

Steering Group

Data Report

Wednesday 17th May 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.

For the first time we have some data from our Google Ads campaign



What are we doing to grow ASCIC

Who	How	Progress
Targeting Procurement and sustainability professionals	1:1 engagement, social media, events, marketing	<p>We have engaged a digital marketing team to attract more users to the website from 12 prioritised countries. And so far the results are interesting</p> <p>We are using Mailchimp newsletters</p>
Business leaders (C Suite)	Targeted engagement through marketing channels, high level events, articles	<p>Presenting at the Summit in Atlanta, Georgia to make a presentation about ISO20400.org</p> <p>Articles, 10 videos in 10 days, followed by 10 podcasts in 10 days</p>
Schools/colleges/universities	Potentially sponsored study in Canada and New Zealand	<p>Anne Staal has an update re 2 PhD's Universities in New Zealand and Canada have confirmed interest</p> <p>Encouraging use of ISO20400.org resources in teaching and research</p>
Beginners, people given the job to implement SP	1:1 engagement, recommending resources, social media, events, groups, awards, competitions	<p>We have already launched a video guidance on the self-assessment</p>

Most recent campaign performance

[See all campaign](#)

[View this email in your browser](#)



Assessing your organisation against ISO 20400



Whether you need to start or progress your sustainable procurement journey taking our free self-assessment against the ISO 20400 sustainable procurement guidance standard will show you the way. Go to our home page <https://www.iso20400.org/> and scroll down to the bottom where you will see "Take the self-assessment for your organisation" Click on this and fill in the simple form to create an account. Once you receive a confirmation email you are good to go!

Completed Campaign • Apr 24

April Newsletter 2023 - ISO20400

724 Recipients



Open Rate 27.3%

Clicks Per Unique Open 6.6%

Successful Deliveries 702

Total Opens 704

Total Clicks 235

Orders 0

Average Order Revenue \$0.00

Total Revenue \$0.00

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

We now have 50 countries downloading the podcasts with the USA, UK and Australia being the top 3

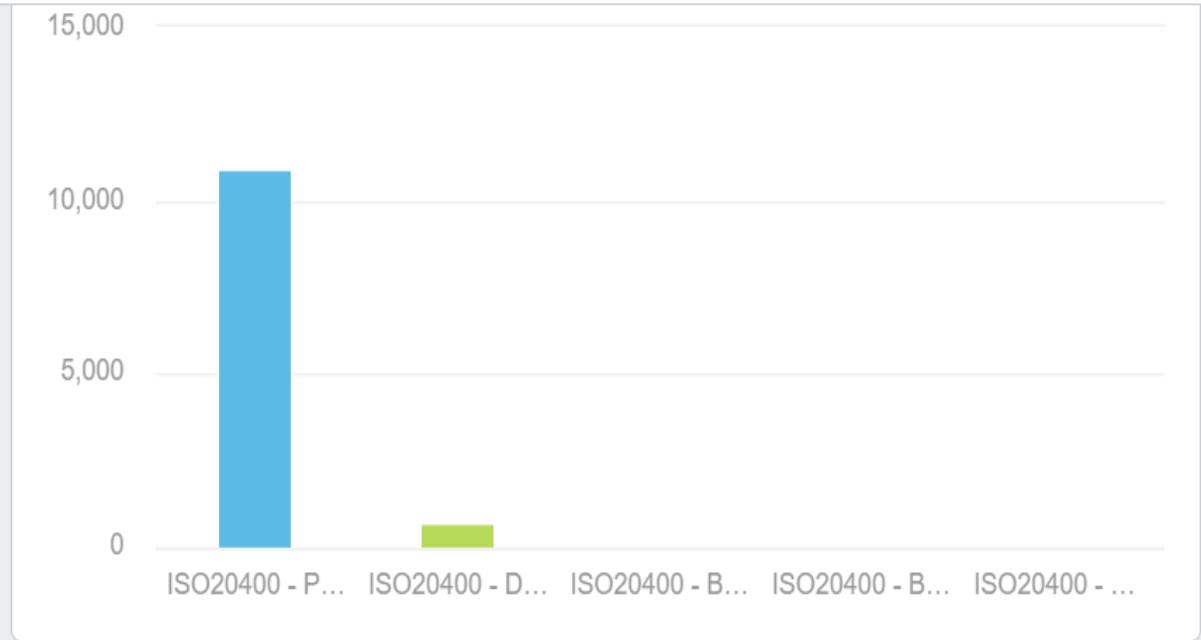
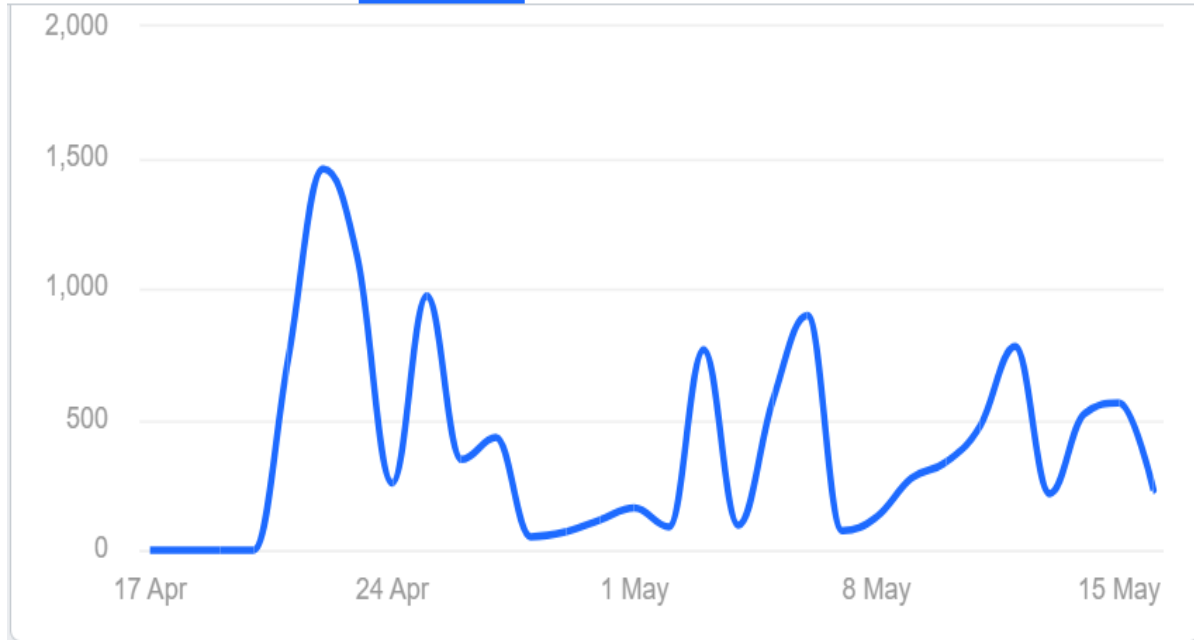
The podcasts have been downloaded more than 1,700 and we are pushing on this by posting 10 podcasts in 10 days

This will follow on from our 10 videos in 10 days with an option to binge watch / listen

**ISO
20400.org**



SENSE AND SUSTAINABILITY PODCAST



Search Lost IS (budget)

28.90%

Search Lost IS (rank)

52.53%

Search Impr. Share

18.58%

Clicks

11,717

Conversion Rate

0.25%

[Search Keywords](#)[Search Terms](#)

Showing 4 of 4 Rows

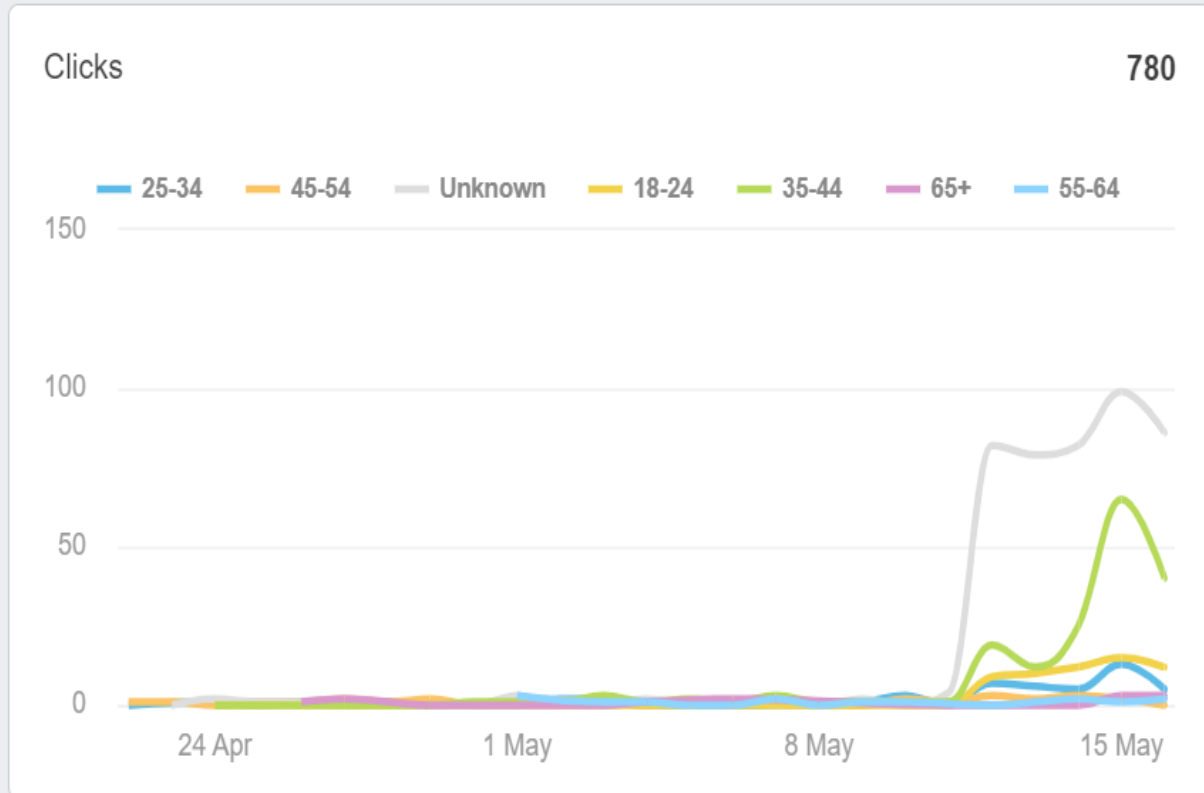
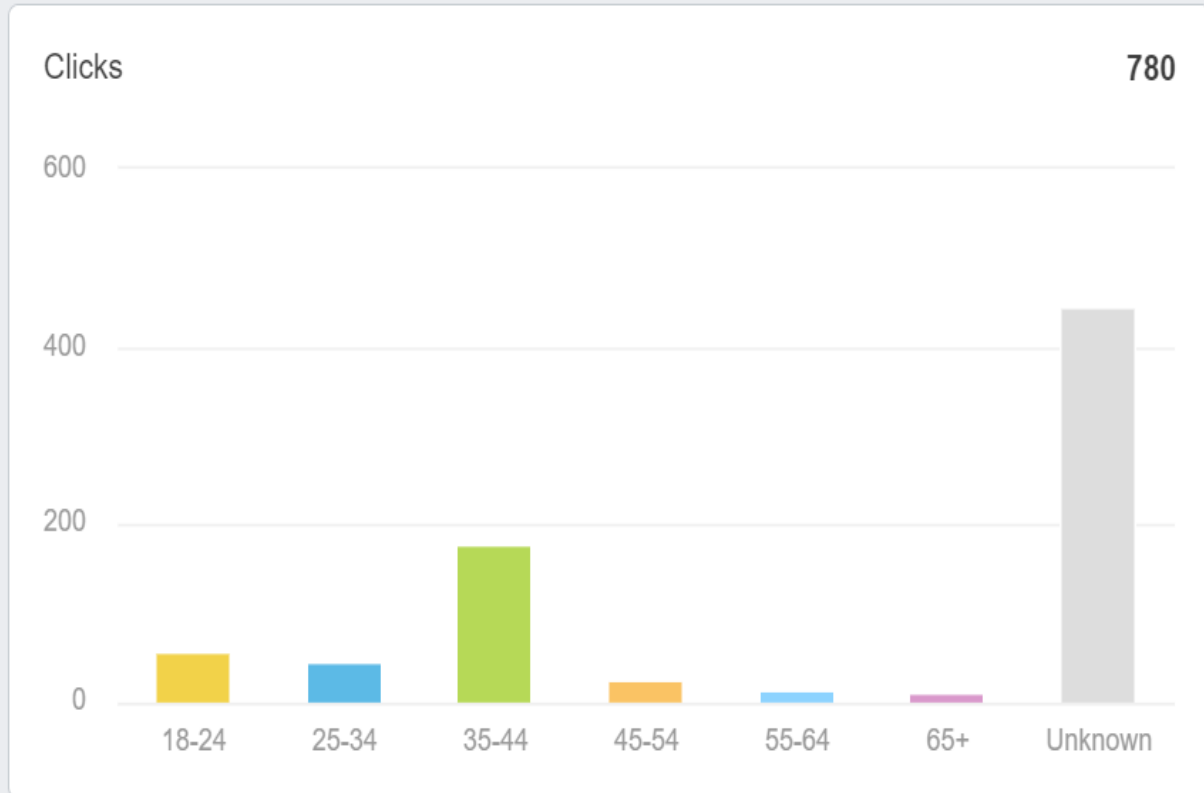
KEYWORD	SEARCH IMPR. S...	CLICKS	▼	CONVERSION RATE	CONVERSION VA...	CONVERSIONS	CTR
[iso20400]	22.00%	53		5.66%	£0.00	3.00	22.94%
"iso20400"	18.53%	21		0.00%	£0.00	0.00	14.69%
iso20400	13.07%	13		0.00%	£0.00	0.00	8.39%
[iso20400]	22.22%	1		100.00%	£0.00	1.00	33.33%

Age

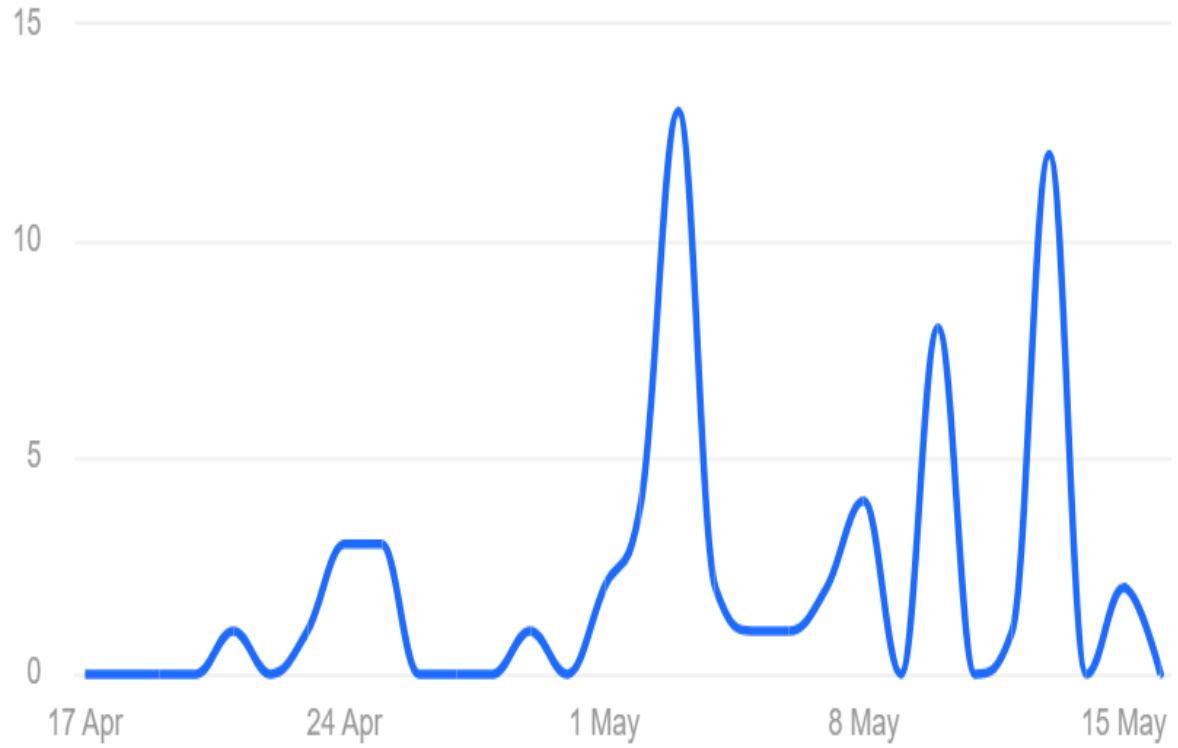
Gender

Location

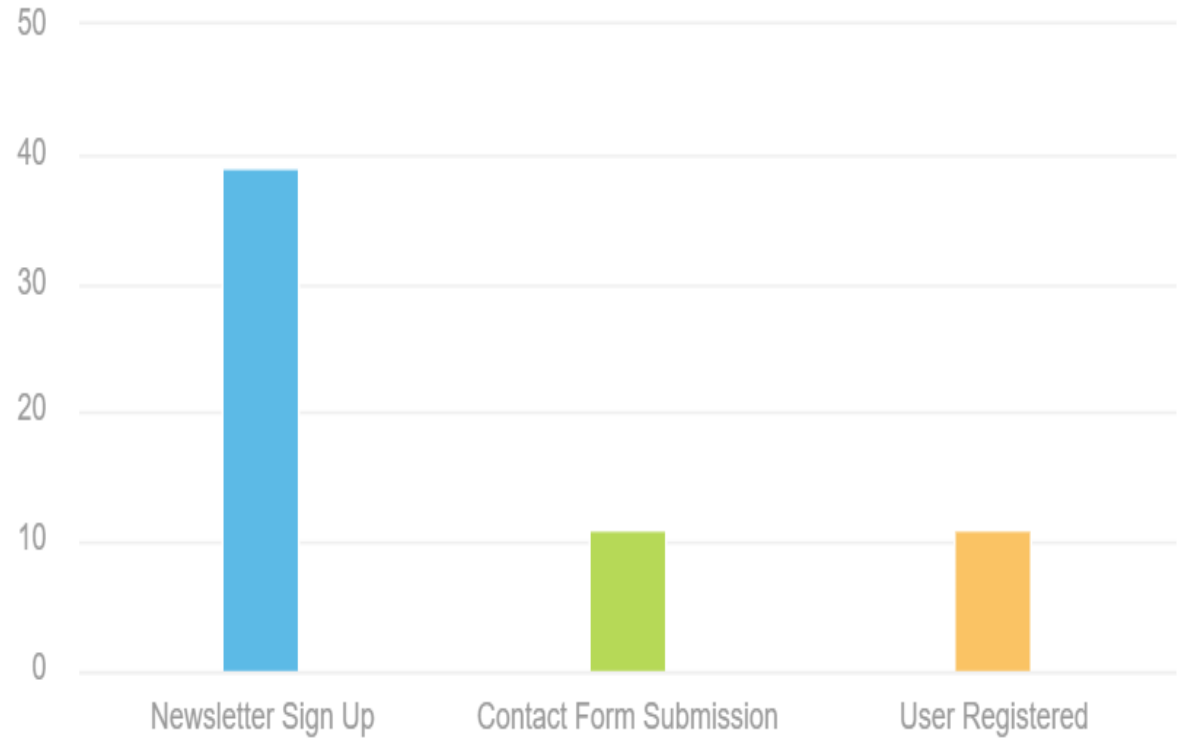
Devices






Conversions 61



Conversions 61



We have over 57,000 users, (almost 2,000 more than last month) who have accessed our resources over 80,675 times (2,000 in the past month).

	57,003 % of Total: 100.00% (57,003)	57,366 % of Total: 100.06% (57,333)	80,675 % of Total: 100.00% (80,675)
1.  United Kingdom	13,073 (22.98%)	13,176 (22.97%)	22,201 (27.52%)
2.  United States	6,866 (12.07%)	6,942 (12.10%)	7,636 (9.47%)
3.  Australia	4,750 (8.35%)	4,800 (8.37%)	7,226 (8.96%)
4.  France	2,376 (4.18%)	2,379 (4.15%)	3,126 (3.87%)
5.  India	2,153 (3.78%)	2,168 (3.78%)	3,077 (3.81%)
6.  Germany	1,945 (3.42%)	1,937 (3.38%)	2,440 (3.02%)
7.  China	1,716 (3.02%)	1,730 (3.02%)	1,813 (2.25%)
8.  Netherlands	1,501 (2.64%)	1,497 (2.61%)	1,835 (2.27%)
9.  Brazil	1,395 (2.45%)	1,417 (2.47%)	2,000 (2.48%)
10. (not set)	1,278 (2.25%)	1,274 (2.22%)	1,314 (1.63%)

Following Growth Agency's Google adverts here are the top ten countries, for the past 2 weeks, with International and Pakistan coming 11th and 12th

	995 % of Total: 100.00% (995)	967 % of Total: 100.00% (967)	1,196 % of Total: 100.00% (1,196)
1.  India	580 (58.17%)	579 (59.88%)	695 (58.11%)
2.  Brazil	118 (11.84%)	117 (12.10%)	121 (10.12%)
3.  United Kingdom	80 (8.02%)	67 (6.93%)	111 (9.28%)
4.  Argentina	47 (4.71%)	45 (4.65%)	53 (4.43%)
5.  United States	25 (2.51%)	25 (2.59%)	26 (2.17%)
6.  Australia	14 (1.40%)	13 (1.34%)	26 (2.17%)
7.  Canada	12 (1.20%)	12 (1.24%)	17 (1.42%)
8.  Italy	9 (0.90%)	5 (0.52%)	9 (0.75%)
9.  Germany	7 (0.70%)	7 (0.72%)	10 (0.84%)
10.  France	7 (0.70%)	7 (0.72%)	9 (0.75%)

Social Media engagement continues to attract more followers

Our LinkedIn members are 12,456

Twitter now has over 621 followers

Our Facebook page “Sustainable Procurement” has 318 “friends” and the 27 groups that follow us collectively have over 370,000 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.



Self Assessment Tool

713 organisations or individuals have taken our online self assessment from **61** countries, from **21** sectors, from all business sizes and in **9** different languages.

The offline PDF has been downloaded **447** times from **9** languages ... Arabic, Chinese, Czech, English, French, Germany, Italian, Spanish and Welsh ...

However we have 3,500 + SA's pending due to a glitch on the website which we are working with Rouge to release and rectify ... Fingers crossed

In the meantime I have a 2nd email set up to catch messages re pending accounts so they don't clog my main email



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

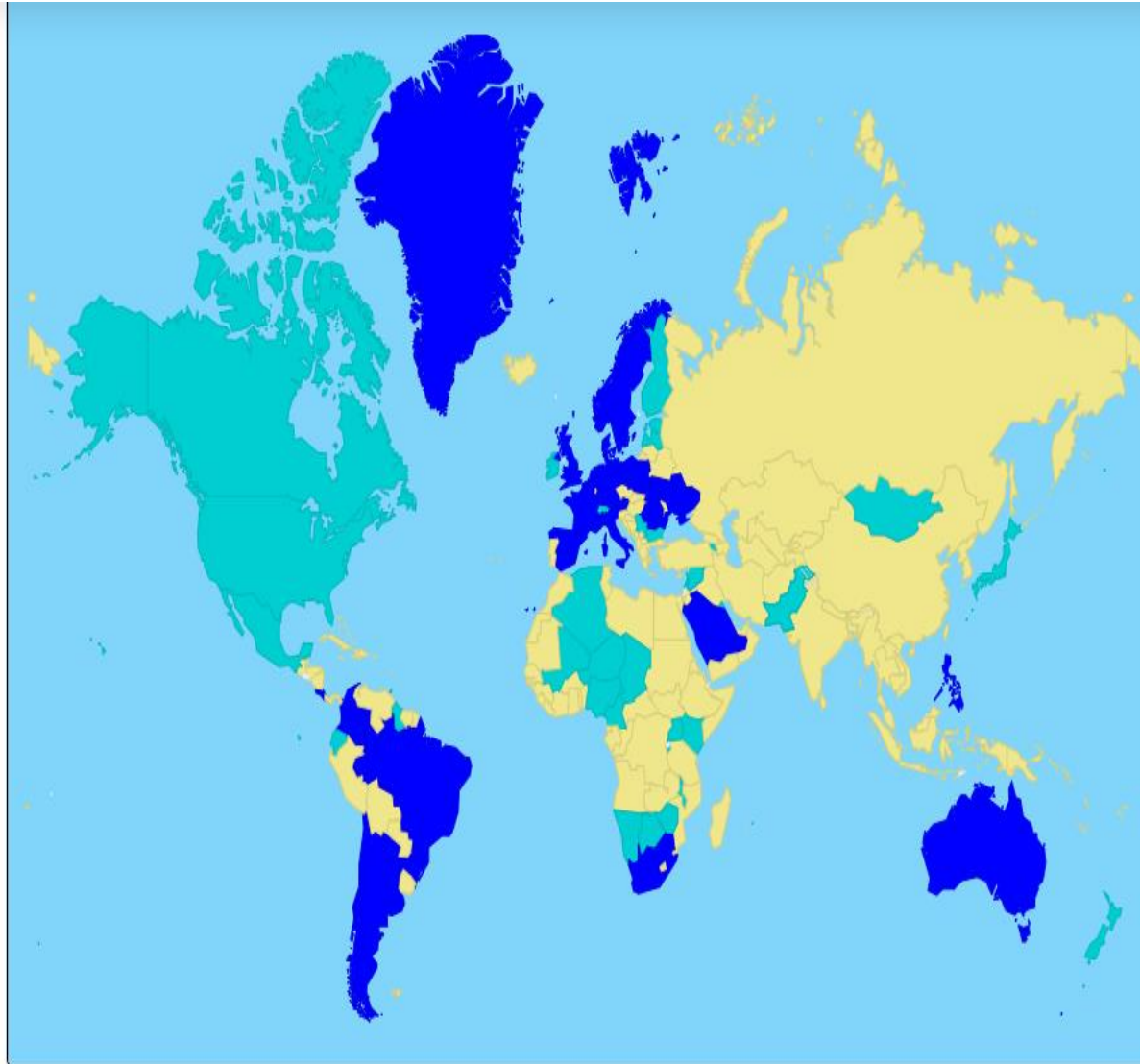
Question 3 ⓘ
Do you have a formal commitment to sustainable procurement from top management?
 N/A 1 2 3 4 5

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

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

Thank you for your time

For more information please contact

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🐦 @ISO_20400

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