic](#)



## Self Assessment Tool

**670** 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 **242** 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

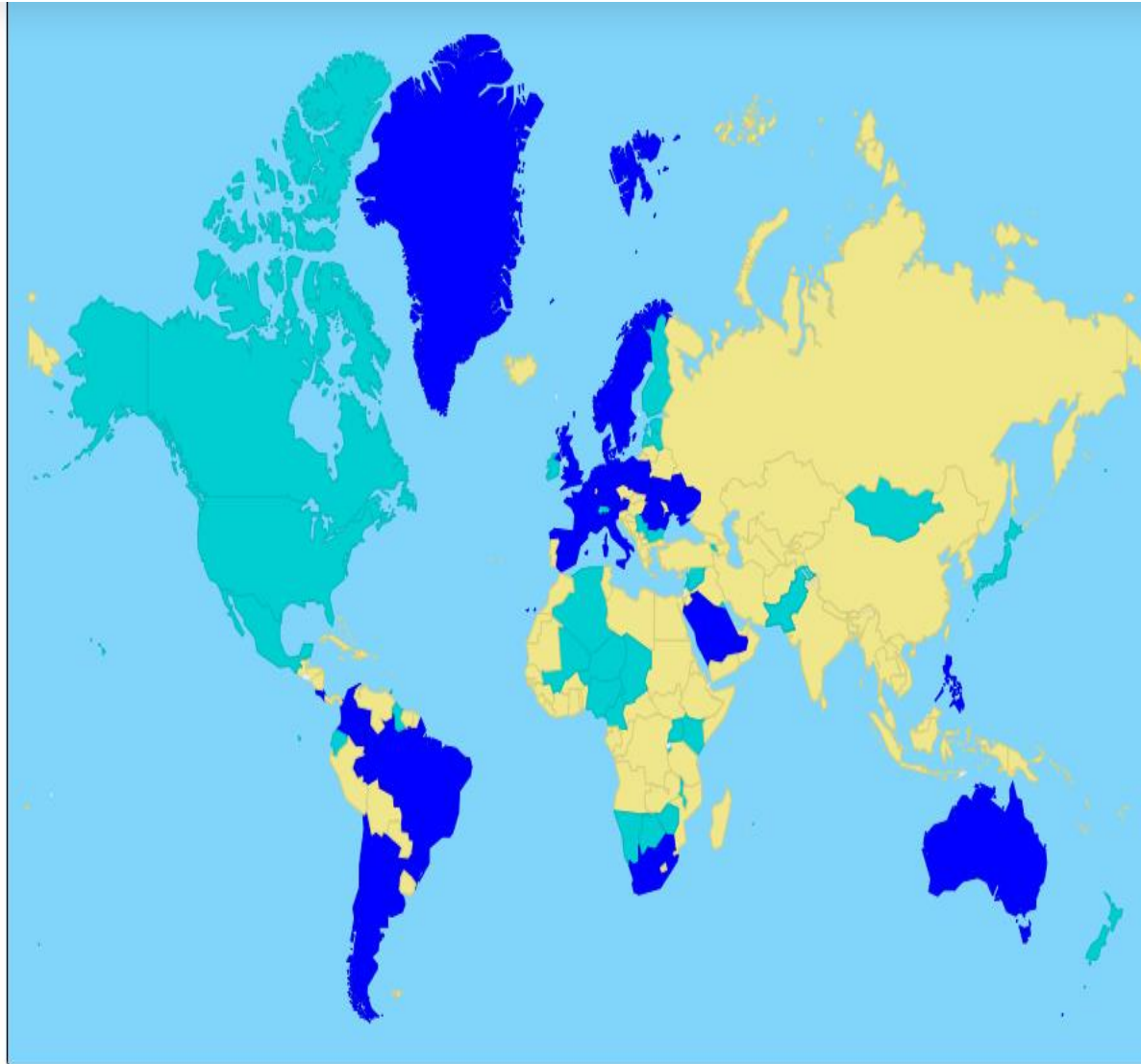
**Question 4** ⓘ  
Are clear accountabilities for sustainable procurement established?  
 N/A  1  2  3  4  5

**Question 5** ⓘ

Our interactive world map has been updated to reflect Columbia and Romania, has adopted the standard. Gabon states it has a project to adopt but hasn't done so as yet

If as steering group members you hear anything about countries adopting the ISO 20400 please let us know.

## 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
- No current information



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

Each podcast averages 100 views

<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**

Here are the links to our podcast accounts.

Apple, Spotify and our YouTube account are the most visited.

We have a Buzzsprout account which gives 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/dgZxvvr>

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

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

## Purpose

Inspiring best procurement practice through ISO 20400

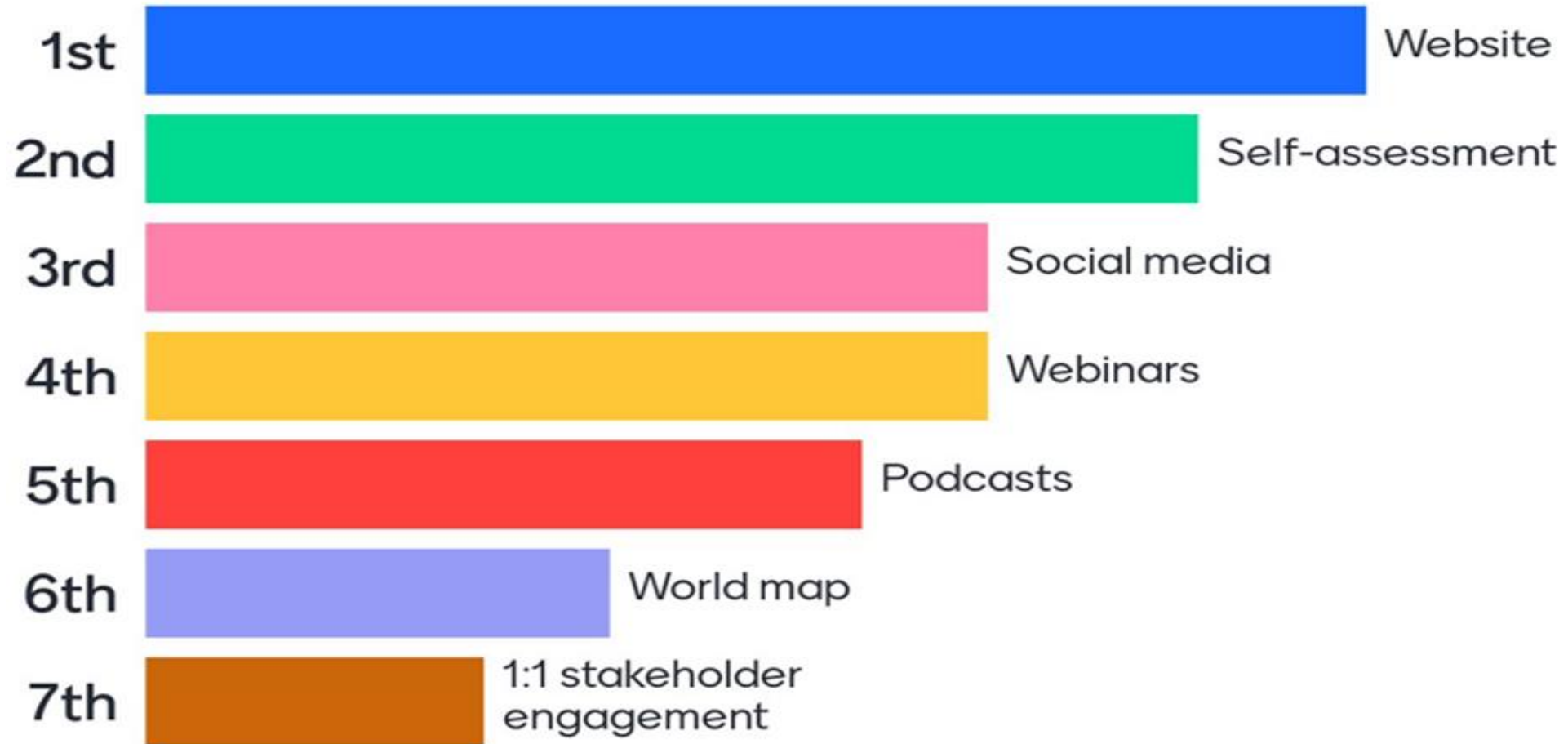
## Vision

Procurement where every sustainability impact is addressed every time

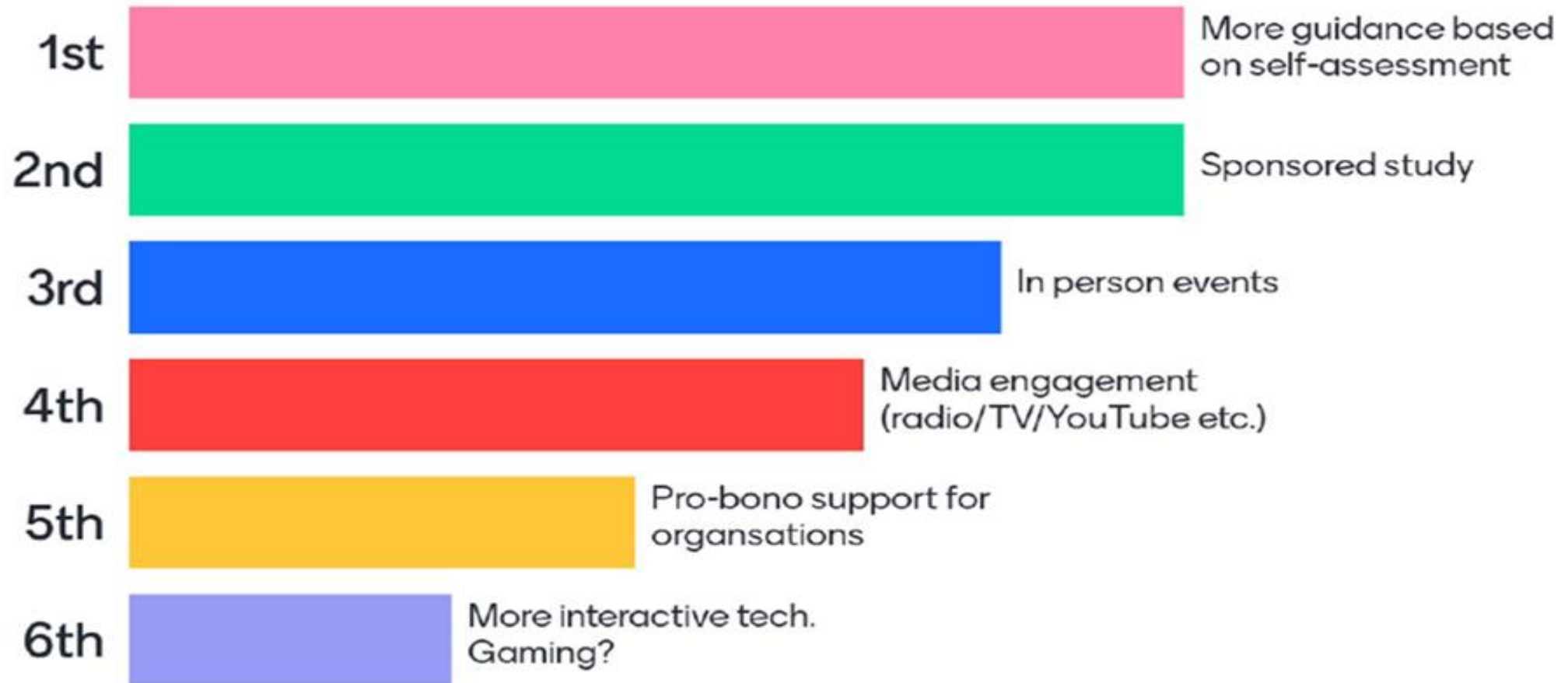
Are there any comments on these proposed statements



# Prioritising what we do now ..... Feedback from the steering group



# Prioritising opportunities ... Feedback from the steering group



## How? Enabling best practice by providing free resources

- Continuously improve, maintain and promote use of ISO20400.org website
- Build on the current self-assessment tool to provide action planning functionality and video guidance
- Continue to build a community of practice by engaging with the target audience through, newsletters, social media and other means of marketing and communication
- Encourage sharing of best practice through case studies, webinars, podcasts, best practice groups and live events where possible
- Reward and recognise progress through awards, competitions and other means to publicise good practice ( Free ISO 20400 guidance standard ).
- Take opportunities to sponsor study or research on sustainable procurement using ISO 20400
- Develop a view of future revisions to ISO 20400 after 2027
- Promote the standard through media engagement

## Where?

These are our suggested countries to gain maximum impact ....

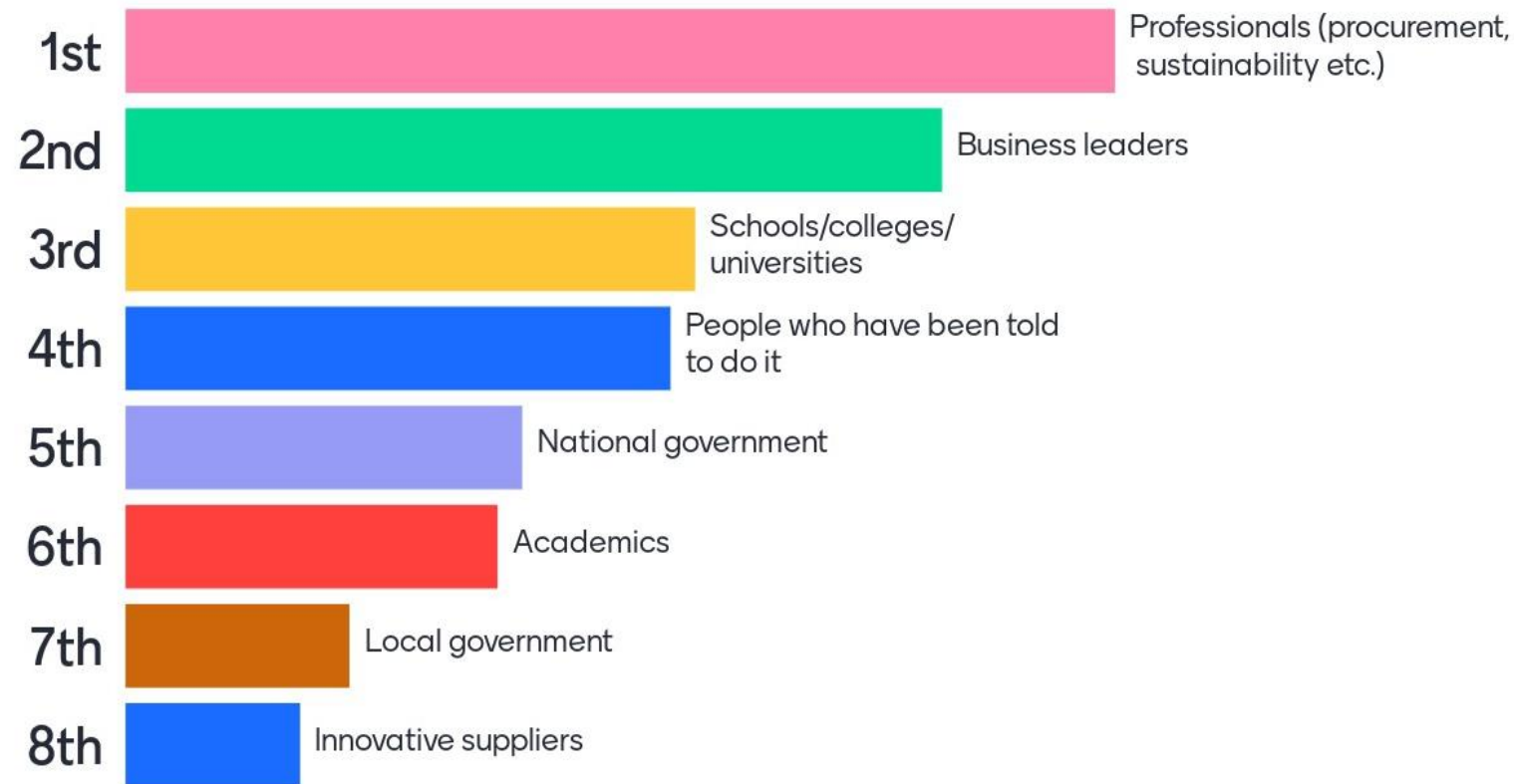
Discuss.

- USA
- Canada
- India
- Australia/NZ
- Brazil
- Argentina
- UK
- France
- Netherlands
- Germany
- Italy



# Who?

Here is the feedback from the steering group





Who?

Focus on people who can make a difference

Who	How	Outcome
Procurement and sustainability professionals	1:1 engagement, social media, events, groups, awards, competitions	Use of self-assessment tool, resources and action planning, develop, implement and share best practice
Business leaders (C Suite)	Targeted engagement through marketing channels, high level events, articles	Commit to using ISO 20400 and provide resources to enable implementation
Schools/colleges/universities	Targeted engagement through marketing channels, recommending resources. Seek opportunities to support study or research	Use of ISO20400.org resources in teaching and research
Beginners, people given the job to implement SP	1:1 engagement, recommending resources, social media, events, groups, awards, competitions	Use ISO20400.org resources to make a plan and implement it. Focus on self-assessment, action planning, e-learning, video guidance

# Thank you for your time

For more information please contact

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

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