

Buy and Sell with **Impact**

Social Procurement Readiness Workshop

Tori Williamson

Director of Education & Communications

Tori@buysocialcanada.com



www.buysocialcanada.com

Who is here today?

Introductions

- Name and title
- Organization
- How do you want to engage with social procurement?



AGENDA

- Buy with Impact
- Sell with Impact
- What's next?

Buy with Impact

Question

What do you buy?

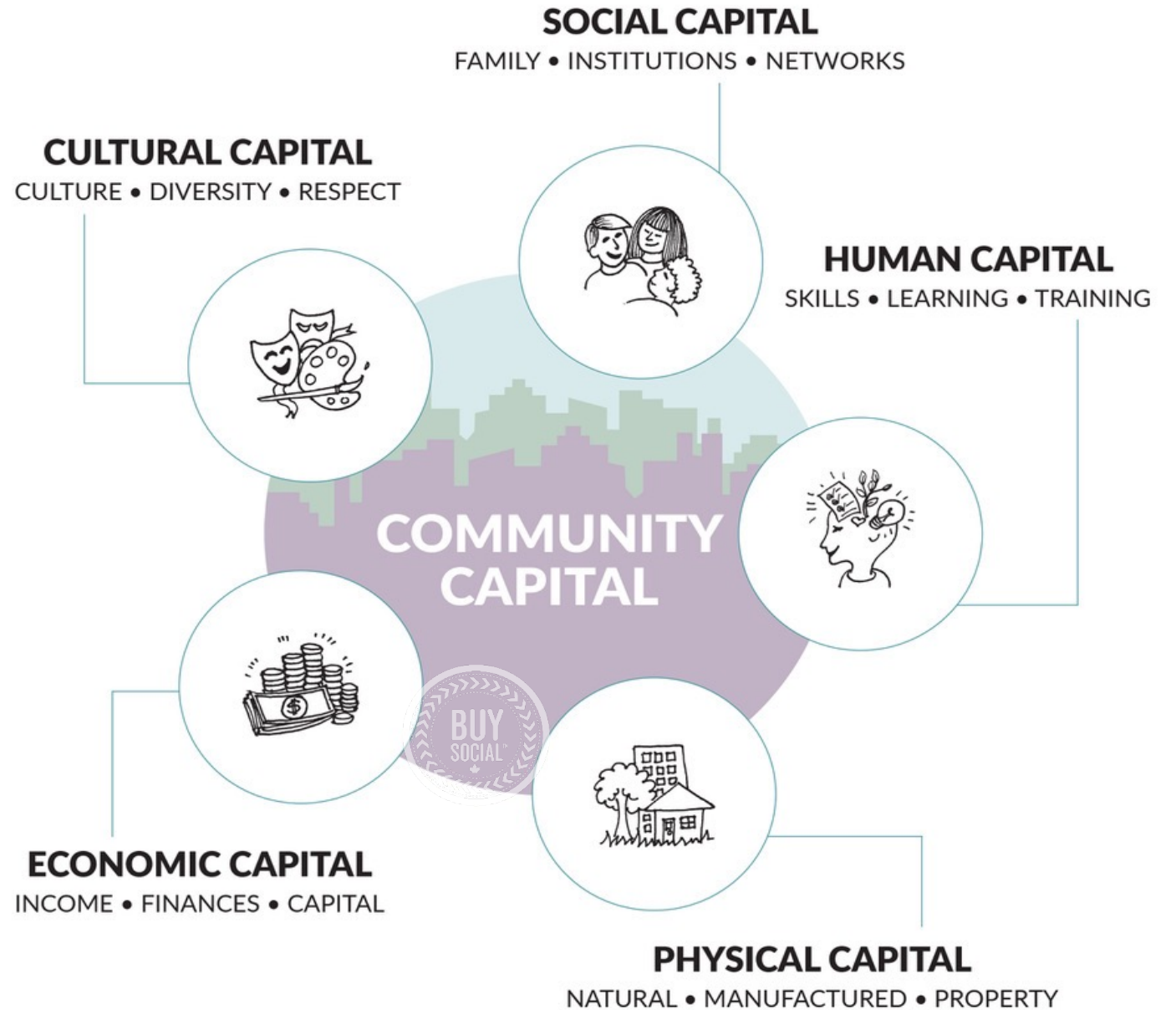


What is **social
procurement**?

“Encouraging a shift towards procurement based on achieving multiple outcomes in addition to maximizing financial value.”

Prof. Jo Barraket
Director of the Centre for Social Impact
Swinburne, Australia

'Best value for money'
considers more than
economic transactions,
it creates
Community Capital



Social procurement: What is possible?

Construction and
infrastructure projects

On a \$1M contract local suppliers create **3.6 jobs** compared to **1.8 - 2.0** jobs with multi-national corporations*

*Source: Vancouver Island Construction Association paper; "Facts or Fiction?"

Social procurement: What is possible?

Economic impact of local suppliers

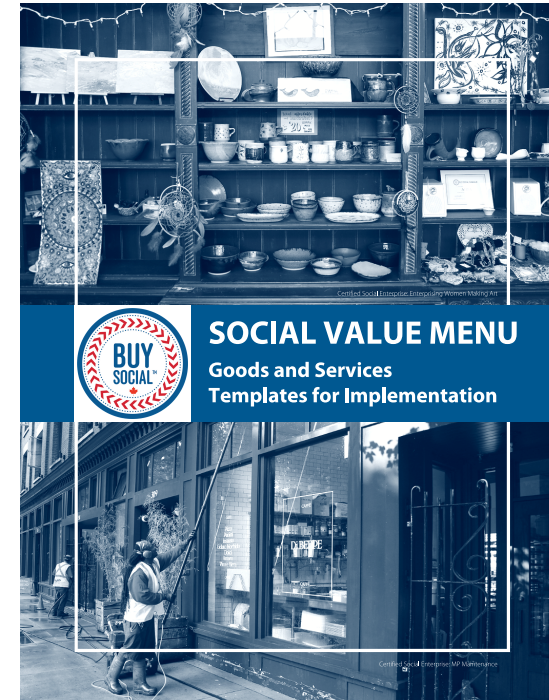
The economic multiplier effect

For every **\$100** spent with a “local” office supply business, **\$63** is reinvested locally

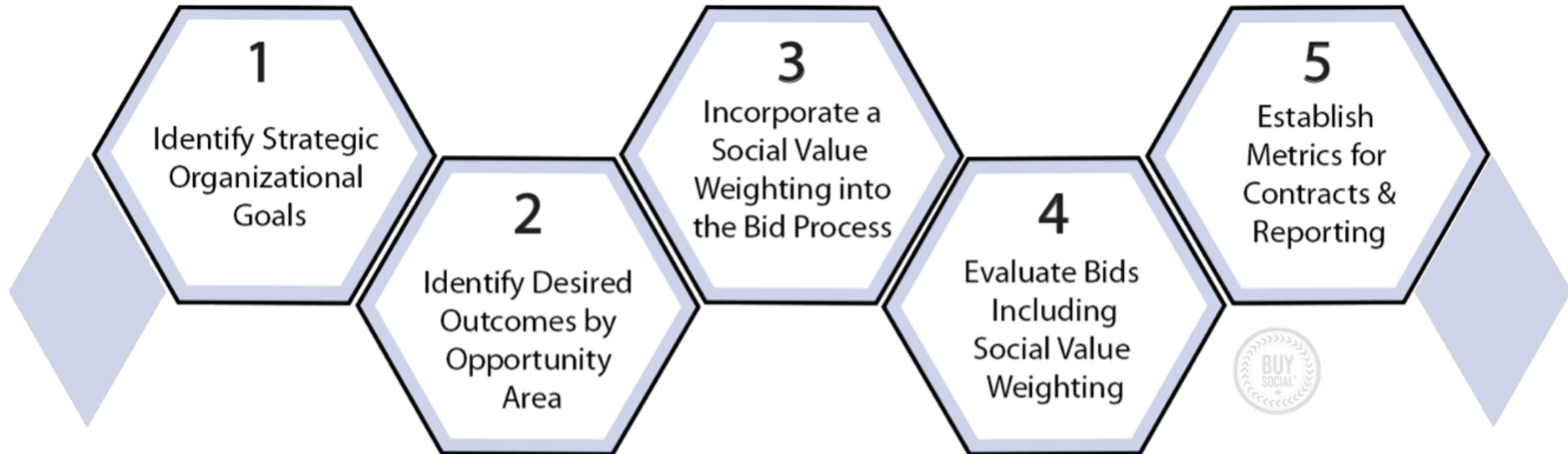
For every **\$100** spent with an “MNC” (big box), only **\$14** is reinvested locally

Source: 2019 LOCO BC Study; ‘The Economic Impact of Local Businesses’

Tools for Social Procurement Implementation



Five Steps to Implement **Social Procurement**



Question:

What objectives could you work towards in your own social procurement projects?

Five Steps to Implement **Social Procurement**



Key Opportunity Areas

- ✓ Employment
- ✓ Skills and Training
- ✓ Social Value Supply Chain
- ✓ Community Development

Question:

How do your objectives connect with the four opportunity areas?

Social procurement Example

Contracting social
enterprises



BC HOUSING



Five Steps to Implement **Social Procurement**



Incorporate your objectives into your **bid language**

Informal

- ✓ Phone call
- ✓ Email

Formal

- ✓ Request for Information
- ✓ Request for Proposal
- ✓ RFx

RFX language examples

Employment	Skills & Training	Social Value Supply Chain	Community Development
<p>Does your organization currently have strategies or policies around diverse, equitable, and/or inclusive employment practices to ensure you are providing employment opportunities for individuals from equity-seeking groups?</p>	<p>Do you currently have an apprenticeship program that targets inclusion of individuals from equity-seeking groups?</p>	<p>Do you have a 3rd party certification from any of the organizations verifying social impact or membership of any organization verifying diverse ownership? .</p>	<p>In the last three years, has your organization implemented any programs or initiatives to ensure greater economic opportunity and community integration for equity-seeking groups?</p>
<p>Please describe your current processes for implementing your strategies/policies and ensuring employment opportunities for individuals from equity-seeking groups. Please describe how you currently monitor, measure, and report on these processes in the space below</p>	<p>Please provide the number of apprenticeship positions that have been given to individuals from equity-seeking groups in the last 12 months. Please provide details of your existing program(s) and how you monitor and measure the success of the program(s) in the space below</p>	<p>Does your organization practice social procurement? If yes, please attach the relevant policy (indicating document name in the space provided), provide a website, or provide evidence of implementation of social procurement in your supply chain</p>	<p>If yes, please provide details of any programs or initiatives</p>

Five Steps to Implement **Social Procurement**



Social value weighting examples

	Price	Quality	Environment	Social
Events Catering	20	30	30	20
Vehicles	35	35	20	10
Construction	30	35	15	20
Building Maintenance	20	30	20	30

Evaluating bid responses

Response	A comprehensive description provided of current / proposed activities and of monitoring and measurement	Provides some information on Current / proposed activities monitoring and measurement but is missing some requested information	Insufficient information given on current / proposed activities or on the monitoring and measurement of progress	No information provided or information provided is unsatisfactory
Scoring	10	5	2	0

Five Steps to Implement **Social Procurement**



Measurable social value outcomes

Examples

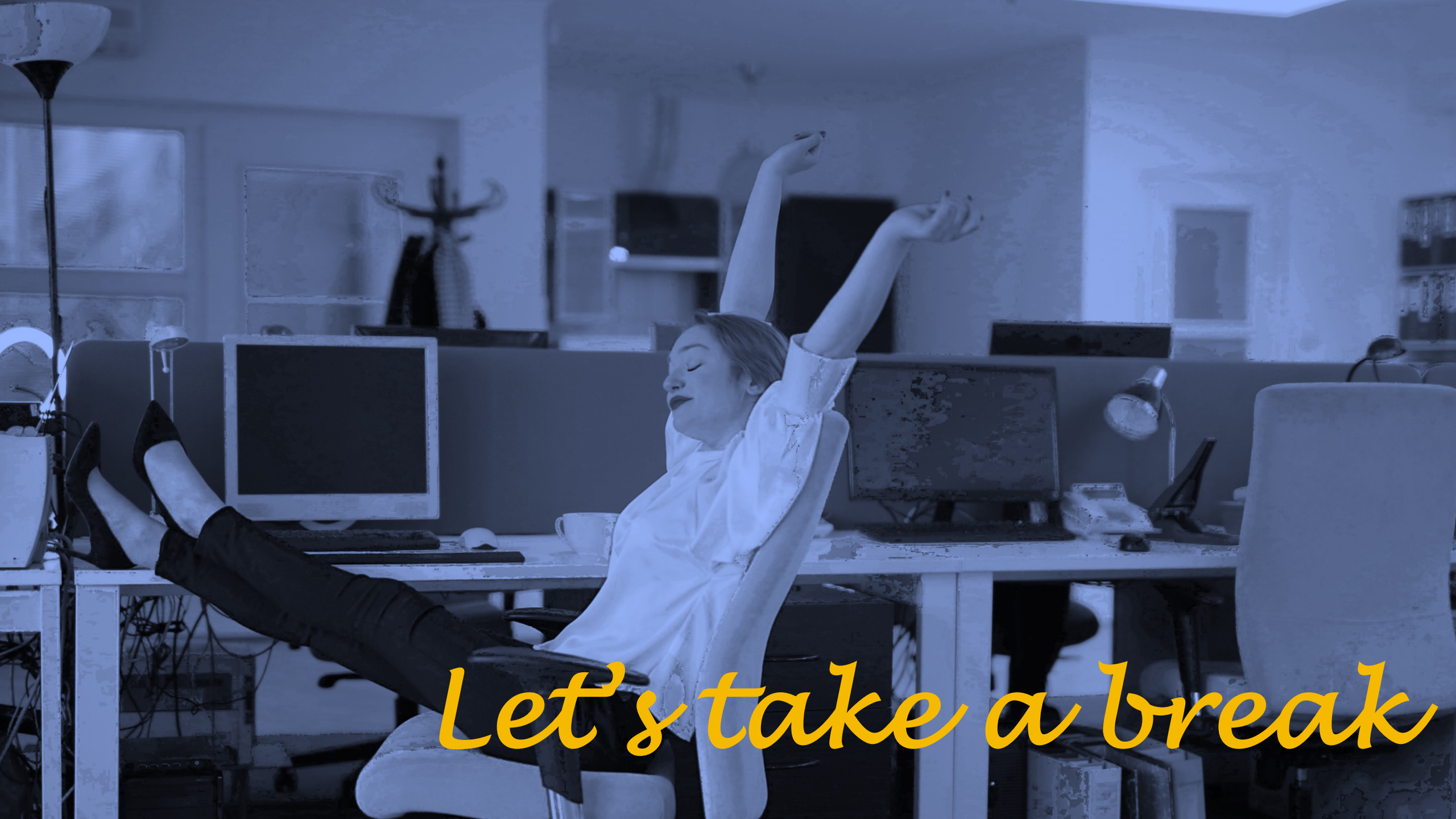
- ✓ # of SEs or SMEs which have received contracts or sub-contracts
- ✓ # of barriered or targeted individuals hired by the SEs or SMEs related to contracts
- ✓ Total \$ value of contracts awarded to SEs or SMEs
- ✓ # of suppliers which have employed barriered individuals
- ✓ # of apprentices hired through suppliers
- ✓ # of contracts awarded to First Nations or other diverse suppliers
- ✓ \$ value of local materials or services used in contracts
- ✓ Total # of hours provided for employment and skills training
- ✓ Other community benefits or contributions

Opportunities for Social Procurement

Purchasing Partnerships

- Learn about social procurement
- Supply chain audit
- Directory access
- Recognition
- Project specific support





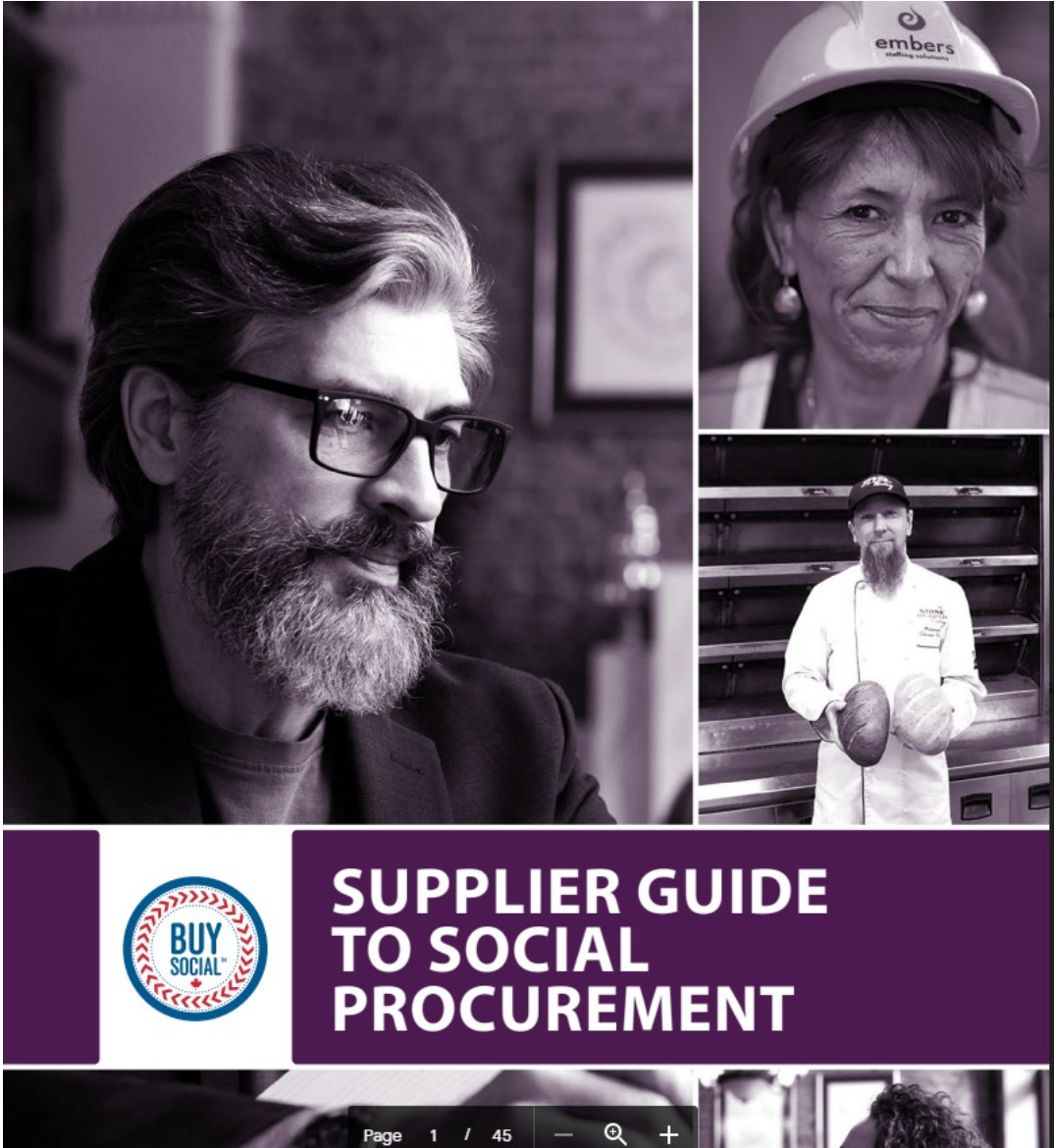
Let's take a break

Social Value Suppliers

Social Enterprise Spotlight: Infiniguard

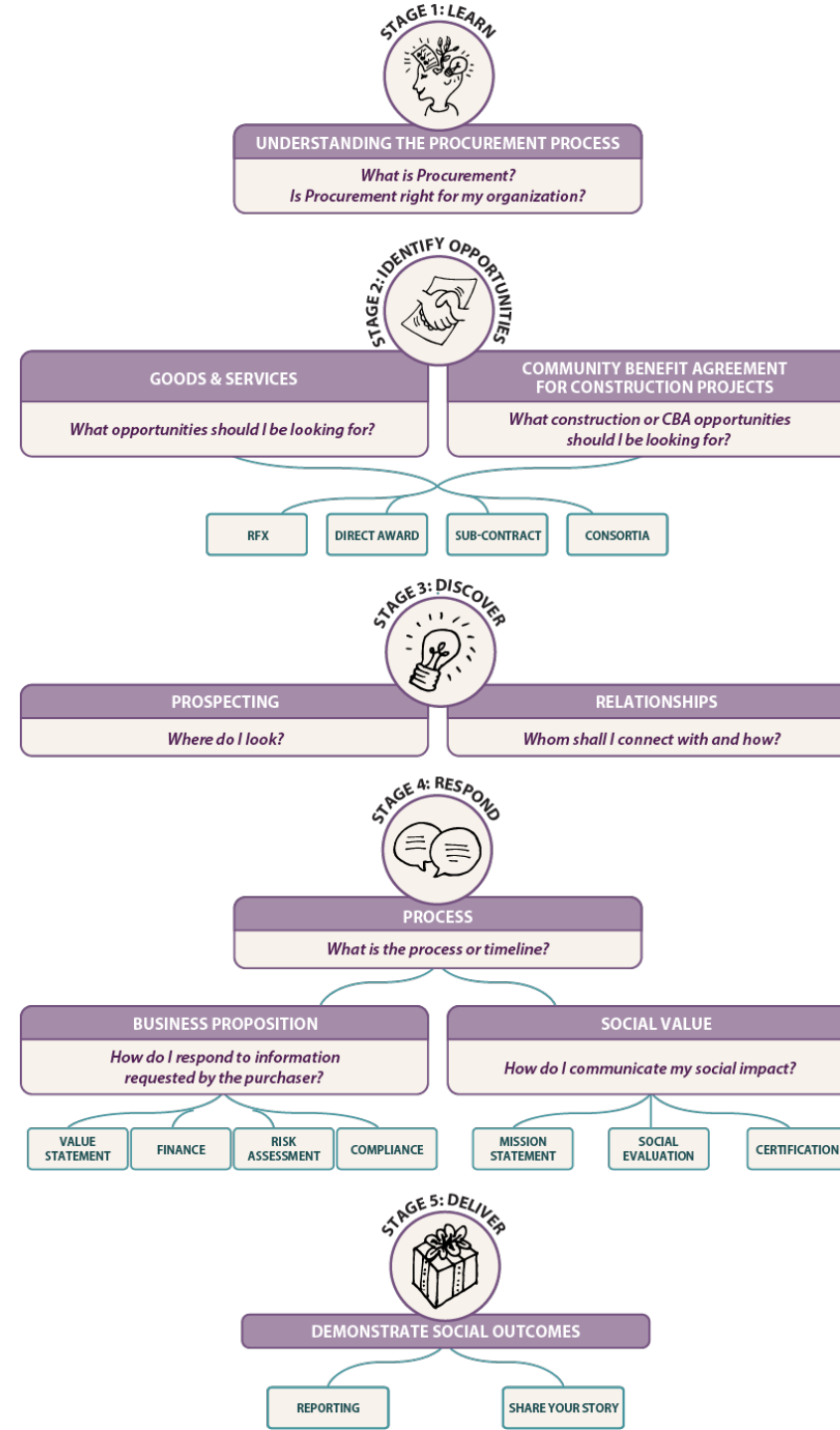


Tools and Resources
for Social Procurement



www.buysocialcanada.com

Social Procurement Supplier Learning Journey



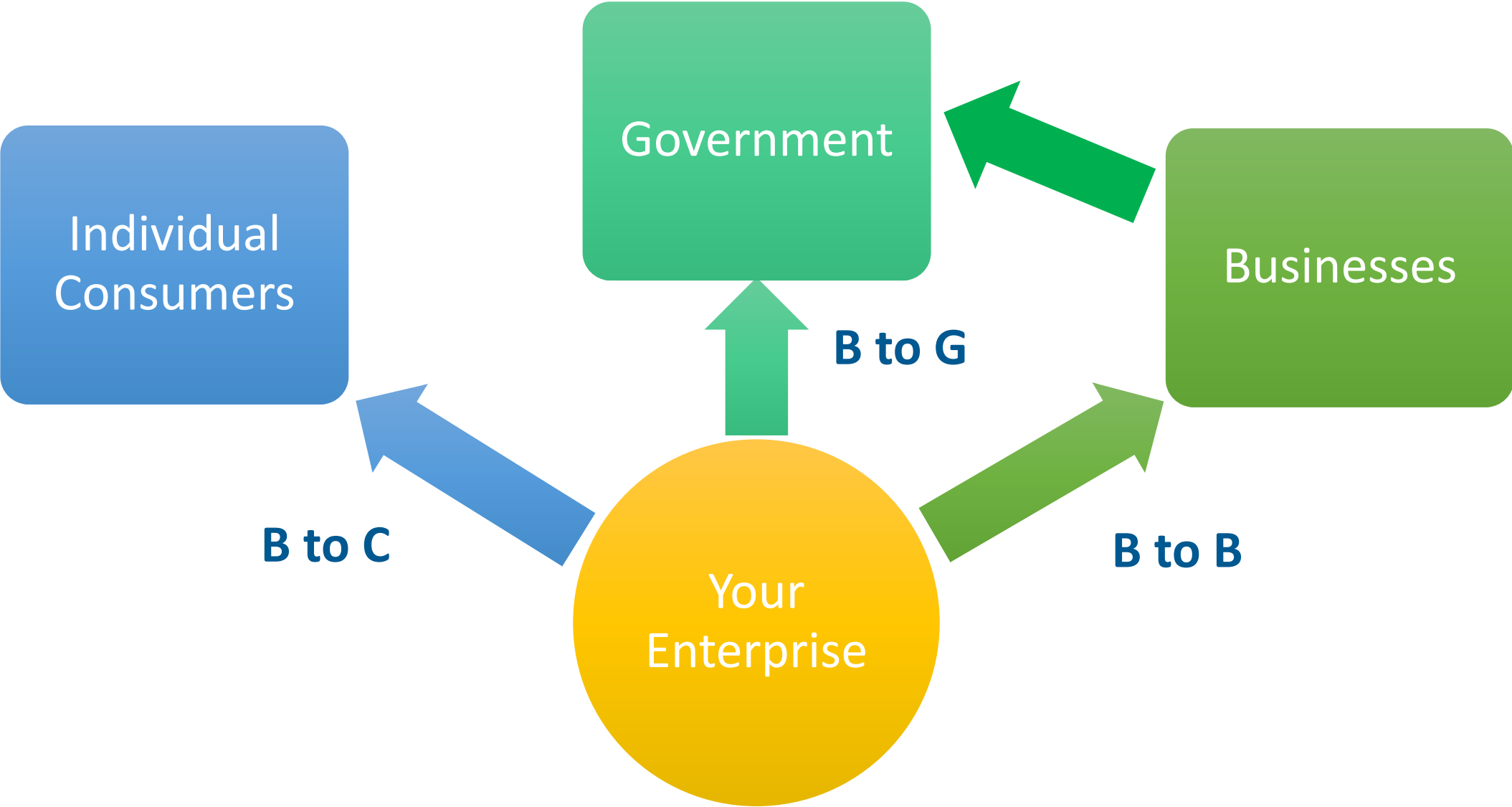
Discussion

What is the social or environmental mandate of your enterprise?
What are you trying to achieve?



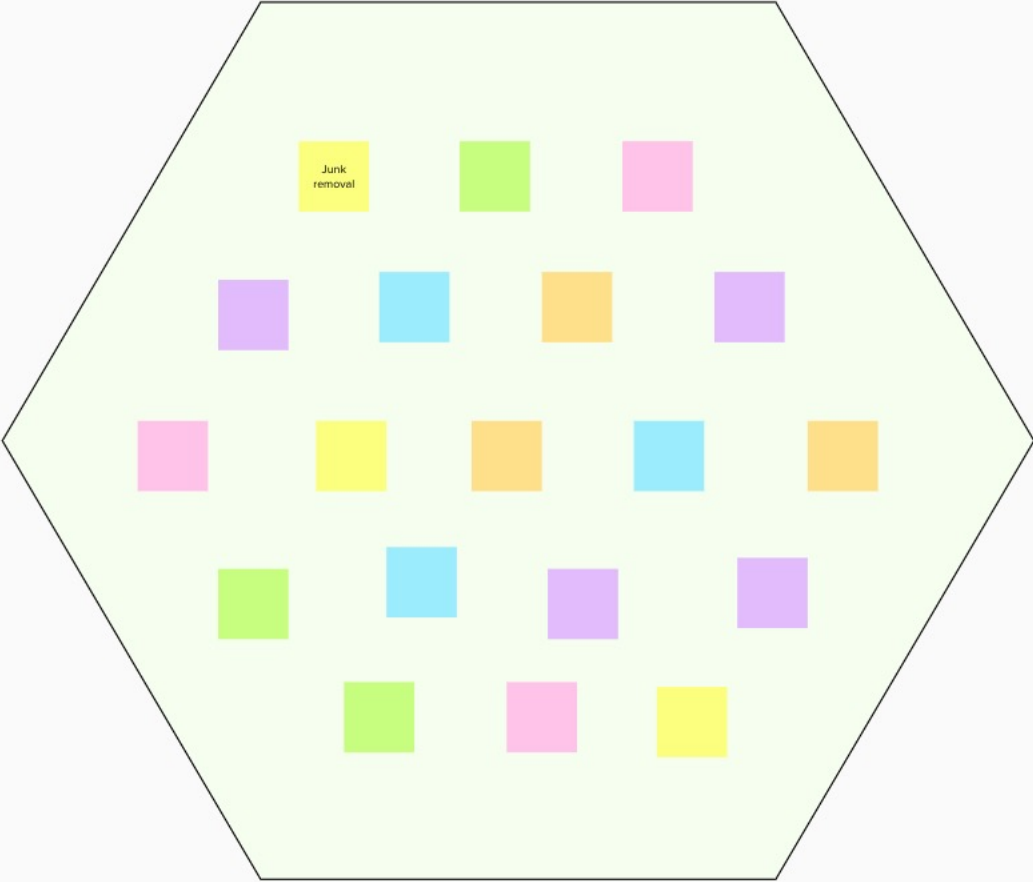
Discussion

Would you achieve your mandate more, if your enterprise grew?



Your Current State

What do you sell?



Your Current State

Who are your customers and why do they buy from you?

Customers	Why do they buy from you?
Federal and Provincial Governments	
Local Governments	
Institutional Purchasers (universities, crown corporations)	
Private Corporations	
Businesses and Non Profits	
Consumers	

Social procurement is an opportunity

1. Business as usual and 'lowest price is king' is understood to be both unsustainable and harmful
2. It is increasingly demanded (by customers and citizens) and required (by various levels of government)
3. Social purpose enterprise sector is shifting from emergence into growth
4. The B to B/G is a **huge** market and there are exemptions in trade agreements to support social value

Good or Service	Buyer	Example
Landscaping	Ottawa Housing	Causeway Landscaping has a multi-year contract providing lawn care and snow removal, employing social housing residents
Corporate Gifts	Saul Good's Gifts	Starworks provides gift box assembly services, employing persons from the Development Disabilities Association
Interpretation services	All levels of government, businesses and non-profits	DIVERSEcity provides these services on a case by case basis
Employment services	Construction firms	EMBERS provides temporary labour to construction sites
Junk removal	Non-profit housing providers	Redemptive Developments and CleanStart BC sell services to housing providers who need junk removal
Catering	Corporations holding an event or meeting	HAVE Café and Catering provide breakfasts, lunch and dinner for events. They provide culinary and restaurant service training for people with barriers to employment.
Commercial cleaning	Small businesses and non profits	The Cleaning Solution provides small scale office cleaning and recycling services. Their staff have barriers to employment, including mental health challenges so they have designed their operations to fit their staff.
Recycling	Vancouver Convention Centre	The Binnars' Project sorts and recycles the waste and the convention centre, proving employment.

How ready are you?

Category	Requires	Consider	Score (1-5)
Mission	You have a clear organizational purpose.	Your organization's primary purpose is a social, cultural and/or environmental mission that provides a public or community benefit. This is clearly articulated.	4
Market			
Manage			
Money			
Measure			

Secondly: How to get (more) ready?

Category	Requires	Consider	Score	Improve
Mission	You have a clear organizational purpose.	Your organization's primary purpose is a social, cultural and/or environmental mission that provides a public or community benefit. This is clearly articulated.	4	We live and breathe our mission but we use too much jargon in explaining it. Simplify and run it by people outside our sector for feedback.
Market				
Manage				
Money				
Measure				

Why engage in procurement?

Getting ready for and responding to public procurement opportunities is a lot of work but...

- ✓ It gets easier as you go,
- ✓ There are several benefits of selling to this market: revenue diversification, refine business model, valuable feedback, and
- ✓ You are more competitive than you think...

Social Enterprise Certification



Demonstrate your social value when you:

- Are a business with the majority of revenue generated by the sale of goods or services
- Have a central social, environmental or cultural mission or purpose
- Reinvest the majority of profits back into that central mission purpose

Continue your learning journey

SUPER

\\SOCIAL PROCUREMENT
SUPPLIER READINESS\\

PROCUREMENT

TRAINING FOR
SOCIAL VALUE SUPPLIERS

/Become bid ready

/Grow your impact

/Learn and connect with others

A 4 week virtual training with interactive activities, customized coaching and the final result - your own bid book!



Funded in part by the Government of Canada's
Social Development Partnerships
Program

Canada

WWW.BUYSOCIALCANADA.COM/SUPER

SUPER

\\SOCIAL PROCUREMENT
SUPPLIER READINESS\\

STORYTELLING

TRAINING FOR
SOCIAL VALUE SUPPLIERS

/Craft effective stories

/Share your impact powerfully

/Create a video story

A 3 week virtual training with interactive activities, customized coaching and the final result - your own video story to share!



Funded in part by the Government of Canada's
Social Development Partnerships
Program

Canada

WWW.BUYSOCIALCANADA.COM/SUPER

Question

What is your next step to pursue social procurement?



BUY SOCIAL CANADA

SYMPOSIUM 2021

Social Procurement Today and Tomorrow

Register today

Tickets \$29

buysocialcanada.com/symposium2021

Online

Monday, April 26, 2021

9am - 2pm PT / 12 - 5pm ET

Social Procurement Readiness Workshop

Thank you!

tori@buysocialcanada.com
