

Steering Group

Data Report

Tuesday 16 th July 2024



We are still doing all of this

Who	How	Progress
Targeting Procurement and sustainability professionals	1:1 engagement, social media, events, marketing	Growth Agency is attracting more users to the website from 12 prioritised countries. We are using Mailchimp newsletters and numbers are growing We are refining what is promoted We use social media weekly We are creating podcasts weekly
Business leaders (C Suite)	Targeted engagement through marketing channels, high level events, articles	Our recent videos and podcasts about getting into a career in sustainability and case studies have proved very popular.
Schools/colleges/universities	Potentially sponsored study in Canada / Luc Bres and New Zealand / Anne Staal. Awaiting update	Encouraging use of ISO20400.org resources in teaching and research We have also made connections with other Universities via their procurement personnel.
Beginners, people given the job to implement SP	1:1 engagement, recommending resources, social media, events, groups, awards, competitions	We have upgraded the online Self-Assessment to provide audio guidance. We have recorded a new video guidance for this. Shaun to feedback at this meeting

In total we now have over **106,500 users** (7,698 more in the last 3 months) who have accessed our resources in over **115,206 sessions** (5,727 more in the last 3 months) in ISO20400.org



Last 3 months data for countries

Demographic details: Country				
Country		↓ Users	New users	Engaged sessions
		12,366 100% of total	7,707 100% of total	5,585 100% of total
1	Germany	4,950	495	80
2	India	3,868	3,819	2,825
3	Brazil	1,132	1,129	789
4	United Kingdom	789	754	761
5	Argentina	283	280	154
6	United States	169	158	123
7	Italy	156	151	116
8	France	110	109	85
9	Australia	98	93	99
10	Russia	59	11	2

33 Platforms being used
73 Countries in total
611 cities in total
3890 total downloads

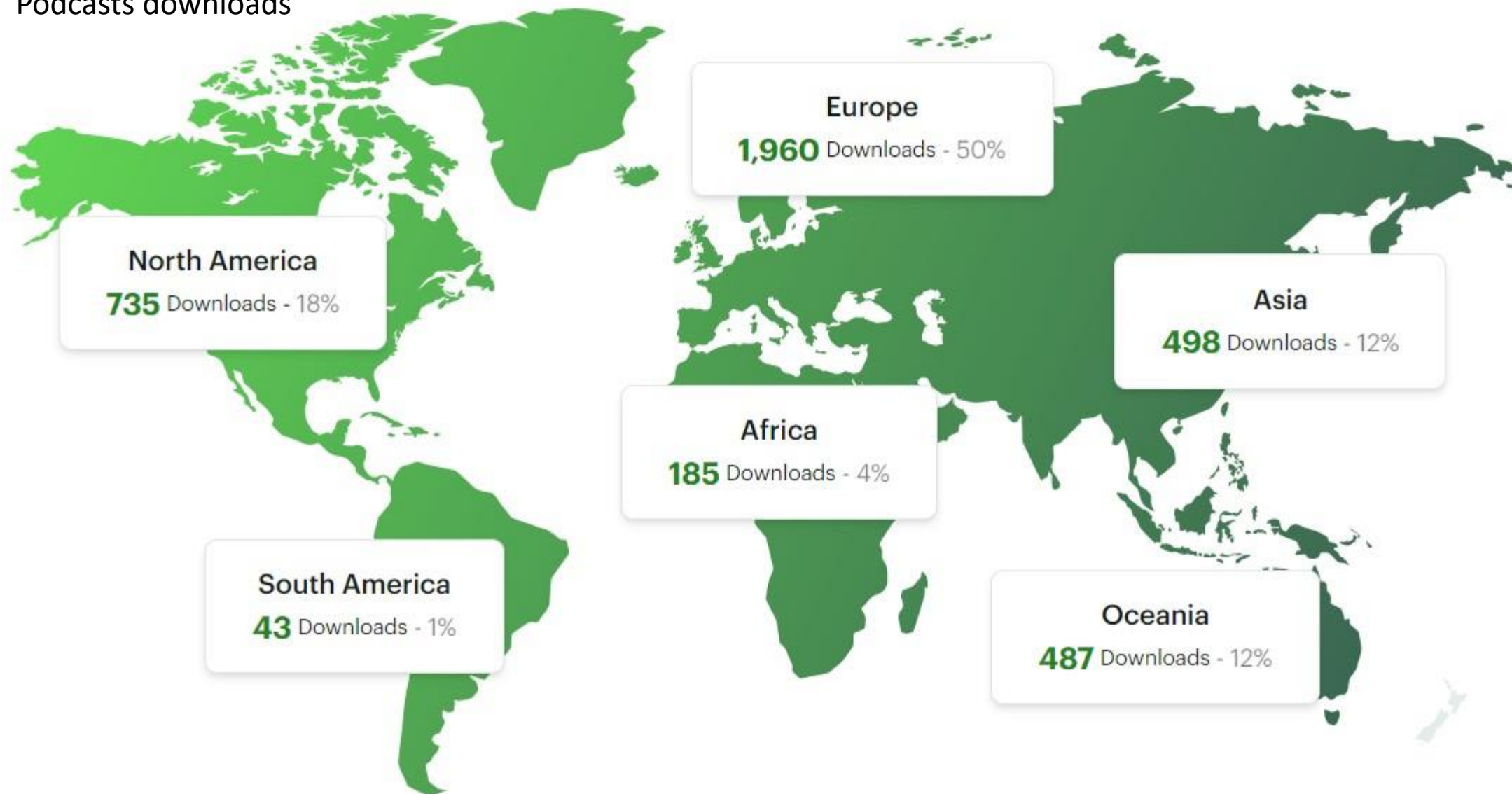
Top 5 Countries: 1st United Kingdom 1242, 2nd USA 559, 3rd Australia 384, 4th Canada 164, 5th Netherlands 107

Top 5 platforms: 1st Apple podcasts 1268, 2nd Spotify 1021, 3rd party apple apps 408, 4th Audible 269, 5th Web browser 168

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Podcasts downloads



Top 3 episodes:

1st Episode 3 - Should sustainable procurement cost more? 250,

2nd Episode 2 - Sustainable procurement it doesn't matter what you call it 234,

3rd Episode 1 - An Introduction to the Podcast 208,

4th Episode 5 - Sustainable procurement international review 191,

5th Episode 4 - ISO 20400 - Do you really need a certificate on the wall? 168






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SENSE AND SUSTAINABILITY PODCAST



Top locations by opens

	USA	122	56.7%
	United Kingdom	39	18.1%
	Switzerland	14	6.5%
	Canada	8	3.7%
	Germany	7	3.3%



Social Media engagement continues to attract more followers

Our LinkedIn members have increased to 12,593 plus our other LinkedIn (3,584) now making 16,177 members

X (was Twitter) has increased to over 630 followers

Our Facebook page “Sustainable Procurement” has 330 “friends” and the 27 groups that follow us collectively have almost 500,000 members in various countries around the world.



Self-Assessment Tool

1014 organisations or individuals have taken our online self-assessment from **65** countries, from **21** sectors, from all business sizes and in **9** different languages. More than half of these businesses are **SME's**

I have deleted all the test SA from the data now.

The offline PDF has been downloaded **1089** times from **9** languages ... Arabic, Chinese, Czech, English, French, Germany, Italian, Spanish and Welsh ...

A tablet displaying the Self-assessment tool interface. The screen shows a list of five questions, each with a radio button selection for N/A, 1, 2, 3, 4, or 5. The questions are: Question 1: Does your organisation's policy and strategy reflect material sustainability impacts of your supply chains and organisational drivers to sustainable procurement? Question 2: Does your organisation's policy and strategy align with the principles of exercising due diligence in extended supply chains? Question 3: Do you have a formal commitment to sustainable procurement from top management? Question 4: Are clear accountabilities for sustainable procurement established? Question 5: (partially visible). A 'Go to dashboard >' button is located at the top right of the interface.

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?

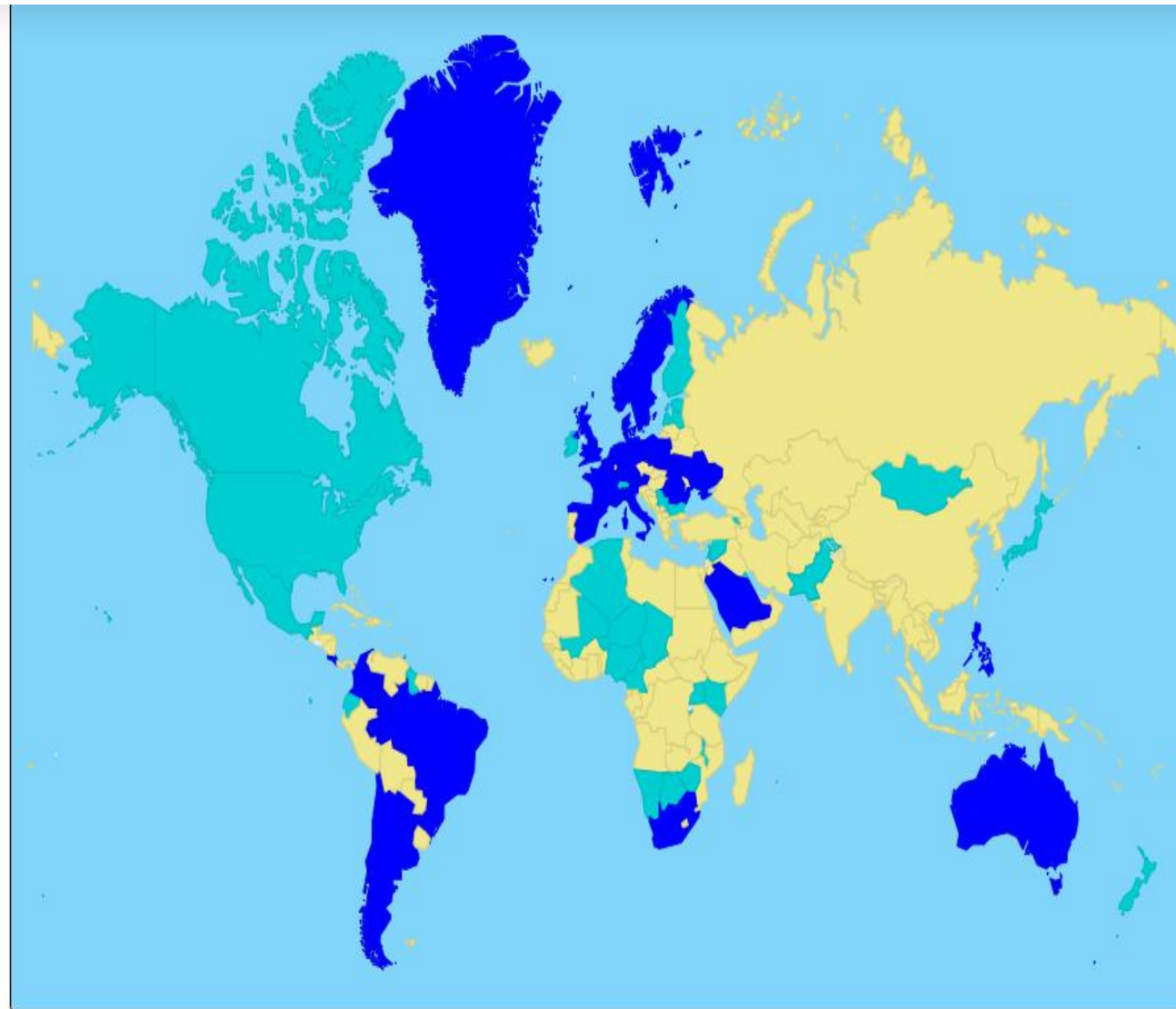
☐ N/A ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Question 5 ⓘ

National Standards Body Adoption

Our interactive world
map is very popular !

And been over **1,032**
times so far.



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

✉ CaroleASmith@actionsustainability.com

☎ 07958 494543

in ISO Twenty-Four-Hundred

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