

# Case Study: Fourth Pig Green & Natural Construction



Muskoka, Ontario | [www.fourthpig.org](http://www.fourthpig.org)

**Fourth Pig Green & Natural Construction** is a workers' cooperative, meaning they are owned and operated by their members. They currently have offices in both Muskoka and Toronto, Ontario. Fourth Pig builds, educates and consults on projects that offer ecologically balanced methods of construction and energy production to promote more sustainable and healthy communities. They are also a part of the Muskoka Housing Task Force (MHTF) and the Muskoka Community Land Trust (MCLT).

## Goal

Fourth Pig would like to approach The District of Muskoka (followed by other municipalities) to enter into a procurement contract for affordable housing construction. As a leader in building sustainable housing in the Muskoka region, this would align with the local goals for the government both as a member of the Muskoka Housing Task Force (MHTF) and also as part of the Muskoka Community Land Trust (MCLT).

## Requested Support

For a social procurement agreement to move forward with success, Fourth Pig needs to identify and formalize the outcomes their buildings offer considering government clients in terms of the following: health and well-being, environmental reductions (carbon, landfill, etc.), cost savings vs. initial cost, higher quality/lasting construction as well as the overall community benefits (both financial/environmental) over time.

## Team & Responsibilities

### Fourth Pig

Complete takeaway tasks, draft any key documents, negotiate, and fulfill contract responsibilities.

### Project Consultants

Set up meetings, share resources, correspondence, manage work plan, liaise between client and mentors.

### Project Mentors / Coaches

Provide resources, share templates, review draft contracts/agreements, work with the client to build capacity.

**Melinda Zytaruk (MZ)**, General Manager

**Elly Green (EG)**, Lead

**Ashleigh Addison (AA)**, Support

**Shaun Loney (SL)**, Encompass Co-op

**Lucas Stewart (LS)**, Encompass Co-op

## Implementation Plan

<b>Date</b>	<b>Activity</b>	<b>Contributor(s)</b>
<i>Prior to 9-Jun-21</i>	Review alignment with examples shared in Mentorship Session re: financing model ( <a href="#">Re-Volv</a> )	MZ
<i>9-Jun-21</i>	<b>Coaching call with Project Mentors</b>	MZ, SL, LS, EG, AA
<i>5-Jul-21</i>	<b>Second coaching call with Project Mentors;</b> Review exploration of benefits, financing, funding, donations and investing	MZ, SL, LS, EG, AA
<i>By 29-Jul-21</i>	Draft a slide deck (optional infographic included) that outlines outcomes of the July 5th meeting	MZ
<i>5-Aug-21</i>	Review pitch deck with consultant	MZ, EG
<i>10-Aug-21</i>	<b>Coaching call with Project Mentors;</b> Review pitch deck as a group	MZ, SL, LS, EG, AA (with cohort)
<i>25-Aug-21</i>	Application Submitted to The National Housing Strategy Demonstrations Initiative; to fund the demonstration, in a real environment, of solutions supporting housing affordability, the National Housing Strategy priority areas, population groups and outcomes.	MZ
<i>2-Nov-21</i>	<b>Follow-up call with consultant</b>	MZ, EG
<i>Dec-21</i>	National Housing Strategy announces finalists	N/A
<i>By 31-Dec-21</i>	Update and Refine Pitch Deck per feedback from mentorship call; Highlight equity “women in trades”, health benefits and financial returns, and add team photos	MZ
<i>By 31-Dec-21</i>	Present pitch deck to municipalities, Chambers of Commerce and other investors	MZ

## Outcomes

At the end of the summer of 2021, through coaching, Fourth Pig was able to better articulate the outcomes and value proposition in the form of a pitch deck and infographic with the help of the coaches and the consultants. They also identified new impact areas tied to the construction industry previously not shared, including equity through hiring 50% women. Fourth Pig also refined communication tied to the financial Return on Investment (ROI) over a 60yr period which outlined the health benefits of sustainable and eco-friendly housing.

Originally, Fourth Pig had planned to share the deck created during this process with the municipalities within the district of Muskoka, however, instead they used elements from their application to the [National Housing Strategy Demonstrations Initiative](#). They also used this opportunity to reach out to the District of Muskoka for a letter of support in the application for the grant.

Fourth Pig was pleased to be awarded full funding for their submission, which will help them achieve their goals of building sustainable, affordable housing. Through this grant, they will also have the opportunity to work with First Nations housing consultants and continue to build their relationship with the District of Muskoka for future pitches.