Steering Group

Data Report
Tuesday 17th October 2023

ISO 20400.org

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.

We have more data from Growth Agency , Buzzsprout and the new Google Analytics

ISO 20400.org

We are still doing all of this

| Who	How	Progress
Targeting Procurement and sustainability professionals	1:1 engagement, social media, events, marketing	We have engaged a digital marketing team to attract more users to the website from 12 prioritised countries. **There has continued to be an increased flow of new users to our website.** **We are using Mailchimp newsletters**
Business leaders (C Suite)	Targeted engagement through marketing channels, high level events, articles	Shaun presented ISO20400.org at the Summit in Atlanta to a very interested audience. Our US Users have increased **205** since then. **Our recent videos and podcasts about environmental topics and human rights have proved very popular.**
Schools/colleges/universities	Potentially sponsored study in Canada and New Zealand	Universities in New Zealand and Canada have confirmed. **We are continuing to explore these possibilities with Anne Staal and Luc Bres Encouraging 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	Upgrading the Self-Assessment to provide audio guidance is continuing, were at the coding stage now and hope to be completed by Christmas. **Video guidance already posted And our developer Rouge will start work on the SA audio in late October WTS**

ISO
20400.org

The plan with Growth Agency

Action Sustainability Community Interest Company working with Growth Agency are increasing awareness about the ISO20400 standard and creating a global community.

The Google Ads & Bing campaigns are increasing traffic to the website traffic, and website engagement, which is measured through the number of new users to the website, resources accessed, conversion goals such as user registrations, contact form fills, newsletter sign-ups, email clicks, and clicks to their social media platforms (Twitter, Facebook, and LinkedIn).

We are targeting 12 countries across the globe: Argentina, Australia, Brazil, Canada, France, Germany, the Netherlands, India, Italy, New Zealand, the USA, and the UK.

User numbers Oct 2023
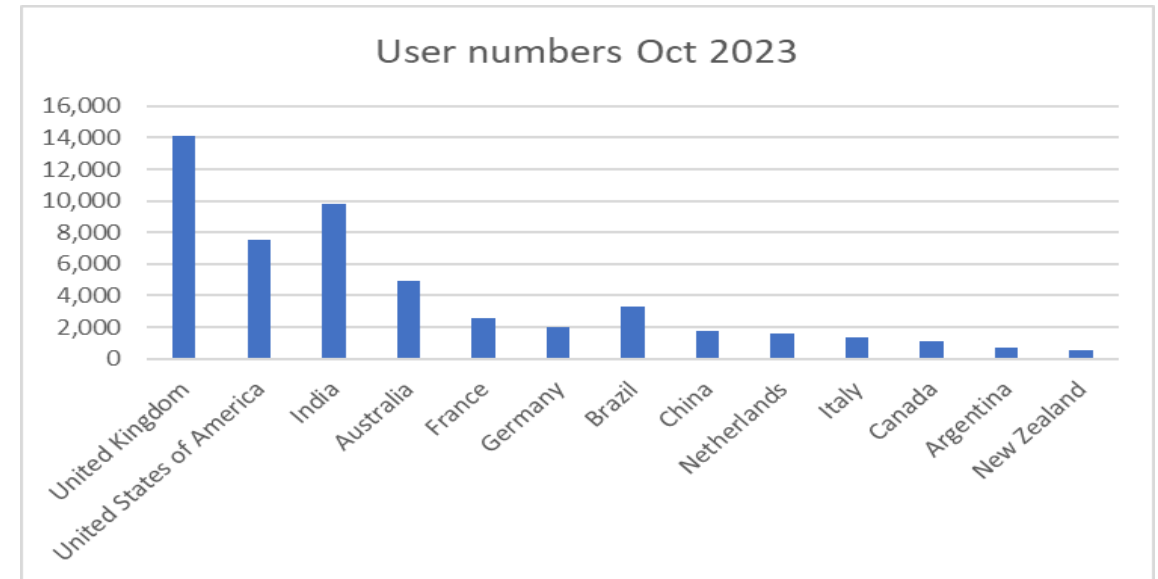
We now have 63 countries downloading the podcasts (up by 5).

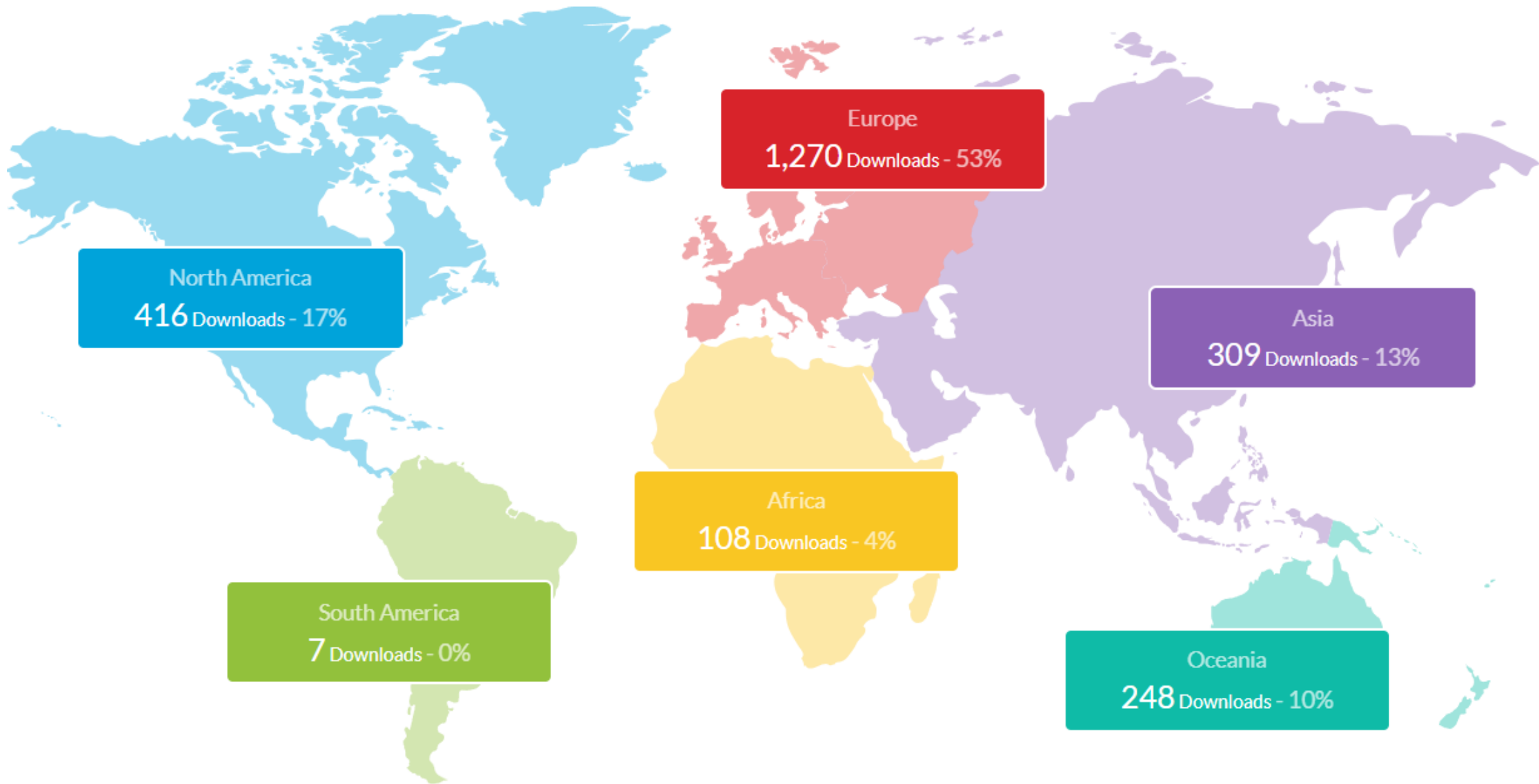We have 31 platforms now with a total 2358 downloads

Top 5 countries: 1st United Kingdom 829, 2nd USA 307, 3rd Australia 202, 4th Canada 98, 5th Saudi Arabia 79

Top 5 platforms: 1st Apple podcasts 650, 2nd Spotify 586, 3rd party Apple apps 332, 4th Audible 209, 5th Buzzsprout 122

.

ISO 20400.org

Sense and Sustainability Podcast

Europe 1,270 Downloads - 53%

North America 416 Downloads - 17%

Asia 309 Downloads - 13%

Africa 108 Downloads - 4%

South America 7 Downloads - 0%

Oceania 248 Downloads - 10%

ISO 20400.org

Mailchimp newsletters stay at around 24 to 28 % open rates.

Top locations by opens

🇺🇸	USA	119	**48.8%**
🇬🇧	United Kingdom	60	**24.6%**
🇸🇪	Sweden	12	**4.9%**
🇦🇹	Austria	7	**2.9%**
🇦🇺	Australia	7	**2.9%**

ISO
20400.org
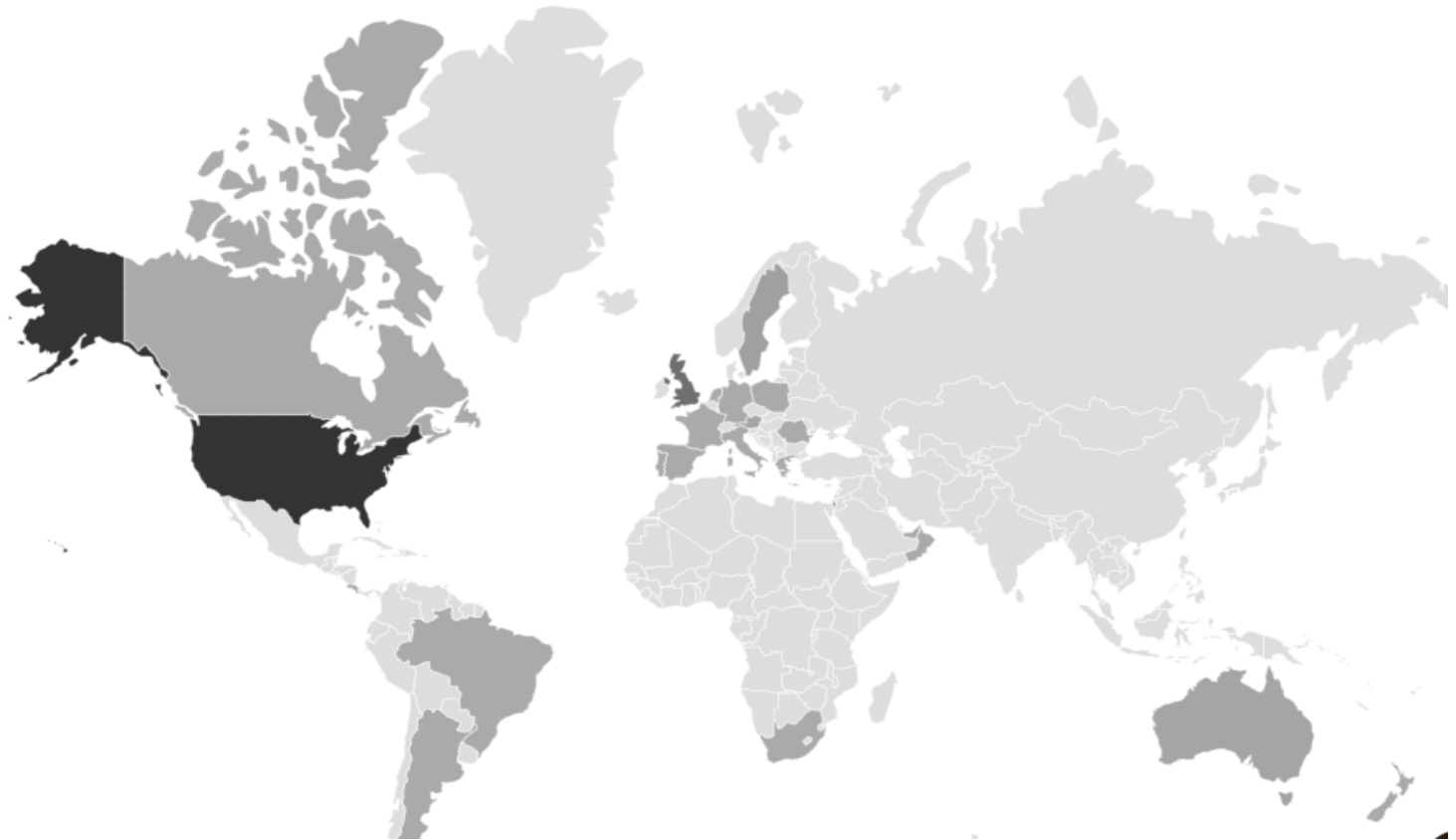
In total we now have over 79,041 Users who have accessed our resources in over 94,817 sessions.

Social Media engagement continues to attract more followers ….

Our LinkedIn members have increased to 12,532 plus other LinkedIn (3,581) now making 16,113

X (was Twitter) has increased to over 630 followers

Our Facebook page "Sustainable Procurement" has 321 "friends" and the 27 groups that follow us collectively have almost 500,000 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

837 (75 more) organisations or individuals have taken our online self-assessment from **63** countries, from **21** sectors, from all business sizes and in **9** different languages. More than half of these businesses are **SME's**

The offline PDF has been downloaded **676 (118 more)** times from **9** languages … Arabic, Chinese, Czech, English, French, Germany, Italian, Spanish and Welsh …

Rouge are working though 3,500 + and editing the list prior to sending out an invitation to "retake" our self-assessment

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   ⓘ

ISO 20400.org

Our interactive world map is very popular !
Gabon states it has a project to adopt but hasn't done so yet as far as I am aware? **Any information on any new adoptions from the steering group would be most welcome**
Thanks

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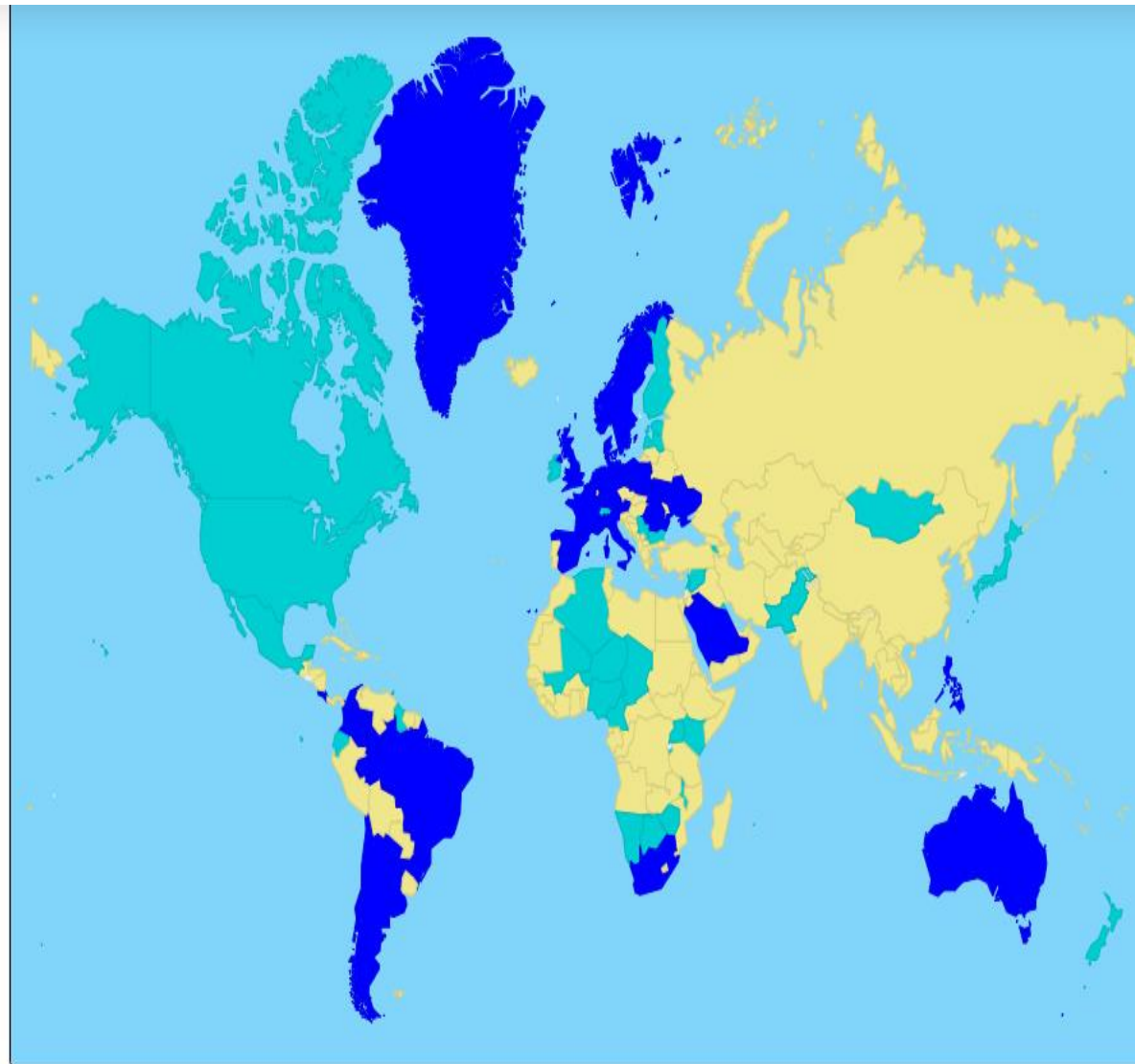
Select a country to view the current status of National Standards Body adoption.

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

ISO
20400.org

Thank you for your time

For more information please contact

✉ CaroleASmith@actionsustainability.com

📞 07958 494543

in ISO Twenty-Four-Hundred

🐦 @ISO_20400

[www.iso20400.org >]

ISO
20400.org