



# **BUY SOCIAL CANADA INVITES YOU TO JOIN THE BUY SOCIAL PLEDGE**

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## INTRODUCTION

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# ***Now is the time to leverage a **social value** from your existing procurement spend!***

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Every purchase has a social, economic, and environmental impact. Social procurement is about harnessing your existing purchasing power to achieve economic and social outcomes, and to shape inclusive, vibrant, and healthy communities. Simply put, social procurement is buying goods and services from social enterprises and other impact businesses such as diverse-owned businesses.

If just a small fraction, for example 5%, of what the public and private sectors currently spend on procuring goods and services was directed to social enterprise businesses, that collective buying power will build dynamic local economies and create more inclusive communities.

**Social procurement is a tool for building healthy communities while ensuring your company gets best value for its money.**

When you purchase from an impact business, like a social enterprise, you are able to procure the goods and services you need *and* contribute to the health and vibrancy of our communities.

As social enterprise sales grow, they are able to achieve increased social value outcomes and impacts. These can include supportive job opportunities for individuals facing barriers to employment, inclusive training and employment opportunities, advancing diversity, equity and inclusion, and contributing to local economies. When you buy from a social enterprise a ripple effect of social and economic impacts occurs throughout your community.

Social enterprises are all around us, including catering, maintenance, furniture, business services, cleaners, musicians, gifts, and more, all adding value to your needed goods and services

**It's never been easier to buy social – Buy Social Canada can show you how.**

Buy Social Canada is a social procurement leader and works with social value suppliers, all levels of government, institutions, businesses, and communities to help harness the power of purchasing with impact. Buy Social Canada offers a full suite of:

- Learning materials, resources and tools
- Online training and workshops
- Consulting and project-based support
- Supply chain audit and analysis
- Social Enterprise Certification

We are excited to recognize and work with your organization to support you in your social procurement journey and connect you with social enterprise suppliers across Canada.

# JOIN THE BUY SOCIAL PLEDGE

**Buy Social Pledge Leaders** are trailblazing organizations. They implement their social impact goals through their supply chain decisions. Their purchasing ensures best value for the company and the community.

**Buy Social Pledge Members** are recognized for their leadership in social procurement through a variety of promotional and brand awareness opportunities, storytelling and media exposure.

Pledge Members are supported by Buy Social Canada throughout the implementation process including webinars, supply chain analysis and connections to certified social enterprise suppliers.

Buy Social Pledge Leaders are also invited to collaborate with the initial Buy Social Pledge Leaders Group including Leaders' events, engagement campaigns and advocacy opportunities.

## THE BUY SOCIAL PLEDGE

**"WE COMMIT TO WORK TOWARDS A  
MINIMUM OF 5% OF OUR ANNUAL  
PURCHASING BEING SPENT WITH  
SOCIAL ENTERPRISES. "**

*Join the community of Buy Social Pledge  
Members making a commitment to social procurement*

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Thank you to our founding Buy Social Pledge Leaders



SAP aims to direct 5% of addressable procurement spend to social enterprises and to diverse suppliers by 2025



Chandos aims that by 2025, at least 5 percent of our purchasing will be spent with social impact organizations

# BUY SOCIAL CANADA PURCHASING PARTNERSHIPS

		Buy Social Pledge Leader \$50,000	Buy Social Pledge Leader \$25,000	Buy Social Pledge Member \$10,000	Buy Social Engage Member \$2,500
<b>Brand Awareness</b>	Featured on Buy Social Canada website	X Prominently listed as Buy Social Pledge Leader	X Prominently listed as Buy Social Pledge Leader	X	X
	Recognition in Blogs, Social media and other storytelling opportunities	X Quarterly	X Annual	X Social media recognition	
	Sponsor of and featured at Buy Social Canada Annual Symposium	X Opportunity to give keynote address, introduce the keynote or present an award or feature on panel	X		
	Annual Case Study	X Opportunity to explore video case study	X		
<b>Social Procurement Implementation</b>	Webinar or Workshop on Social Procurement	X Tailored Workshop	X Tailored Workshop	X Webinar	X Webinar
	Access to Certified Social Enterprise Directory	X	X	X	X
	Invitation to virtual Social Procurement Roundtable and Community of Practice	X	X	X	X
	Supply Chain Analysis and Key recommendations and support in crafting unique Buy Social Pledge	X	X	X	Introductory Supply Chain analysis
	Opportunity matching with social enterprises	X	X	X	X
	Annual Progress Report	X	X	X	
<b>Social Procurement Network</b>	Pledge Network Participation	X Invitation to Leader's Table	X Invitation to Leader's Table	X	
<b>Leader's events, exposure, and engagement</b>	Co-creation of a bespoke engagement package of workshops, media exposure and special Leader's events.	X	X		

Detailed information about the benefits of each level of purchasing partnerships is available upon request.

# FAQ

## What do current members say?

"The Buy Social Canada team is amazing. You have the entire team at your disposal, all their tools, all their knowledge. They want to help. They pride themselves on making sure that corporates, just like social enterprises, have what they need to succeed, to make sure that they know how and where to include social procurement strategies." - *Stephen Young, SAP (Buy Social Pledge Leader)*

## Can I receive Buy Social Canada Social Enterprise Certification *and* join the Buy Social Pledge?

Absolutely! As a social enterprise your supply chain is a huge opportunity to implement your social, environmental or cultural mission. Social Enterprises that receive Certification are strongly encouraged to explore the Buy Social Pledge and other purchasing partnership opportunities.

If you are interested in exploring these opportunities as one package please contact us so that we can work with you to craft your unique Buy Social Canada Package.

## Can my Leader's package be customized to my organization's needs?

We know that each organization is unique and have designed a variety of packages at a variety of price points to meet your organization's needs. The Purchasing Partnerships table indicates what is included in each of the Buy Social Pledge Leader's packages. Please contact us to craft your unique Buy Social Leader's package today.

## Can I get support in implementing social procurement that is not listed in the package outlines?

Yes of course! All Purchasing Partnership members receive a discounted rate on consulting, training and project specific support not included in the package outline

The Buy Social Pledge Leader's packages are highly customizable and can be designed to include other support not listed in the package outline.

# START YOUR **BUY SOCIAL** JOURNEY TODAY!



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