GreenBuzz Zurich

Impact Report GreenBuzz Zurich Vol. II

2021

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Introduction

This is the second volume of the GreenBuzz Impact Measurement Report. The first report was conducted in 2020 and can be found on the GreenBuzz webpage.

This year's report is not as extensive as last year's. It includes an analysis of our community, an analysis of our members and a communications analysis. The report presents data about our community and examines how GreenBuzz has developed as an organisation. With this report we are able to compare the organization's performance to last year's performance and gain fruitful learnings.

Our Theory of Change

With a team of volunteers, partners and a paid operational team, GreenBuzz offers peer-to-peer, networking events and other activities around sustainability in business. Through our events, we have built a diverse network of sustainability professionals from across different sectors, whom we enable to make both professional and personal connections and share their expertise. Therefore, members of our network are motivated, inspired and reinforced to drive sustainability forward. GreenBuzz increases knowledge-sharing and effectiveness and enables the connections of sustainability professionals across different sectors, which leads to more collaboration(s). Sustainability professionals will drive sustainability forward within their organisations and create successful impact stories. Sustainability goals will be implemented faster and more effectively. Ultimately, sustainability becomes the new normal in business and society.

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1. Network & Events Analysis

The Network Analysis is the core of the evaluation. The analysis includes data of our events and event participants. The data collected and used for the analysis starts in the year 2018.[1] Our events are our main point of contact and engagement with our community. This analysis therefore helps us to better understand our audience and our community. The findings are mainly descriptive statistics.

The analysis contains the following data set (data collection from 01/2018 until 11/2021):

3813 Total Participants (including people participating in several events)

85 Events

1.1 Our Network: Represented Industries

This part of the community analysis shows, **which industries our network members work in**. The analysis of the different industries is crucial, since our premise is that we are a network for professionals from across different sectors. This analysis shows if our premise is true, and its results will influence our future topic choices. It will also require us to decide if we should focus on the already strongly represented industries or try to attract the underrepresented industries more.

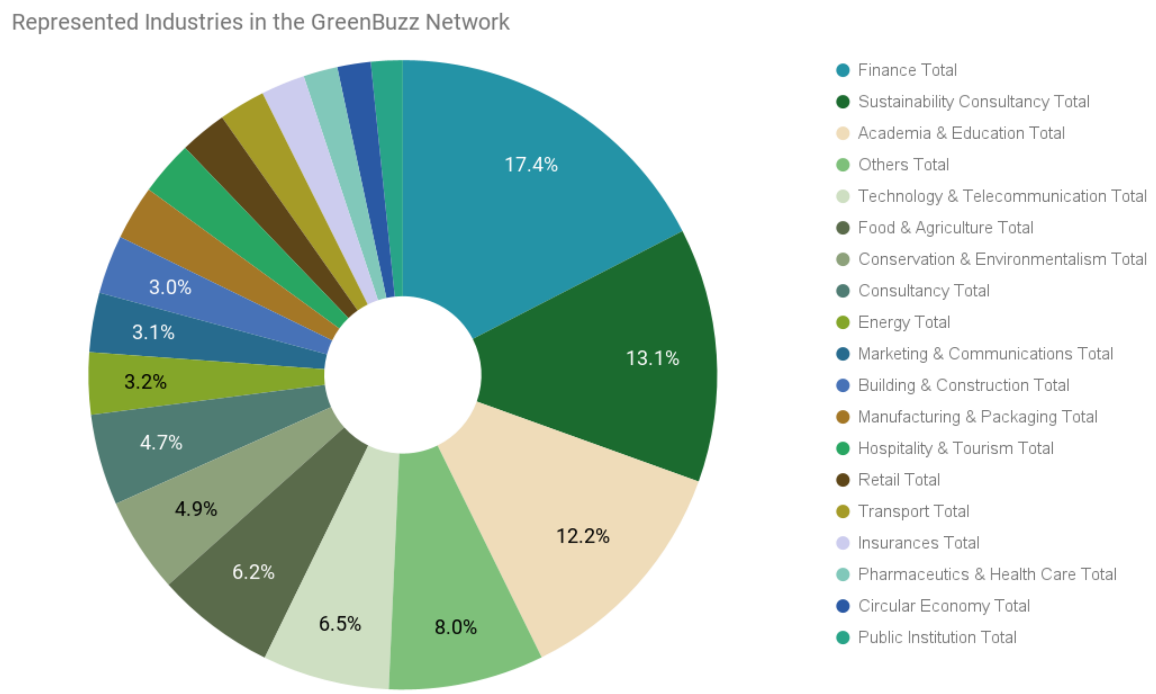

Chart 1.1.

[1] No personal data is shared publicly.

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This chart shows the different industries of all individuals that have attended an event. Each individual counts only one time, no matter how many events they have attended. This shows us how diverse our network is in the sense of how many different industries are represented. The chart demonstrates clearly that we have a diverse network and attract people from various industries & sectors.

Compared to last year the ranking of the different industries have not changed significantly. The biggest industries are still **Finance**, followed by **Sustainability Consultancy** and **Academia & Education**. There has been a slight decrease of 2% of individuals from the Finance industry and a decrease of 1% of sustainability consultants. The industry Others and Technology & Telecommunications have witnessed an increase of 1%. As mentioned before, however, there are no major changes in the diversity of our network. Even though, only slightly, the network has become more diverse.

Our data furthermore shows us what companies are represented at our events. In the Finance Industry, the company with the most unique individuals is *ResponsAbility* with 48 individuals (increased by 10 individuals). In Sustainability Consultancy it is *South Pole* with 31 (increased by 4 individuals) and in Academia & Education *ETH Zurich* with 71 (increased by 22 participants), excluding the *ETH sus lab* with 11 unique participants.

In total, we have had 2098 unique individual participants (only counted one time even though participated at multiple events). The individuals from our network represent 1150 different companies. In the year 2021 GreenBuzz Zurich has had participants from 294 new companies. This represents an increase of unique companies of 25% in the year 2021.

1.2 Our Events: Formats

In the next step, we analysed our different event formats and the participant numbers per event format.

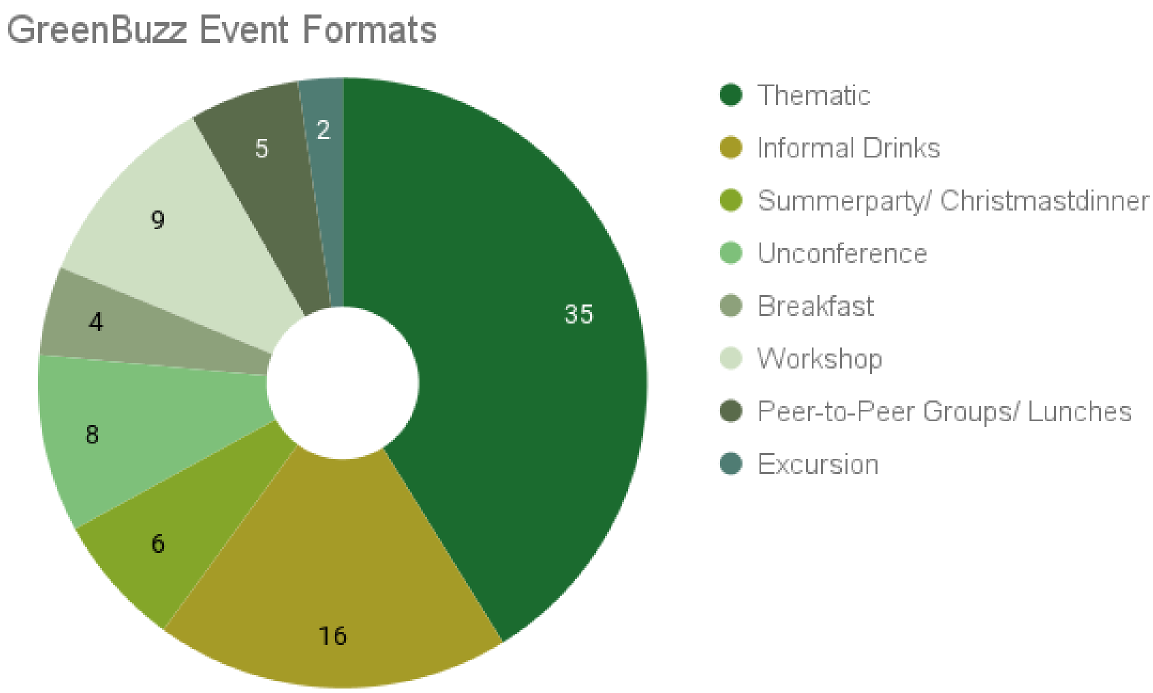

Chart 1.2

Thematic events are still the most frequently conducted and most visited events. They attract almost 55% of all our participants. The second frequent event format is informal Drinks, attracting 17% of our participants.

In the year 2021 we have conducted 13 thematic events, 7 informal drinks and 3 workshops (see table 1). In total we have conducted 25 events with 1177 participants. The average number of participants by event has been 47.

Compared to last year we have increased the number of thematic events by 6 and decreased informal drinks by 1 event. This change towards more thematic events has been implemented due to last year's Impact Report. In the survey we conducted, the event format thematic event was perceived to be the most impactful event format for someone personally and for sustainable business in general. Furthermore, this change meets the demands of our paying members. The priorities of our members are firstly knowledge sharing and secondly networking (see 2.4). The importance of these two elements was also underlined by the results of the interviews we conducted last year. The format thematic event combines both these aspects adequately.

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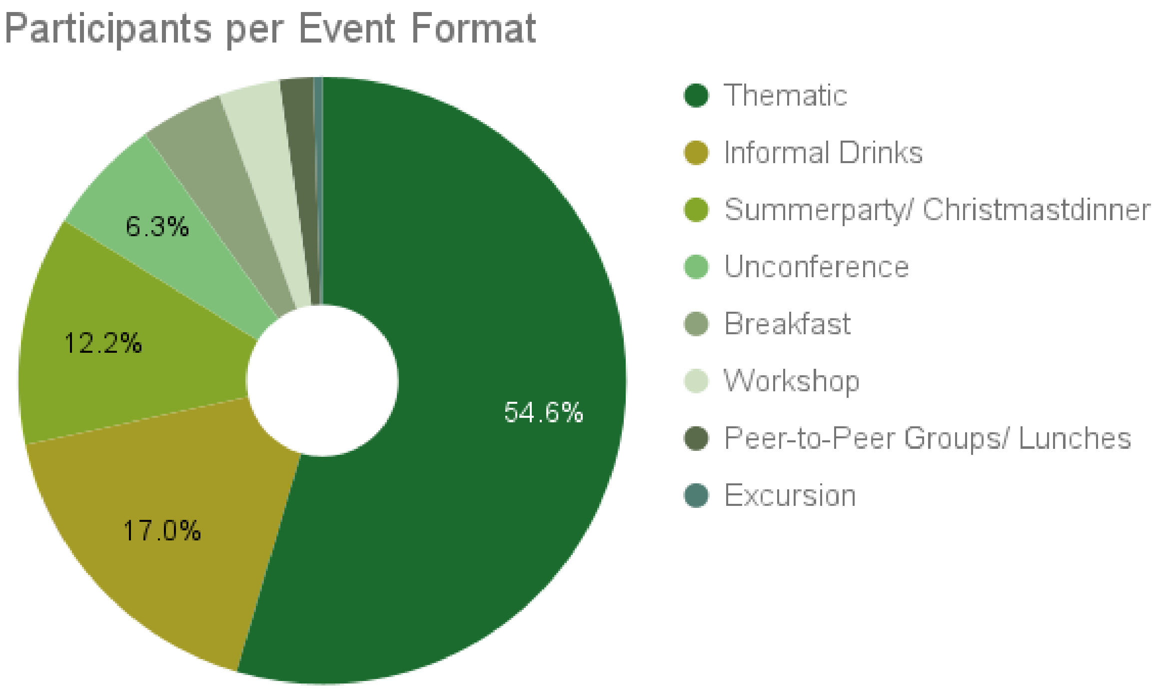

Chart 1.3

Table 1.1 : Year 2021

Event Type	COUNTA Type	SUM Participants	Average
Informal Drinks	7	319	46
Summer Party	1	75	75
Thematic	13	681	52
Unconference	1	52	53
Workshop	3	50	26
Total	**25**	**1177**	**47**

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1.3 Our Events: Topics

In the next step, we analysed our event topics and number of participants per topic.

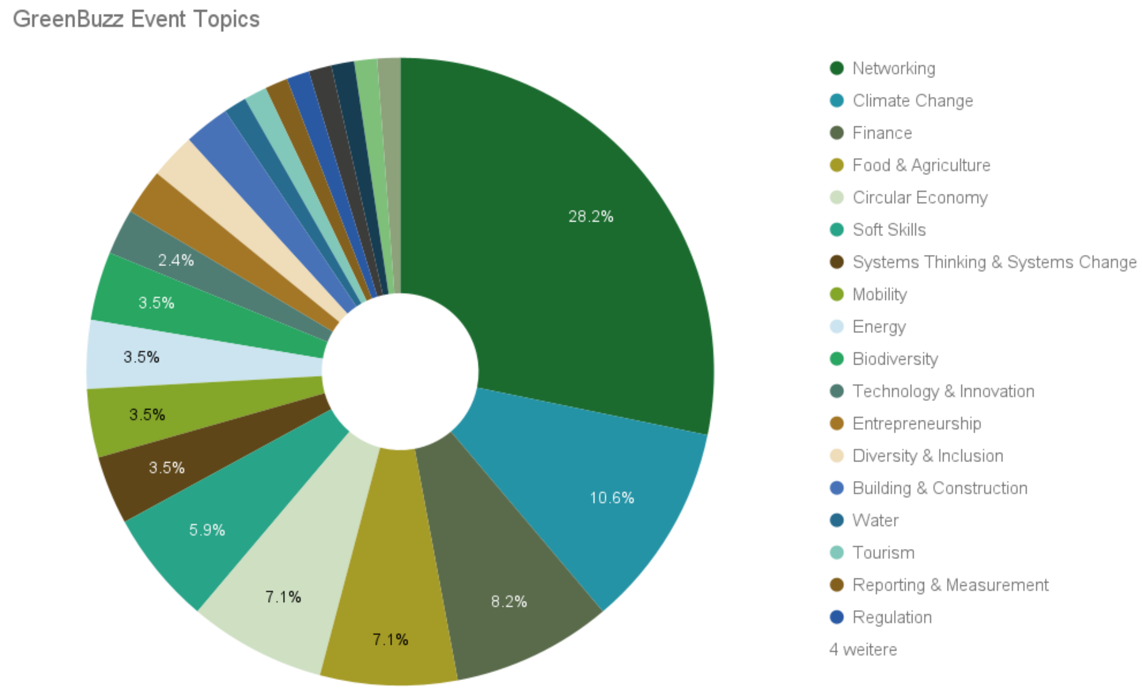


Chart 1.4

Unfortunately, the topics are not really comparable to last year's performance, as we have modified the categories, particularly by adding the category "networking". It becomes clear that **Networking** is clearly the most frequent and most attended topic. Particularly the summer parties, Christmas dinners and Informal Drinks with no clear topic add to this category. It is followed by **Climate Change**, **Food & Agriculture** and **Circular Economy**. The number of participants by topic is to a big extent the same as the number of events by topic (see Chart 1.5).

In last year's survey, we asked our network what topics we should put more focus on. The most mentioned topics were Finance, Circular Economy, Food & Agriculture and Energy. As this analysis shows, we were able to provide these topics. However, there is still improvement needed for Energy related events.

Overall, we have managed to conduct a broad set of topics while at the same time increase topics that are of interest for our network.

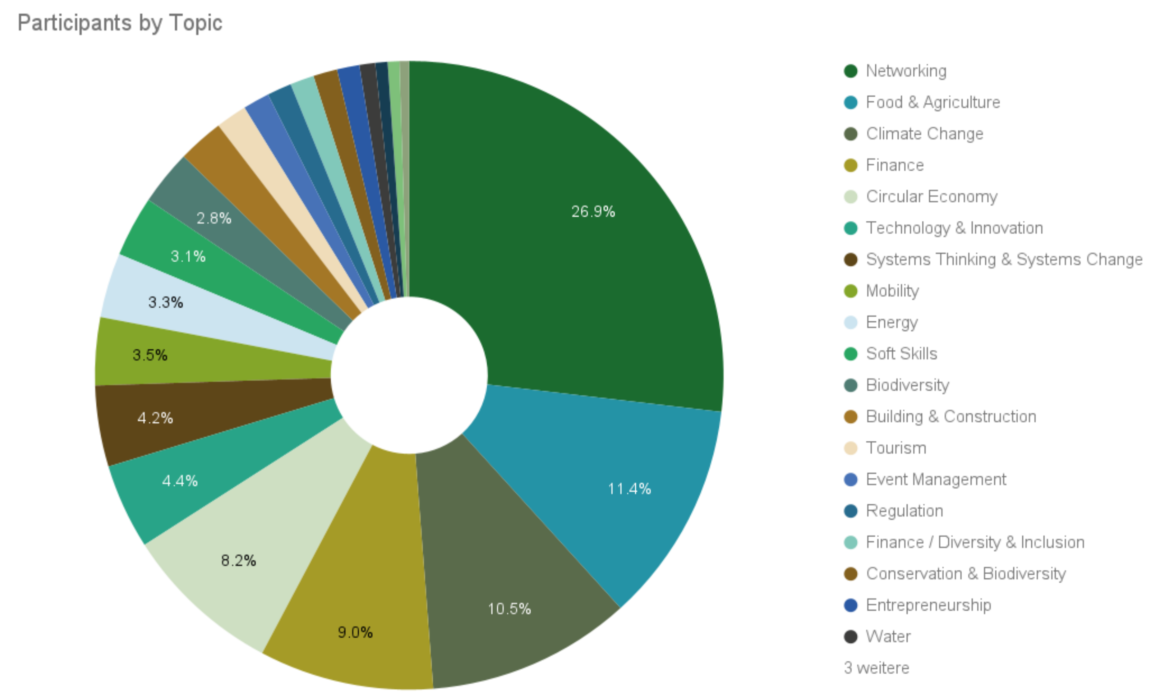


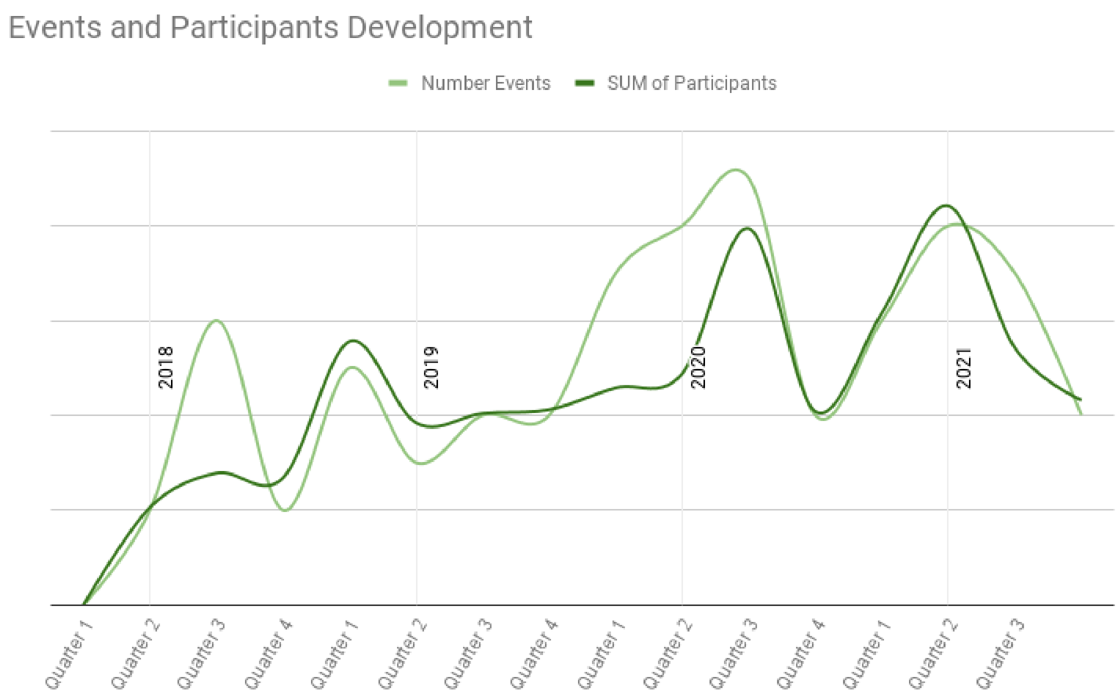
Chart 1.5

This first chart shows the percentage of the different topics of our events and the second chart the percentages of participants sorted by topics of the events. Here, we can see that it is quite diverse and balanced. We have almost the same number of participants for topics in **Food & Agriculture, Climate Change, Networking, Finance** and **Circular Economy**. Note: Social and informal events with no clear topics, for example summer parties or Christmas dinners, are excluded from the data used for the second chart.

An interesting observation is that finance-related events attracted only around 9% of the total number of participants, even though it is the biggest industry and 17% of our community are working in finance. This suggests that finance professionals do not only join finance events but are also interested in other sustainability areas.

1.4 Our Events: Participant & Event Numbers

Finally, we looked at our participant and event numbers and their development over time.



Graph 1.1

This graph shows both an increase of the number of events and number of participants since 2018. The positive trend in both more events and participants continue in the year 2021. Compared to last year we have had more participants but slightly less events. This is a positive development, as we managed to allocate our resources more efficiently. This results in an increase of 3 individuals per event as an average. The event cycle in the year 2021 is similar to 2020 with the majority of events in the middle of the year and a more quiet period during the end of the year.

Year	Amount Events	SUM of Participants	Average
2018 Total	15	654	44
2019 Total	18	829	46
2020 Total	27	1197	44
2021 Total	25	1177	47
Total	**85**	**3818**	**45**

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Table 1.2

Note: The participant numbers are not 100% accurate as the ‘no-show’ rate is higher in online events, which most of our 2020 events have been due to the Covid crisis. In the year 2021 there have been some online and hybrid events, too. The numbers reflect the people who registered for our events.

This analysis certainly shows that we have **grown as an organization**. Furthermore, the analysis clearly underlines that this positive development is sustainable and that we further grow.

1.5 Ticket Revenues

In the Year 2021 we have had 1177 participants at our events. Excluding the Green Buzz operational team, we have sold 1076 event tickets in total. The total revenue was 8002 CHF. For the table below we have excluded informal drinks, as they are always for free. It becomes clear that the biggest share of ticket revenues comes from thematic events. On average, we earn 9.7 CHF per ticket for thematic events.

Event Format	Participants	Revenue	Average	Share of revenues
Thematic	623	6029 CHF	9.7 CHF	76%
Summerparty	71	632 CHF	8.9 CHF	7.9%
Workshops	41	508 CHF	6.3 CHF	6.3%

Table 1.3: Year 2021

1.6 Member Codes

To analyse how our main and corporate partners participate at our events, we have examined how many individuals from these organisations have participated at our events in the Year 2020 and Year 2021.

Main Partner	Participants 2020	Participants 2021
One Planet Lab	-	12
WWF	16	9
HSG	-	28
Vontobel	5	21

Table 1.3

Corporate Partner	Participants 2020	Participants 2021
ETH Sus Lab	9	8
Kopter	2	11
BASF	3	4
Responsability	28	12
Smart Energy	28	12
Robeco	9	3
AXA	6	17
Canton of Zurich	2	-

Table 1.4

1.7 Conclusion

This analysis of our events & network underlines our claim that we are a **diverse network with people working in different industries and sectors**. Furthermore, the analysis of event topics reveals that we offer a wide range of different topics and that participants scatter diversely over the different topics. This implies that we do not have a problem with the three most represented industries being too dominant. Furthermore, the analysis clearly shows that **thematic events are the most attended events**. They are also the most frequent events and we make the bulk of our ticket revenues with them.

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2. Member Analysis

The Member Analysis, in its framework, is quite similar to the community analysis. The data set consists of the paying individual members. The data is generated through Join It, our membership management platform. Currently, we have **165 members** (status: November 2021). The membership types are Friend Member (95 CHF/year), Connect Member (195 CHF/year) and Green Member (295 CHF/year).

Note that the corporate members are not taken into account in the member analysis. Currently, we have **45 Friend, 85 Connect and 35 Green Members**. Overall, the number of members has decreased by 15 compared to last year. We have increased the Friends member by 9, while at the same time the Connect and Green members have decreased by 12 individuals each.

Membership Type	Individuals
GreenBuzz Connect	45
GreenBuzz Friend	85
GreenBuzz Green	35
Total	**165**

Table 2.1

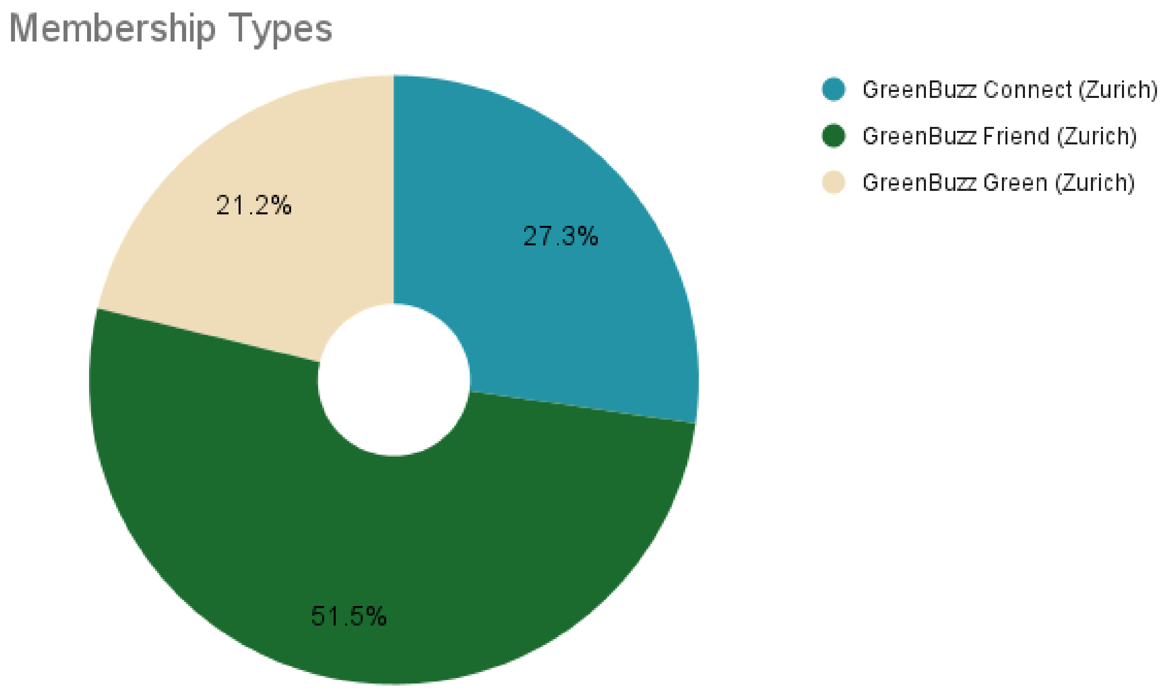

Chart 2.1

The reasons for the decline in membership is not totally clear. The data shows that in the year 2021, only one person has cancelled the membership. In the year 2020, 18 persons have cancelled, and 16 memberships have expired. Most of these were at the end of the year. That is why these numbers are not adequately shown in last year's report. The pandemic is surely one reason why members have left GreenBuzz. However, we have not managed to regain these members, even with in-person-events.

2.1 Our Members: Industries

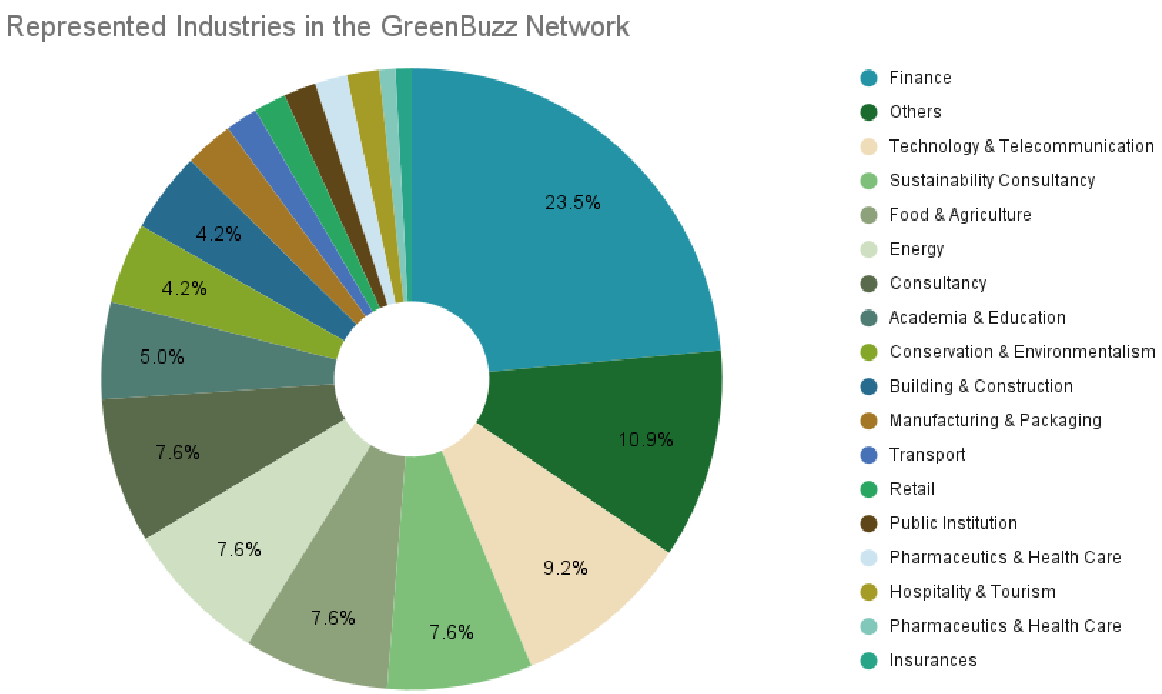

Chart 2.2

Finance is the most represented industry, as in our overall network. However, **Others** with 11% and **Technology & Telecommunication** with 9 % are higher represented than in our network. Compared to last year, we have increased members working in Finance by 4% while we have witnessed a decrease of members working in Technology & Telecommunication, Sustainability Consultancy and Food & Agriculture.

This finding confirms the notion of last year's report that we cannot assume that our members function as a representative sample of our whole network, at least regarding the industries they work in. We have to differentiate between our paying members and our broader community.

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2.2 Our Members: Seniority

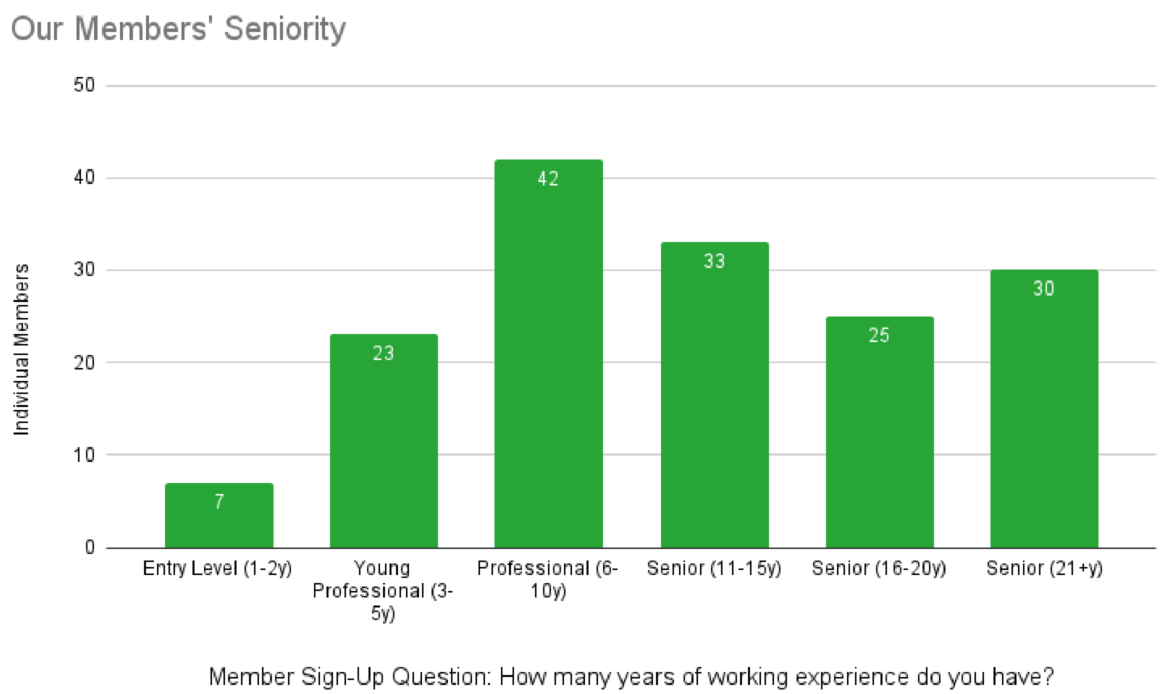

Chart 2.3

This chart shows that our members have a lot of working experience, and therefore matches our survey findings. Compared to last year we have witnessed an increase of 1 for the entry level, a decrease of 4 for Professionals, an increase of 3 for Senior (11-15y), a decrease of 8 for Senior (16-20y) and a decrease of 4 for Senior (21+y). This indicates that the seniority among our members has slightly decreased. Nevertheless, still over 50% of our members are seniors with at least 11 years of working experience. 18% of our members have more than 21 years of work experience. This is only a decrease of 2%. Overall, our membership base consists of a highly experienced group of professionals. This suggests that those people have potentially a higher leverage in their organisations, and on the other hand, that there is a lot of experience and knowledge among our members.

2.3 Our Members: What are their priorities?

In this step, we analysed what our members' priorities are and what they are looking for when they join GreenBuzz.

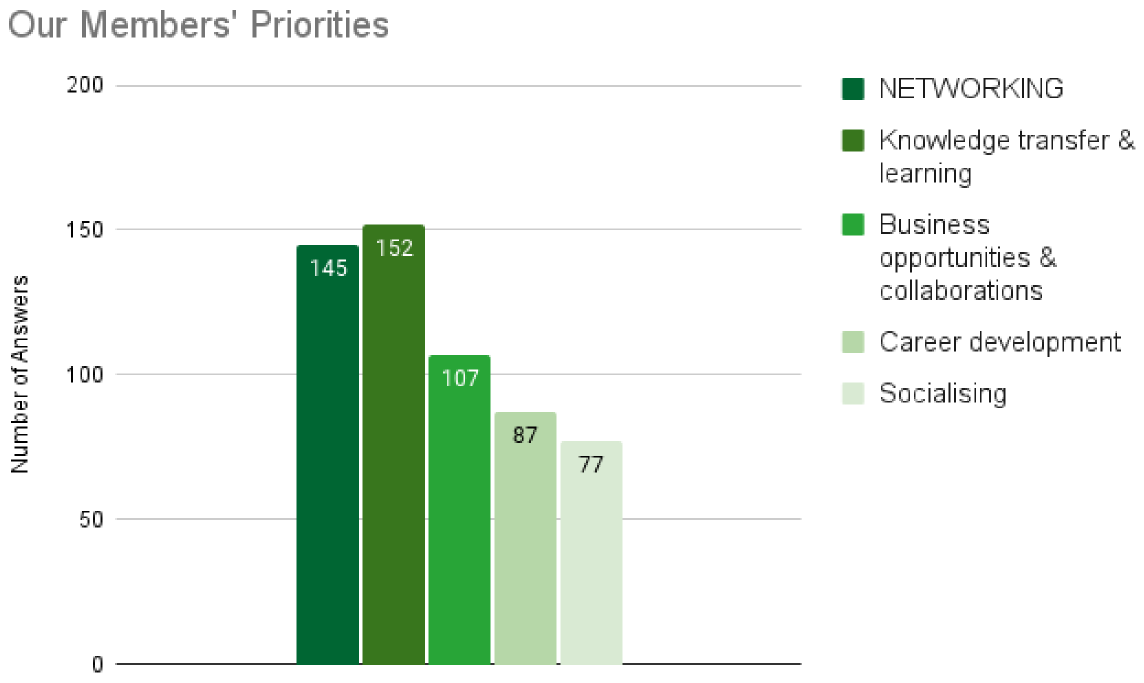

Chart 2.4

The current members clearly prioritize **knowledge transfer & learning** and **networking**. In last year's report we have analysed the priorities of our members, including previous members. Comparing, it becomes clear that there has been a slight shift from networking towards knowledge transfer & learning. The other priorities remained in the same position in the ranking of our members.

Once again, this underlines the importance of our change towards more thematic events, as this event format best represents the top priorities.

2.4 Conclusion

The member analysis shows that the distribution of industries varies in comparison to our broader community. The development of memberships is rather negative. However, this development is believed to be mainly attributed to the pandemic. Furthermore, the analysis shows that our members are experienced professionals. This indicates that there are a lot of experts and seniors in our network, who are more likely to have a certain influence in their organizations. Another essential finding that networking and knowledge transfer & learning are the most important for our members. This helps to set a focus on event formats and topics, and ultimately points to the importance of thematic events, which combine networking with knowledge sharing, and therefore meet both of these two expectations.

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3. Communication Analysis

The final part of the impact measurement project was an analysis of our communications channels. We use several channels to communicate with our stakeholders: **Our website**, **Facebook**, **LinkedIn, MailChimp** (newsletters, Email campaigns)**, YouTube** and **Instagram**.

The analysis focuses on the **reach, engagement** and **conversion** we generate through the different channels.

3.1 Website

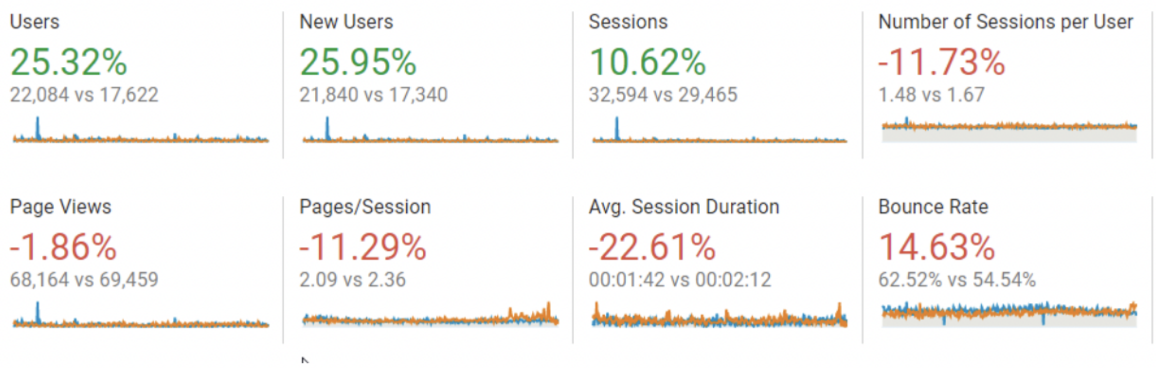

Chart 3.1

Overall, in the Year 2021 there was 25% more traffic on the website and a slightly lower engagement. This is quite normal that with increased visits the targeting is less specific and results in lower engagement. Compared to last year, particularly the traffic from LinkedIn grew by 70% while the traffic from the newsletter has decreased by 25%.

3.2 Conversion Rate & Social Media

Firstly, we looked at our **website visits**, split by where users come from and if they convert to memberships or sign up for the newsletter. The analysis shows that most users land on the website directly (not trackable or directly enter website address) or via Google, followed by LinkedIn and our Newsletter.

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Social Network	Acquisition: Users	Acquisition: New Users	Acquisition: Sessions	Behaviour: Bounce Rate	Behaviour: Pages/Session	Behaviour: Avg. Session Duration	Conversions (All Goals): Goal Conversion Rate	Conversions (All Goals): Goal Completions
	1,820 % of Total: 8.24% (22,084)	1,646 % of Total: 7.54% (21,840)	3,025 % of Total: 9.28% (32,594)	61.98% Avg for View: 62.52% (-0.86%)	1.96 Avg for View: 2.09 (-6.12%)	00:02:24 Avg for View: 00:01:42 (41.08%)	8.73% Avg for View: 5.85% (49.24%)	264 % of Total: 13.85% (1,906)
1. LinkedIn	1,689 (92.60%)	1,520 (92.35%)	2,858 (94.48%)	61.27%	1.98	00:02:29	8.78%	251 (95.08%)
2. Facebook	84 (4.61%)	83 (5.04%)	89 (2.94%)	84.27%	1.71	00:00:43	7.87%	7 (2.65%)
3. Twitter	26 (1.43%)	24 (1.46%)	29 (0.96%)	86.21%	1.03	00:00:18	3.45%	1 (0.38%)
4. Instagram	13 (0.71%)	11 (0.67%)	21 (0.69%)	57.14%	1.43	00:01:13	0.00%	0 (0.00%)
5. Instagram Stories	6 (0.33%)	6 (0.36%)	6 (0.20%)	83.33%	1.17	00:00:02	16.67%	1 (0.38%)

Chart 3.2

Looking at Social Media, it becomes clear that LinkedIn is the most used platform. The conversion rate for LinkedIn is almost 9%, meaning that 9% of the people that visit our LinkedIn page, subscribe to our Newsletter.

3.3 Reach & Engagement

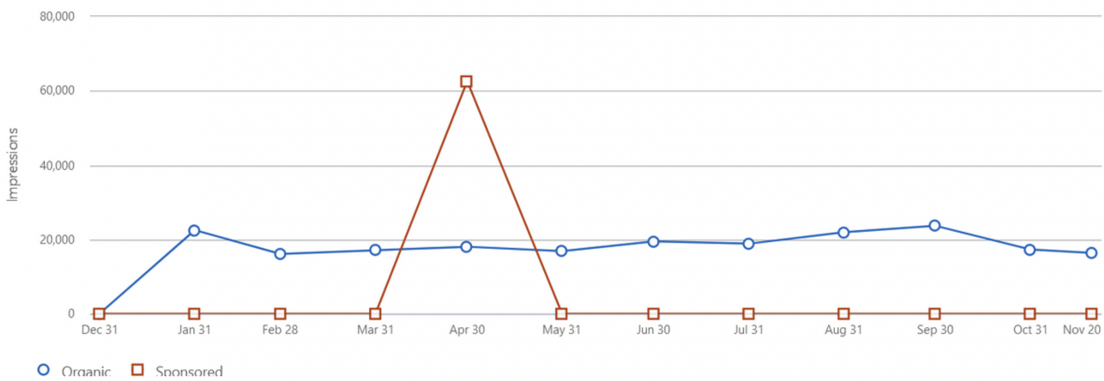

Chart 3.3

If we zoom in on the reach of our social platforms, we see that the **LinkedIn reach has grown** by almost 50%. The chart shows the reach of our post. We have had the highest engagement for the post about the Summer Party.

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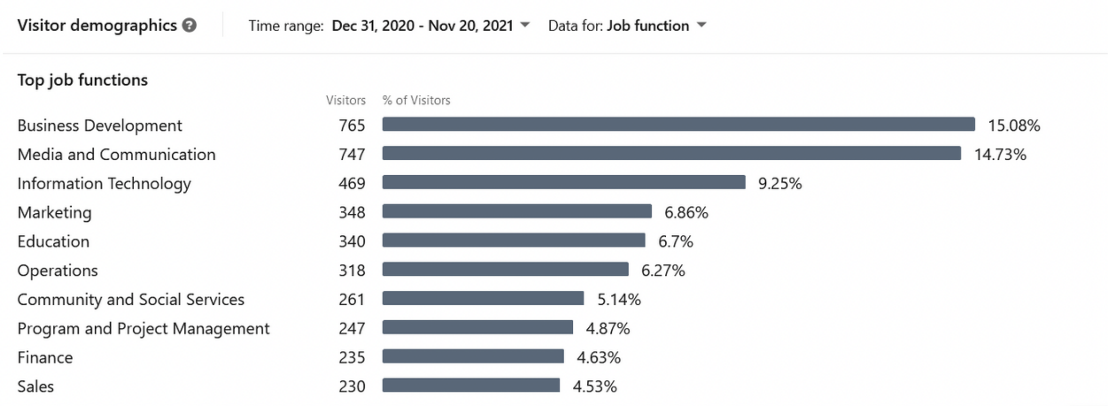

Chart 3.4

The second chart furthermore, shows the demographics of our LinkedIn page visitors filtered by job functions.

3.4 Newsletter

As the newsletter is our most effective communications channel, we are looking at its analysis a little closer. Looking at the demographics of the newsletter's mailing list, we see that it is about **50/50 male and female** and most people are between the **ages of 35 and 44**. These numbers have not changed since last year.

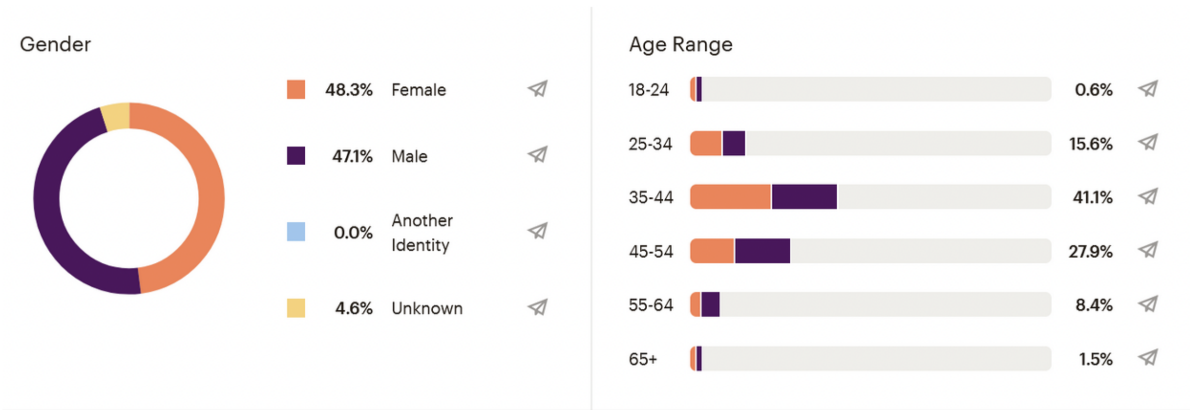

Chart 3.5

We are observing a relatively slow, but steady and organic growth of our general mailing list. In November 2020, we had **2587 active subscribers. In November 2021, we were at 3490 active subscribers.** This means a growth of 25% in the last year.

If we look at the overall **performance** of our newsletter, we have a **high open rate of 28.4 %** (28% in 2020) and a **high engagement rate of 5% on average.** The open rate has been quite stable over the last two years. As a comparison, the industry average open rate is ca. 20%.

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