GreenBuzz Zurich

Impact Report
GreenBuzz Zurich
Vol. III

2022

Zarina Majetic, Rachel Dale and the GreenBuzz Team,
Project Lead Impact Measurement

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GreenBuzz Zurich | www.greenbuzz.global/zurich | zurich@greenbuzz.zurich

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Introduction

The GreenBuzz Impact Measurement Report has reached its third volume, following the successful completion of its first and second reports in 2020 and 2021, respectively. Both of these reports can be accessed on the GreenBuzz webpage.

In particular, the 2020 report lays the foundation for our research, featuring a comprehensive analysis of our community, members, and communication strategies. By providing key data on the organization's growth, this report allows us to compare our yearly performances between and derive valuable insights.

In general we were pleased to see GreenBuzz grow again in 2022. We saw 18% more total participants from less events, which is consistent with the guidance we received from our executive board, to hold fewer but more impactful events. We grew our membership by 6.6% and acquired more than 1,300 more followers on LinkedIn, which is our main social media platform. We consistently received 8+/10 rating reviews from our event surveys.

The focus for 2023 will be to grow corporate, increase private memberships to 250+, increase our satisfaction score to 8.5+/10 for our events and exceed 6,000 LinkedIn followers.

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 organizations 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

At the heart of our evaluation lies the Network Analysis, which draws on data from our events and their attendees, beginning from the year 2018. As these events serve as our primary touchpoints for engaging with our community, this analysis provides crucial insights into our audience and their characteristics.

Through the use of descriptive statistics, the Network Analysis helps us to better understand our community, including their behaviors and preferences. This, in turn, enables us to more effectively tailor our offerings to their needs and interests.

The analysis contains the following data set (data collection from 01/2018 until 12/2022):

111 Events

5230 Total Participants (including people participating in several events)

1.1 Our Network: Represented Industries

In this section of our community analysis, we examine the **industries** that our network members belong to. 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. Additionally, we must consider whether to focus on already well-represented industries or take steps to attract members from underrepresented sectors. Ultimately, this analysis plays a key role in shaping the future direction of our network.

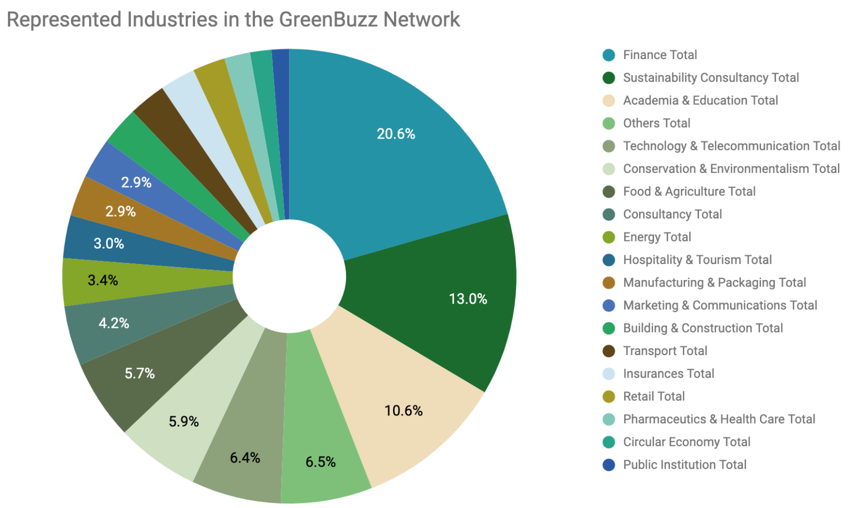

Chart 1.1.

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Displayed in *Chart 1.1* are the industries of individuals who have attended our events, with each individual counted only once, regardless of how many events they have participated in. This data provides valuable insights into the diversity of our network in terms of the range of industries represented. The chart demonstrates clearly that we have a diverse network and attract people from various industries and sectors.

In comparison to last year, the ranking of industries represented within our network has remained relatively stable. **Finance** continues to be the largest industry, followed by **Sustainability Consultancy** and **Academia & Education**. While there has been a slight 3% increase in individuals from the Finance industry, there has also been a 2% decrease in those from academia.

Our data also allows us to identify the companies that are most represented at our events. Within the Finance industry, **responsAbility** boasts the highest number of unique individuals, with **87** participants (an increase of 39 individuals from the previous year). Similarly, in the Sustainability Consultancy industry, **South Pole** leads the way with **39** unique individuals (an increase of 8 participants from the previous year). In Academia & Education, **ETH Zurich** tops the list with **93** unique individuals (an increase of 22 participants from the previous year), not including the 17 participants affiliated with the ETH sus lab.

Other companies with large representation at our events include:

UBS AG Total	**68**
RobecoSAM Total	**57**
Vontobel AG Total	**56**
Credit Suisse AG Total	**55**
S&P Global Total	**49**

Over the course of our events, we have welcomed a total of **2098** unique individual participants, each counted only once regardless of the number of events they attended. These individuals represent a diverse range of backgrounds and expertise, hailing from **1615** different companies.

In 2022 alone, GreenBuzz Zurich has welcomed participants from **465 new** companies, marking a **40.4%** increase in unique companies compared to the previous year. This statistic is a testament to our ongoing efforts to foster diversity within our audience.

1.2 Our Events: Formats

As part of our analysis, we have examined the participant numbers for each of our event formats since we began tracking data in 2018. Our findings reveal that thematic events are among our most popular formats, consistently attracting high levels of engagement and interest from our community.

Over the course of 2018-2022, we have hosted a total of **48** thematic events, reflecting our commitment to providing meaningful and relevant content that resonates with our audience. By prioritizing these events, we are able to ensure that our community receives the greatest possible value from our programming and remains engaged and connected over time. *Chart 1.2* provides a visual representation of our event formats and the corresponding number of total events held since 2018.

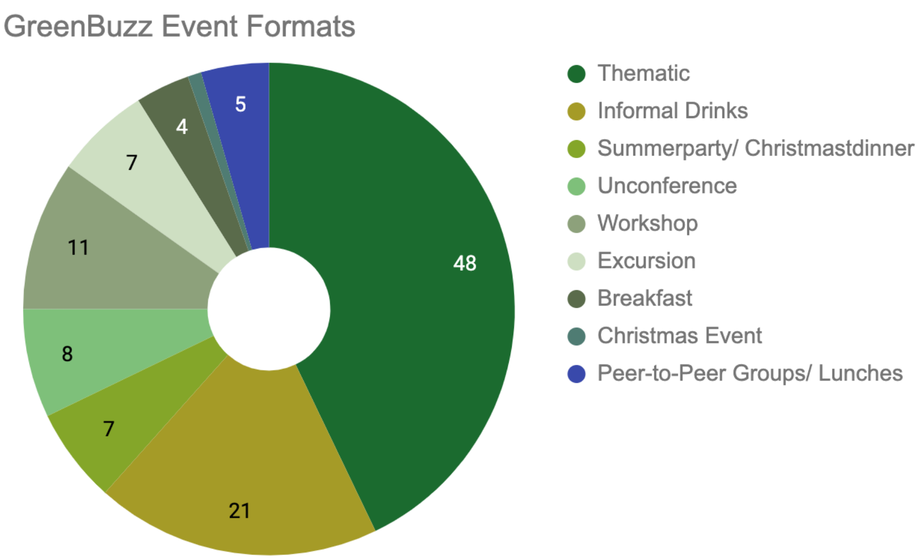

Chart 1.2

In 2022, we organized a total of 23 events, comprising 11 thematic events, 4 informal drinks, and 2 workshops. These events brought together a diverse group of professionals with a total of 1442 participants (*Table 1.1*).

Event Type	Number of Events	Number of Participants
Thematic	11	757
Informal Drinks	4	261
Summerparty	1	141
Excursion	4	119
Christmas Event	1	109
Workshop	2	55
Total	**23**	**1442**

Table 1.1: Year 2022

Thematic events remain the most popular and attended events, accounting for nearly 54% of all participants. Informal drinks are the second most attended format, with 18% of participants (*Chart 1.3*).

Compared to the previous year, we have reduced the number of thematic events by five, while increasing the number of participants by 163. This approach is more efficient, and we plan to continue with larger events. We have focused on delivering high-quality thematic events, based on the feedback we received. Thematic events are perceived as the most impactful event format for personal and sustainable business development. Furthermore, our paying members especially prioritize knowledge sharing and networking (*Chart 2.4*), which the thematic event format successfully delivers. The feedback we received from the attendees after the events further emphasized the importance of these two aspects.

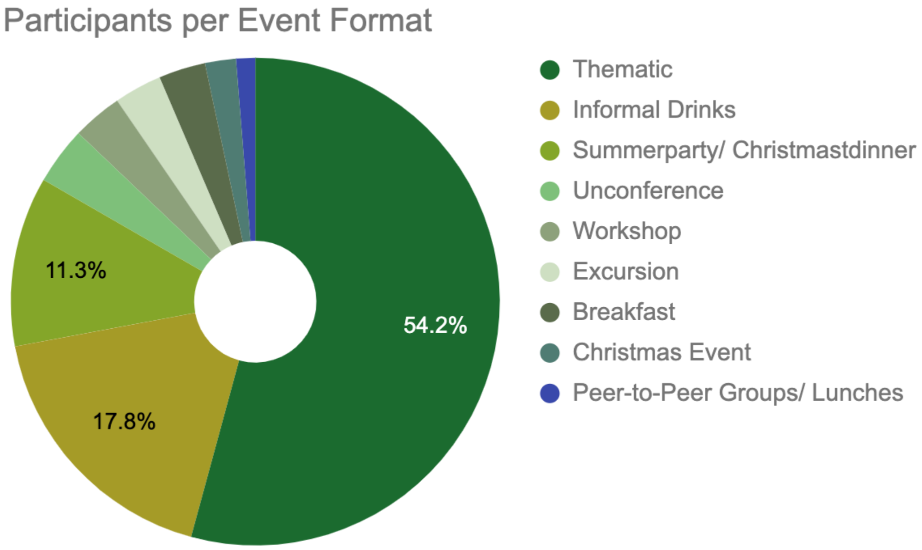

Chart 1.3

1.3 Our Events: Topics

In the next step, we analysed our event topics and number of participants per topic (*Chart 1.4*).

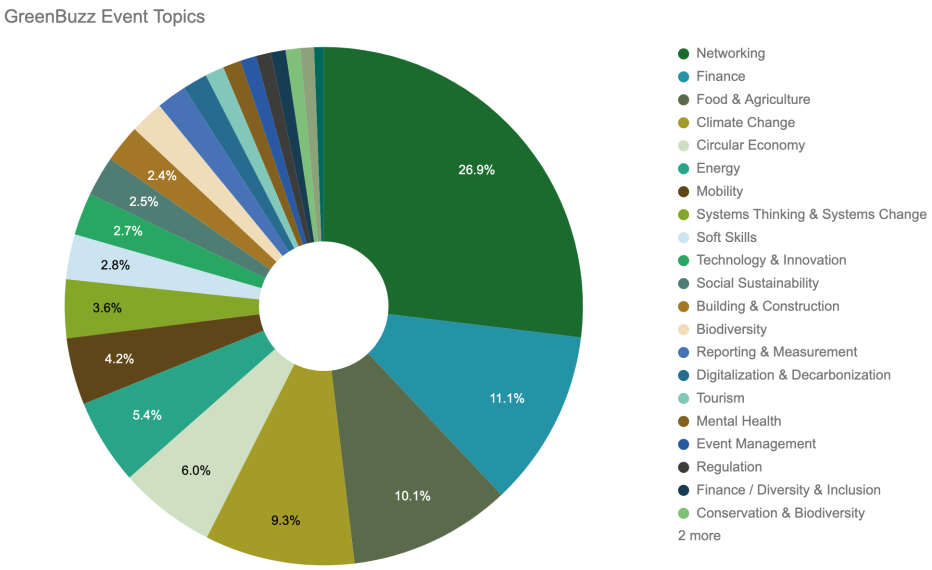

Chart 1.4

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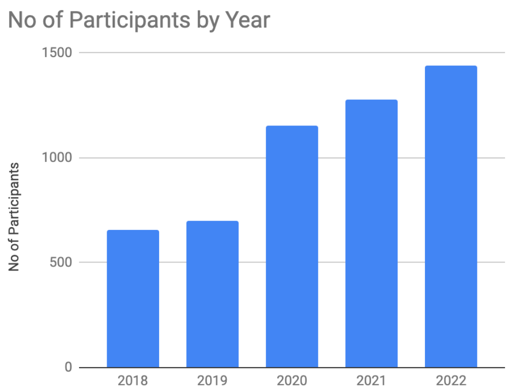
In 2022, we held five successful **networking** events that were well-received by attendees. The events were designed with a lighter format, with an emphasis on creating a relaxed atmosphere that was conducive to networking. To ensure the effectiveness of the networking events, we utilized various strategies to facilitate the networking process, including incorporating quizzes, speed networking, and small group discussions. The feedback received from attendees has been consistently positive, with many appreciating the informal yet professional atmosphere that was created.

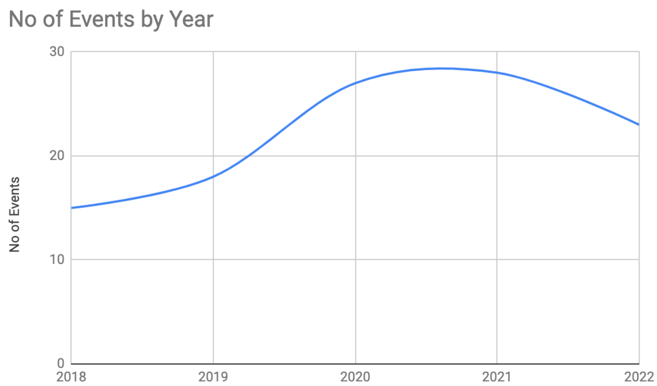
Overall, we have successfully covered a wide range of topics while simultaneously increasing the number of topics that are of particular interest to our network.

1.4 Our Events: Participant & Event Numbers

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



Graph 1.1



Graph 1.2

Graph 1.1 and *1.2* indicate an increase in the number of participants compared to 2021, even though we held fewer events. This positive trend in higher attendance has persisted throughout 2022. The fact that we managed to attract more attendees with slightly fewer events is a promising development, as we have been able to utilize our resources more effectively. The event cycle for 2022 is similar to that of 2021, with the majority of events being held in the spring and fall and a less busy planning period during the winter and summer.

This analysis clearly demonstrates that our organization has grown, and that our events continue to be well-received and impactful.

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1.5 Feedback scores and verbatims

We always send a survey to event attendees after an event. In 2022 we had an average score of 8.55 / 10 for our events, with verbatims including.

What our participants enjoyed:

- “Topic, content, well structured but also informal enough. Very enjoyable!”
- “Good bunch of people, it is always interesting to see the different takes on the theme.”
- “Very interactive, amazing hosts, great people, super interesting topic.”
- “Informal atmosphere with lots of opportunities to connect with people.”

GreenBuzz Events in 2022:

- Excursion: Kunsthaus – A Guided Tour Through Earth Beats
- Thematic Event: Get a Head Start on Sustainability Trends
- Thematic Event: EU Taxonomy & Greenwashing
- Informal Drinks: Carbon-Free Energy
- Networking Event Series – Climate-Friendly Farming
- Thematic Event: The Sharing Economy - Moving Beyond Ownership
- Workshop: Five steps on inspiring & empowering employees on sustainability
- Networking Event Series - Excursion to Umami
- Virtual Thematic Event: Careers in Sustainability
- Members & Partners Event: Forests and Climate in Art
- Thematic Event: Sustainable Business Travel
- Thematic Event: Sustainable Energy System - Who Will Lead the Way?
- Annual Summer Party – Come Buzz With Us
- Informal Drinks: SDG16 in Times of Conflict - Why should it matter to business?
- Excursion: Tour Through The Circle – Switzerland’s Largest Green Building
- Networking Event Series - Pensions, Sleeping Giants?
- Thematic Event: Digitalization as a Key to Decarbonization - What role can blockchain play?
- Thematic Event: Science-Based Targets Initiative - A step towards decarbonizing all sectors?
- Thematic Event: Employee Mental Health - Why is it crucial to sustainability?
- Workshop: Successful B2C Communication – Or is it just Greenwashing?
- Thematic Event: COP27 - Let's talk about solutions!
- Networking Event Series: ESG vs. Sustainability
- Informal Drinks: Christmas Buzzing!

1.6 Conclusion

The examination of our events and network reinforces our assertion that we are a **diverse network, with professionals representing various industries and sectors**. Moreover, the assessment of our event topics indicates that we offer a broad spectrum of topics, and attendees are distributed evenly across them. This suggests that we do not encounter any issues with the over-representation of the top three industries. Additionally, the analysis highlights that our **thematic events are the most popular events.**

2. Member Analysis

The Member Analysis focuses on our individual members who are part of our paying membership program. This data is collected through our membership management platform, Join It. As of December 2022, we have a total of **180** paying members who fall into one of three membership types: **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.

Membership Type	2021 Individuals	2022 Individuals
GreenBuzz Friend	85	83
GreenBuzz Connect	45	44
GreenBuzz Green	35	53
Total	**165**	**180**

Table 2.1

Of our membership base, **83** are Friend Members, **44** are Connect Members, and **53** are Green Members. This represents a **6.6%** growth compared to 2021, which is a positive sign of progress. However, we have set our sights on reaching even greater heights in 2023 and plan to drive membership with a 10% discount membership campaign, with the goal of surpassing 200 active members by the end of January 2023.

One encouraging aspect of our membership growth in 2022 was the **significant increase** in **Green Members**, indicating that we have a dedicated community of members who believe in our mission and wish to attend four or more events each year.

2.1 Our Members: Industries

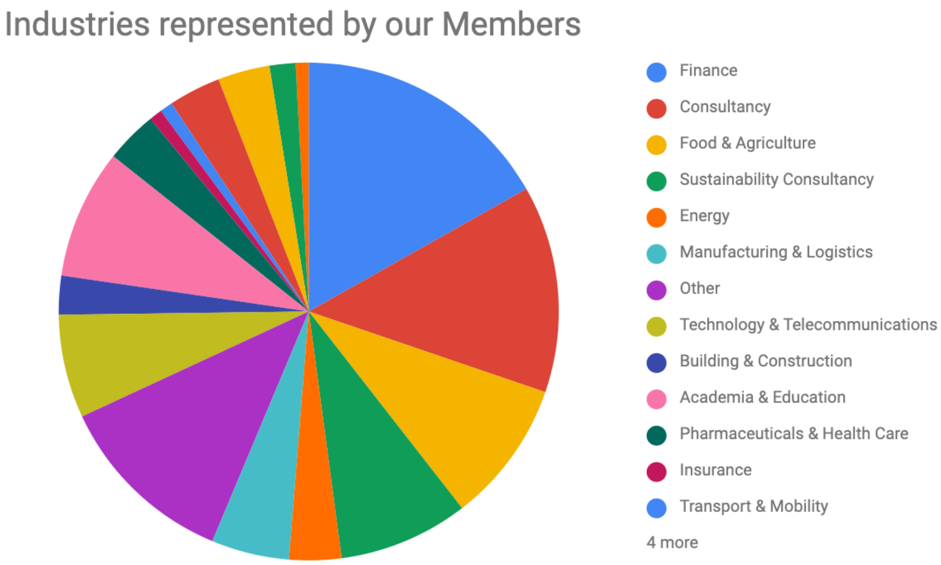

Chart 2.2

The **finance** industry remains the most represented industry in our network, followed by **consultancy**, including both sustainability consultancy and general consultancy. The **food and agriculture** industry follows closely behind. However, what is particularly noteworthy is the number and diversity of industries represented by our members. This diversity contributes significantly to the richness of discussions and problem-solving capabilities of our event and workshop groups.

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2.2 Our Members: Seniority

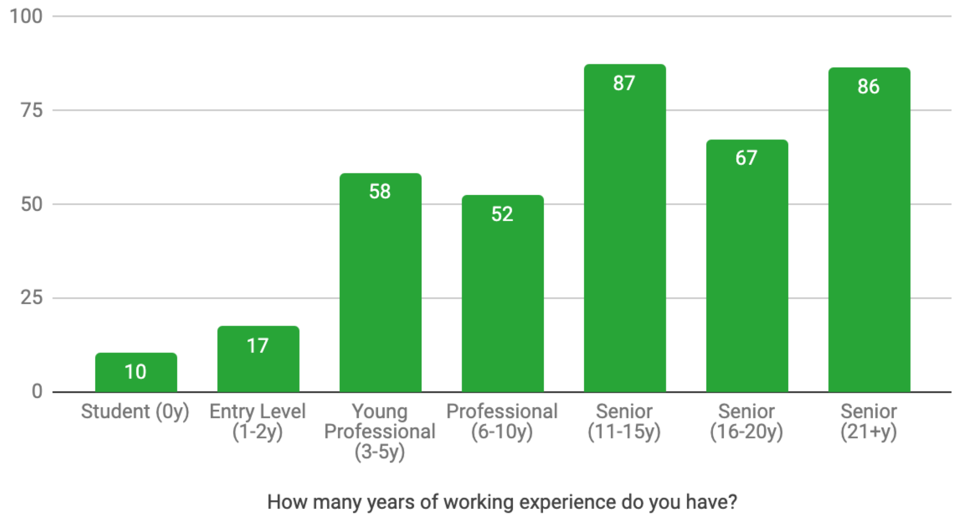

Chart 2.3

Chart 2.3 illustrates the extensive professional experience of our members, this data is taken from all the members who have signed up since 2018 (some have expired). The trend indicates that our membership base is quite senior overall.

These figures suggest that our members have a significant level of professional influence in their organizations, as well as a wealth of experience and knowledge to contribute to our network. This is invaluable in all our discussions and creates impact by ensuring that we reapply this valuable knowledge as we discuss sustainable futures.

2.3 Our Members: What are their priorities?

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

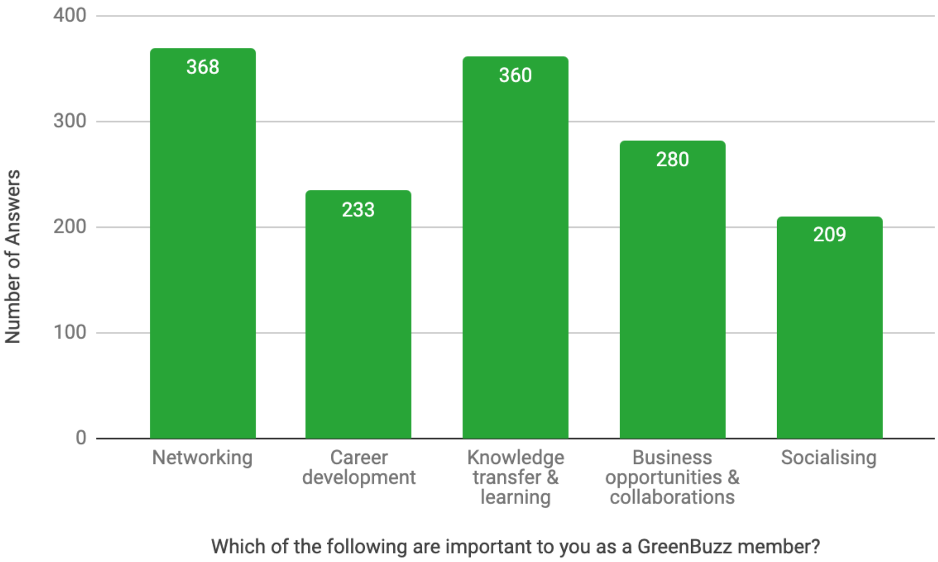

Chart 2.4

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

2.4 Conclusion

We have made significant progress in membership growth, and our analysis demonstrates that our members are highly experienced professionals, which implies that many are influential in their respective organizations. Additionally, we discovered that our members place a high value on networking and knowledge transfer and learning. This insight directs us to prioritize event formats and topics that combine both aspects, with a particular emphasis on thematic events that provide opportunities for networking and knowledge sharing.

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3. Communication Analysis

In the last phase of our impact measurement, we conducted an evaluation of our communication channels. Our communication strategy involves various platforms including our **website**, **LinkedIn**, **MailChimp** for newsletters and email campaigns, **YouTube** and **Instagram**. However, we have discontinued our presence on Facebook due to the lack of desired reach.

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

3.1 Website

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 showed that most users land on the website directly (not trackable or directly enter website address) or via Google, followed by LinkedIn and our Newsletter.

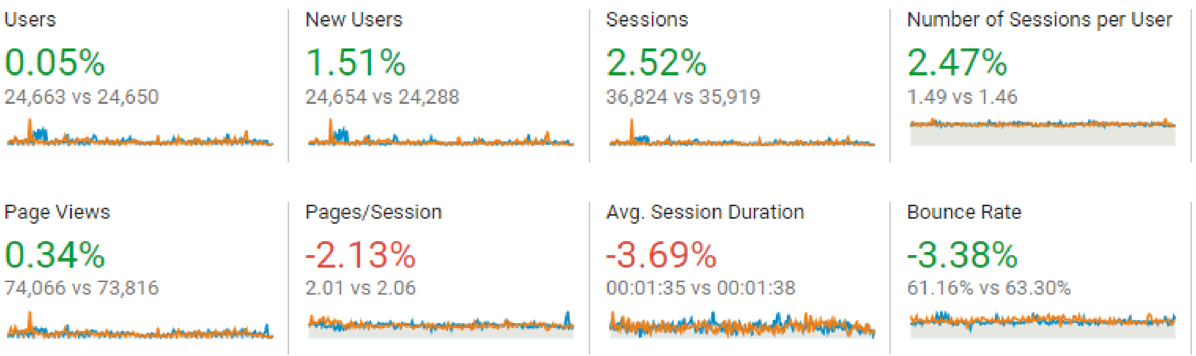

Chart 3.1

Overall, in the year 2022 there was about the same amount of traffic on the website with similar engagement. The bounce rate (users leaving the website without opening another page or taking an action) did go down a bit, signaling a higher relevance for the users. In terms of where the users came from, more people landed directly on the website, which means the website is wider known and less people search for it or use referral links.

3.2 Social Media

Social Network	Acquisition			Behaviour			Conversions All Goals	
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	10.72% 2,148 vs 1,940	10.80% 1,950 vs 1,760	13.59% 3,712 vs 3,268	1.51% 61.18% vs 62.12%	5.31% 1.83 vs 1.93	12.97% 00:02:03 vs 00:02:22	34.99% 11.77% vs 8.72%	53.33% 437 vs 285
1. LinkedIn								
1 Jan 2022 - 31 Dec 2022	**2,010** (93.40%)	1,816 (93.13%)	3,556 (95.80%)	60.18%	1.85	00:02:07	11.95%	425 (97.25%)
1 Jan 2021 - 31 Dec 2021	**1,807** (92.95%)	1,632 (92.73%)	3,097 (94.77%)	61.45%	1.95	00:02:26	8.78%	272 (95.44%)
% Change	**11.23%**	**11.27%**	**14.82%**	**-2.06%**	**-5.02%**	**-12.87%**	**36.08%**	**56.25%**
2. Facebook								
1 Jan 2022 - 31 Dec 2022	**57** (2.65%)	57 (2.92%)	57 (1.54%)	94.74%	1.25	00:00:23	8.77%	5 (1.14%)
1 Jan 2021 - 31 Dec 2021	**85** (4.37%)	84 (4.77%)	90 (2.75%)	84.44%	1.70	00:00:43	7.78%	7 (2.46%)
% Change	**-32.94%**	**-32.14%**	**-36.67%**	**12.19%**	**-26.73%**	**-44.81%**	**12.78%**	**-28.57%**
3. Twitter								
1 Jan 2022 - 31 Dec 2022	**33** (1.53%)	29 (1.49%)	41 (1.10%)	68.29%	1.76	00:01:53	4.88%	2 (0.46%)
1 Jan 2021 - 31 Dec 2021	**27** (1.39%)	25 (1.42%)	30 (0.92%)	86.67%	1.03	00:00:18	3.33%	1 (0.35%)
% Change	**22.22%**	**16.00%**	**36.67%**	**-21.20%**	**69.94%**	**540.17%**	**46.34%**	**100.00%**
4. Instagram								
1 Jan 2022 - 31 Dec 2022	**29** (1.35%)	28 (1.44%)	32 (0.86%)	84.38%	1.31	00:00:08	3.12%	1 (0.23%)
1 Jan 2021 - 31 Dec 2021	**13** (0.67%)	11 (0.62%)	21 (0.64%)	57.14%	1.43	00:01:13	0.00%	0 (0.00%)
% Change	**123.08%**	**154.55%**	**52.38%**	**47.66%**	**-8.13%**	**-88.35%**	**∞%**	**∞%**

Chart 3.2

Looking at Social Media, it becomes clear that LinkedIn is the most used platform. The conversion rate for LinkedIn is almost **12%**, meaning that 12% of the people that visit our LinkedIn page, subscribe to our Newsletter or become a member. Although Instagram delivers less visitors and has a lower conversion rate, it has more than doubled in numbers.

3.3 LinkedIn

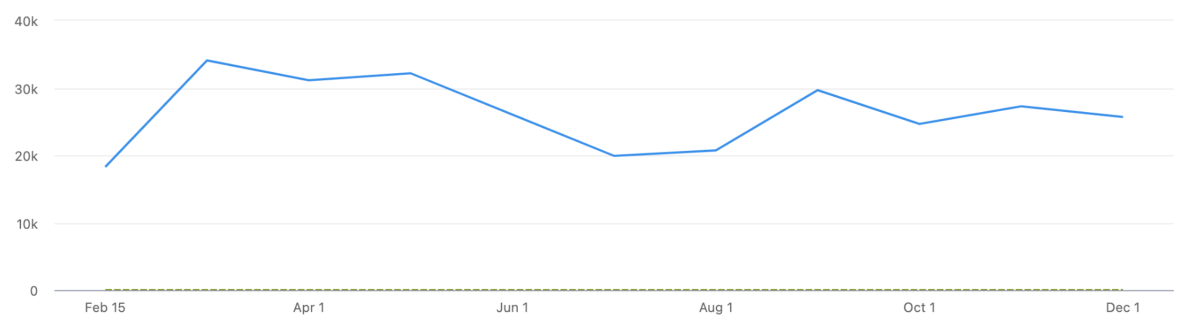

Chart 3.3 - LinkedIn Content Impressions

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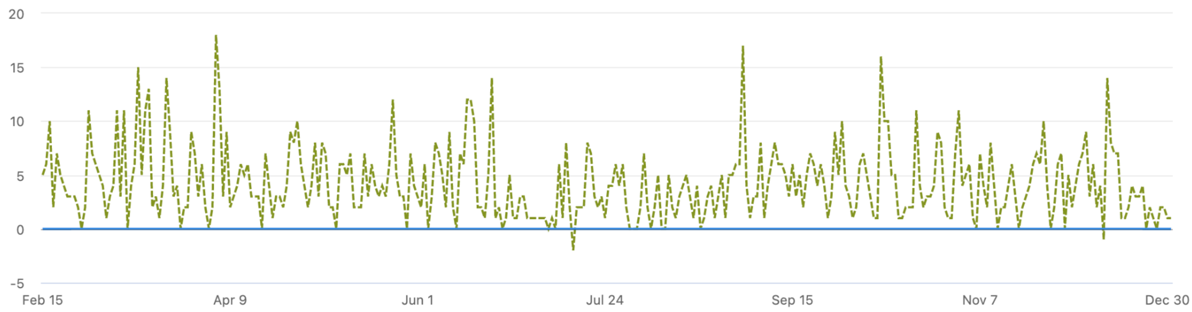

Chart 3.4 - LinkedIn Additional Followers per month

If we zoom in on the reach of our social platforms, we see that the **LinkedIn reach has grown**. *Chart 3.3* shows the **impressions** of our posts and displays an increase in impressions from an average of 20K per month in 2022. The *Chart 3.4* shows the **number of followers**. In the year 2022, we acquired **1348** new followers to reach approximately 4,300 by the end of the year. Reaching 4,000 followers was a significant milestone that we celebrated in September.

3.4 Newsletter

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 significately since last year.

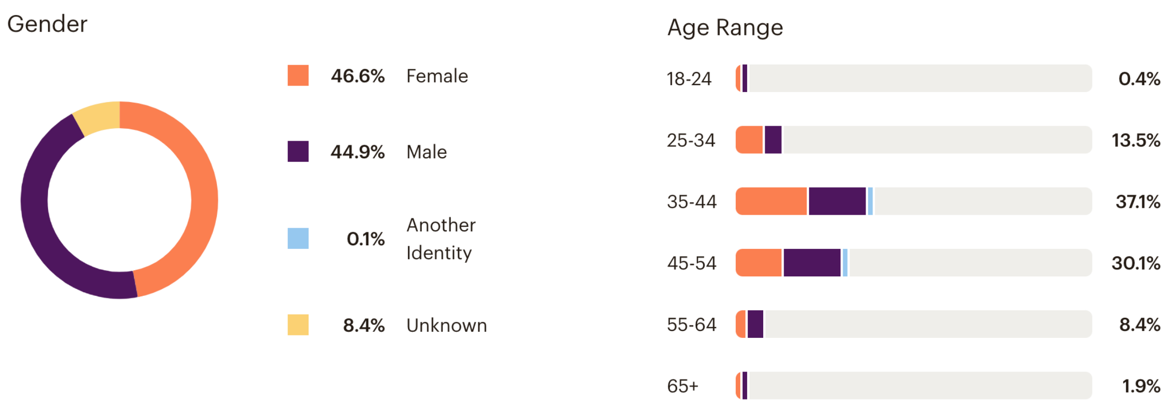

Chart 3.5

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We are observing a relatively slow growth of our general mailing list. In November 2021, we were at **3490 active subscribers.** In November 2022, we were at **3512 active subscribers.**

If we look at the overall **performance** of our newsletter, we have a **high open rate of 40%** (28,4% in 2021) and a **high engagement rate of 7,5%** (5% in 2021) on average. This is almost double the industry average open rate for newsletters, particularly in an environment where people are less engaged with email.

3.5 Conclusion

In the year 2022, there was about the **same amount of traffic** on the **website** with similar engagement as in the previous year. Looking at Social Media, it becomes clear that **LinkedIn** is the most used platform and that our reach has grown in 2022. Our content has **20K+** impressions per month and we have gained **1348** new followers. Finally, the newsletter shows a **high open rate of 40%** which is almost double the industry average open rate for newsletters.

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