

FALL 2021

# Lunch & Learn: Social Enterprise Certification

with **Buy Social Canada**

Tuesday, October 12, 2021

Noon to 1:30 p.m.



A part of the Community Benefit  
Purchasing Project, in partnership with:



# Welcome & Intro



# Meet Your Hosts!

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**Ashleigh Addison**  
Project Manager  
Data Oversight, CBPP  
Support Consultant,  
Ellygreen.com



**Jenna Stevenato**  
SENCO Coordinator,  
Media Specialist, CBPP  
Support Consultant,  
Ellygreen.com

# Land Acknowledgement

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Georgian College and the Social Enterprise Network of Central Ontario acknowledge that all campuses are situated on the traditional land of the Anishnaabeg people. The Anishnaabeg include the Odawa, Ojibwe, and Pottawatomi nations, collectively known as the Three Fires Confederacy. Georgian College is dedicated to honouring Indigenous history and culture and committed to moving forward in the spirit of reconciliation and respect with all First Nation, Metis and Inuit people.



# Zoom-keeping

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- Please update your name to include your first and/or last name, and your organization
- Please keep your microphones muted during the presentation, but we welcome you to keep your videos on if your internet allows
- We will be recording this presentation
- Feel free to send questions in the chat at any time and we will make sure to have them answered during the Q&A

# Community Benefit Purchasing Project

**“This project will support social enterprises and purchasers with essential resources in social procurement, and through connected learning, new contracts will bring sustainable economic activity to Central Ontario” – Elly Green**

## SENCO and Ashoka Canada launch Community Benefit Purchasing Project

October 02, 2020

Georgian's [Social Enterprise Network of Central Ontario \(SENCO\)](#), in partnership with [Ashoka Canada](#), will launch a new project this fall that provides resources and training opportunities for social enterprises and purchasers in social procurement.

The project will support the growth of social enterprises, and provide knowledge and tools for purchasers to both explore and apply new models of community benefit purchasing.

Small communities and cities in Central Ontario continue to face serious economic and social challenges, some of which have been dramatically heightened as a result of the COVID-19 pandemic. Social enterprise creates economic activity while addressing critical social, environmental and cultural issues.

"The sustainability of social enterprises in our communities will create a ripple effect in local economies and community well-being," says Suzie Addison-Toor, Director of Social Innovation and Student Success at Georgian. "Institutions such as Georgian, along with other schools, hospitals, housing providers and



**ASHOKA CANADA**

"This project will support social enterprises and purchasers with essential resources in social procurement, and through connected learning, new contracts will bring sustainable economic activity to Central Ontario," adds Elly Green, Project Consultant.

To learn more about the project, [reach out directly to Elly](#).

### Did you know?

Georgian is the first and only college in Canada designated a changemaker college by Ashoka U for its role as a leader in social innovation and changemaking in higher education.

<https://www.georgiancollege.ca/ashoka/senco-purchasing-project/>

Community Benefit Purchasing Project,  
in partnership with:



**ASHOKA CANADA**

Ontario  
Trillium  
Foundation



Fondation  
Trillium  
de l'Ontario

# Session Agenda

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Session Agenda	
Timing	Topic
12:00 - 12:10 pm	Welcome & introductions, agenda
12:10 - 1:00 pm	Facilitated presentation
1:00 - 1:30 pm	Q&A and Discussion

# Meet Our Guests!

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**David LePage**  
Managing Partner  
**Buy Social Canada**



**Maham Tarar**  
Manager of Partnerships &  
Engagement  
**Buy Social Canada**

Community Benefit Purchasing Project,  
in partnership with:







Social Procurement  
leverages a social value from  
existing procurement

Photo: East Van Roasters, a Buy Social Canada Certified Social Enterprise

Community Benefit Purchasing Project,  
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# What is Social Procurement?



Adding a **social value** to existing purchasing

# Social Procurement seeks best value

Every purchase has an economic, environmental and social impact.

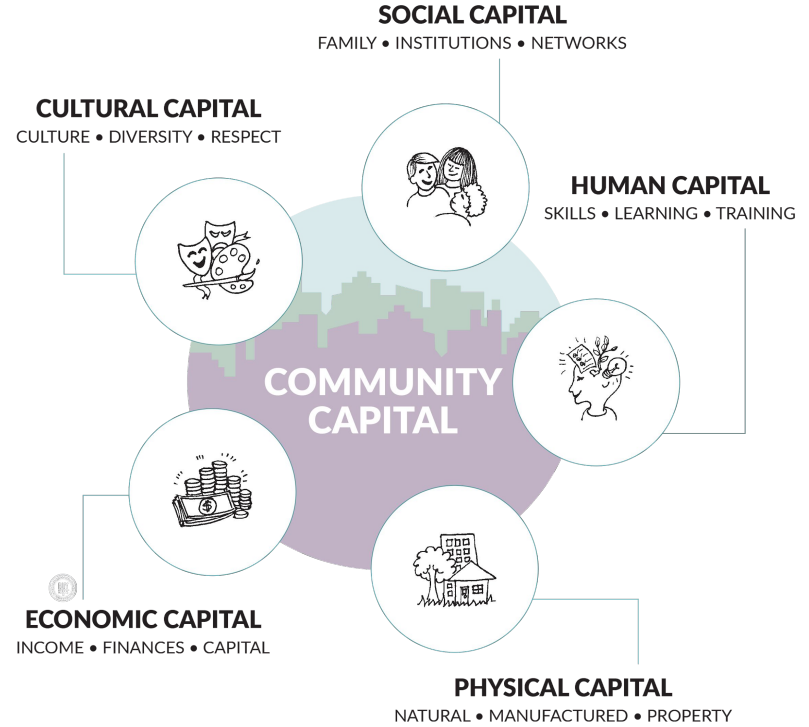
When we focus on 'best value for money' procurement is much more than a financial transaction.

Procurement becomes a tool for building healthy communities.



Photo: Binners' Project, a Buy Social Canada Certified Social Enterprise

# Social Procurement is a means to build Community Capital



Purchasers are the  
“demand” side of the  
marketplace



Over the next 5 years, we'll shift at least 5 percent of our addressable spend to social impact organizations including

- Certified social enterprises
- Fellow B Corp Certified companies
- Certified Aboriginal businesses
- And other diverse-owned businesses

Social Enterprises  
are the “supply” side  
of the marketplace



## CleanStart BC

BC Housing included a social value criteria into an RFP for junk and trash removal.

The bid evaluation of price, service, environment and social led to a social enterprise that employs persons with barriers winning the contract and increasing their hiring of targeted employees.

# Why Certification?

Raise Your Profile  
and  
Increase Your Market Opportunities

Social Enterprise Directory Listing  
Access to Networking Events  
Matched with Purchasing Opportunities

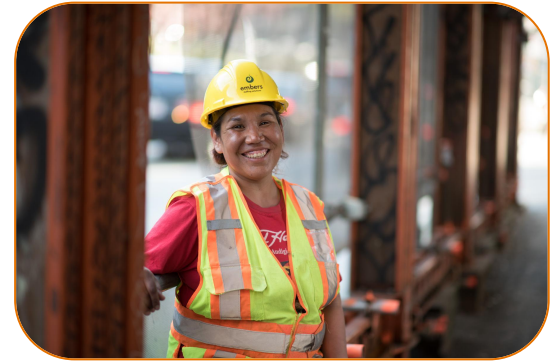


Photo: EMBERS, a Buy Social Canada Certified Social Enterprise

Use the Buy Social Canada  
Certified Social Enterprise Badge  
to verify your status



Photo: East Van Roasters is a Buy Social Canada Certified Social Enterprise



# Guidelines for Certification

A Social Enterprise is a business that generates a significant portion of its revenue through the sale of goods or services



Verified with: Financial documents

It embeds a social, cultural or environmental purpose into the business



Verified with: Business' mission defined in incorporation documents

The majority of profits are reinvested into the social, cultural or environmental mission



Verified with: Incorporation documents

Certification takes into account the age and impact model of your social enterprise. Social enterprises are diverse, and our certification process considers your mission, impact and processes rather than just your corporate status.

*We work closely with you to understand your model and how our standards apply.*

# Certification Benefits

Buy Social Canada will:

- Recognize you on our web-based social enterprise directory
- Provide your market and social value information to potential purchasers through our Purchaser Partner directory listings
- Invite you to participate in local networks and other networking events throughout the year
- Provide 2 hours of consulting / coaching from our staff
- Provide discounts to Buy Social Canada events and learning opportunities
- Provide monthly newsletter on social enterprise sector events and public policy updates
- Identify and share with you any specific or pertinent market opportunities that we discover match your products or goals
- Tag you in social media when appropriate

# Certification Fee

Annual fees are based on your business revenue:

Under \$500,000 - \$100 per year

Under \$1 million - \$200 per year

Above \$1 million - \$300 per year

Above \$15 million - \$2,500 per year

No fee for the first year!

# Inspiration from Buy Social Canada Certified Social Enterprises



Image source: <https://www.buildingup.ca/>

Building Up runs an intensive pre-apprenticeship trades training program for individuals who face barriers to employment. 90% of Building Up graduates have moved into apprenticeships and/or full-time employment.

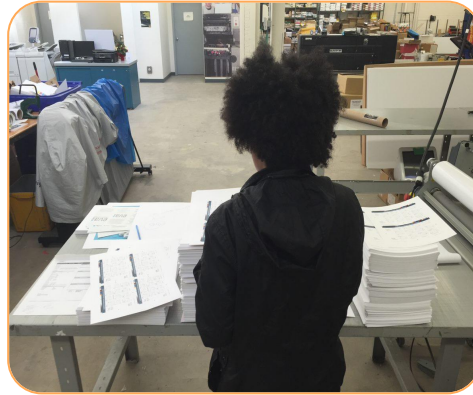


Image source: <https://Evas.ca/blog>

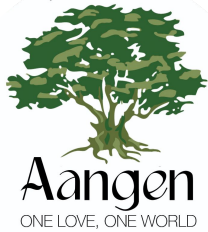
Eva's Print Shop is a commercial printer and social enterprise that provides print and graphic arts training and life skills to youth experiencing homelessness and barriers to accessing housing. The Print Shop reinvests any profits back into the shelter system and the youth they serve.



Image source: <https://www.awayexpress.ca/>

A-Way Express is a social enterprise that provides same-day courier service by public transportation for its many customers across the City of Toronto. A-Way provides meaningful, flexible and permanent employment to people with direct experience of the mental health system.

# Join a growing national network of social enterprise leaders!

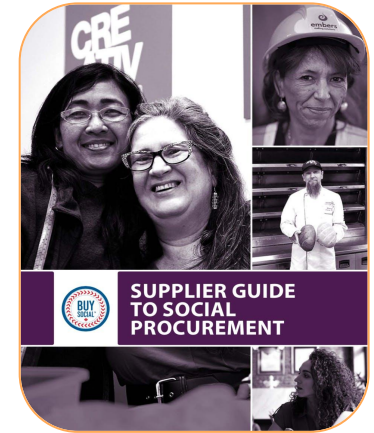
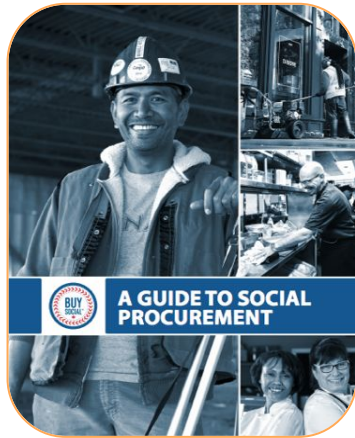


Community Benefit Purchasing Project,  
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# Continue Learning about and Implementing Social Procurement

Free Downloads available at [www.buysocialcanada.com](http://www.buysocialcanada.com)



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