



Social Value in Construction

Community Benefit and
Social Procurement Solutions

Design, Implement, Measure and
Report

For more information contact
Charlotte@buysocialcanada.com

About Buy Social Canada

Buy Social Canada's purpose is to educate, advocate and engage social value suppliers and purchasers from across governments, institutions, and corporations, to advance social procurement and community benefit agreement policies and practices to help build healthy communities.

The logo for Buy Social Canada is displayed on a dark blue circular background. The word "buy" is in a white, lowercase, sans-serif font. To its right is a stylized orange maple leaf. Below "buy" is the word "social" in a white, lowercase, sans-serif font. At the bottom, the word "CANADA" is written in a bold, orange, uppercase, sans-serif font.

buy social
CANADA



Buy Social Canada Experience

Buy Social Canada's expertise and experience extend across consulting, policy design, tool and resource development and training and workshops, always with a focus on utilizing local community assets, ensuring knowledge transfer and local capacity building.

Buy Social Canada has provided advice and consulting services to governments at all levels, corporations and institutions with a proven track record of delivering effectively within budget and timelines.



Buy Social Canada Approach

Buy Social Canada works with our clients as partners to integrate local and corporate goals with social procurement policy and best practices. We:

- Assess and connect your social goals with existing purchasing opportunities;
- Design bespoke policy, operations, metrics and reporting processes;
- Connect social enterprises and social value businesses with social procurement and community benefit agreement opportunities;
- Host a Pan-Canadian multi-stakeholder Community of Practice;
- Offer an open-source directory of Certified Social Enterprises.

Social Procurement in Construction

- Construction is much more than building the structure, you're building community through every project, every sub-contract, every hire and every purchase.
- Owners and developers are asking the questions, what is your social value track record?
- Buy Social Canada can work with you to design and implement your policy, track outcomes, and report on how to demonstrate to your entire internal team the value you create in community and to be leading the market in social value readiness.



Buy Social Canada

Examples of Experience with Construction Sector Issues

- With a contract with United Way GTA from 2018 to 2020 we provided social procurement support on the Metrolinx LRT project CBAs and continue to collaborate with the Toronto and Peel Community Benefits Networks.
- Supported the City of Surrey on Infrastructure Canada Community Employment Benefit (CEB) initiative
- Through BCSPi supported Vancouver Island communities on construction RFX design
- Currently engaged with multiple corporations and institutions on their internal social procurement policy and practices



Experience: Community Benefit Agreements

- Contracted by the City of Vancouver to develop the tools and implementation framework for the City's Community Benefit Agreements (CBA) Policy.
- Serving as the Independent Third-Party Monitor and support services for the New St. Paul's redevelopment and the 150 West Georgia Street Projects as they implement the City of Vancouver's CBA Policy.
- Providing design and implementation support for the CBA for 1st & Clark with Chandos Construction, BC Housing, City of Vancouver & Vancouver Coastal Health.





CBA Design, Implementation & Reporting

Buy Social Canada has developed a robust Design, Implementation and Reporting plan that includes orientation, training, tool refinement, community engagement, implementation and reporting.

The following pages outline the support available from Buy Social Canada in the delivery of a CBA and/or social procurement targets on a construction, infrastructure or development project.



A photograph of two construction workers on a site. One worker in the foreground wears a blue hard hat, safety glasses, and a yellow safety vest over a plaid shirt. The second worker behind him wears a yellow hard hat, sunglasses, and an orange safety vest. They are both looking down at a clipboard held by the first worker. The background is a blurred construction site with steel beams and scaffolding.

CBA Design, Implementation & Reporting

Each project's targets and metrics will reflect the needs of the community, and the requirements set by the owner. These may include:

- Employment opportunities for under-represented and equity-deserving groups
- Training & apprenticeship opportunities for under-represented and equity-deserving groups
- Inclusion of social enterprise, diverse-owned and SME suppliers in the supply chain and
- Other community development opportunities

Buy Social Canada tools, community engagement approach and reporting will be adapted to best achieve these targets and metrics throughout the implementation process. This outline can be modified to meet the specific needs of an organization or project.

Please contact Charlotte@buysocialcanada.com to discuss further.

CBA design and building Social Value into Construction

Service Deliverable Social Value in Construction design and strategy	Project Process
Design a Social Procurement and Community Benefit Agreement Policy	<p>Buy Social Canada will support in designing a Social Procurement and Community Benefit Agreement (CBA) policy that reflects your organization's key objectives, desired outcomes and procurement processes.</p> <p>These activities could include a combination of interviews with key stakeholders and advisors, a review of primary organizational documents, website and publications, and a review of current procurement policies.</p> <p>Buy Social Canada will support in the design and evaluation of bid process, documents and social value criteria evaluation that reflects your organization's priorities.</p>
Design Social Procurement and CBA targets	<p>Buy Social Canada will support in designing project specific social procurement and CBA targets.</p> <p>This includes</p> <ul style="list-style-type: none">• Identifying project specific objectives and desired outcomes• Identifying project and community needs and capacity• Designing project targets, metrics and definitions• Designing key project tools including projection and reporting tools• Supporting the design of an engagement and communications strategy• Team orientation and training

CBA implementation & reporting outline

Service Deliverable Orientation & Training	Project Process
Project Team orientation and training	<p>Buy Social Canada will work with the core team to ensure key project stakeholders understand the CBA requirements, opportunities and tools including how to use projection and reporting tools and any other requirements relevant to the CBA implementation process. This includes an introductory kick-off meeting and training session.</p> <p>Services available at an additional fee include “how to” guides, one-to-one trainings and short training videos.</p>
Assisting in the facilitation of community engagement sessions on behalf of the Owner	<p>Buy Social Canada will liaise with key stakeholders including the project owner, employment/training organizations, suppliers and community benefit networks/groups to ensure all key stakeholders are well-orientated for the project.</p>

CBA implementation & reporting outline

Service Deliverable Projections & Community Engagement	Project Process
Support the completion and dissemination of the CBA/Social Procurement tool for target projections	<p>Buy Social Canada will work with the core team including the general contractor and key sub-contractors to complete the projection tool used to identify opportunities to meet the CBA targets and to prepare the community for CBA opportunities.</p> <p>Buy Social Canada will liaise with key stakeholders including the project owner, employment/training organizations, suppliers and community benefit networks/groups to convey the projection opportunities identified by the core team.</p>
Facilitate connections with employment agencies, suppliers and other community organizations	<p>Buy Social Canada will work with the contractor and key sub-contractors to broker relationships and connections with relevant employment agencies, suppliers and other community organizations through emails, phone calls and where appropriate convening online meetings and events e.g. employment and meet the buyer sessions.</p>

CBA implementation & reporting outline

Service Deliverable Reporting & Communications	Project Process
Support completion of the CBA Reporting tool	Buy Social Canada will support the contractor and key sub-contractors in the data collection systems and completion of the reporting section of the CBA tools in a timely and efficient manner.
Prepare monthly reports for the Project Specific Working Group	<p>Buy Social Canada will report to the Project Specific Working Group on a monthly basis (or as required by the project) to facilitate the completion of relevant tools and support opportunity identification to ensure CBA compliance.</p> <p>Buy Social Canada will gather the relevant documents from all parties and prepare and present a monthly report at the Project Specific Working Group.</p>

Communications & Annual Report

Service Deliverable Reporting & Communications	Project Process
Communications	Buy Social Canada will support the contractor in liaising with key stakeholders including the project owner, employment/training organizations, suppliers and community benefit networks/groups to ensure key stakeholders are provided the relevant reporting data as required by the project and will coordinate with the contractor to identify opportunities for storytelling and/or case studies to recognize project successes and key learnings.
Annual Report	Support the Owner in creating an Annual Report that will be completed at the end of each year.

Post Construction – Operations Phase

Service Deliverable Operations Phase	Project Process
Operational Social Procurement Strategy	<p>Upon completion of the construction phase of a development, continue CBA implementation in the Operations Phase and offer social procurement advice to tenants and building manager (if applicable).</p> <p>Buy Social Canada will support the Owner and the tenants (if applicable) with implementing the CBA framework in the operations phase of the project.</p> <p>Including but not limited to:</p> <ul style="list-style-type: none">• Support in onboarding the relevant key stakeholders of the operations phase• Support the data collection systems of the projections and reporting tools• Gather the relevant documents from all parties and prepare reports• Liaise with relevant employment agencies, suppliers and other community organizations



Fee Structure

Our fees are flexible and responsive to each project's size and are designed to reflect the scope of work and extent of our engagement across the project phases.

Our team will work with you to ensure the success of the project plans and the social value outcomes.

For a project-specific quote please contact

Charlotte@buysocialcanada.com

Project Team Experience & Qualifications



Elizabeth Chick-Blount
CEO
Elizabeth@buysocialcanada.com

Elizabeth is the CEO at Buy Social Canada, Elizabeth coordinates and connects Buy Social Canada's work with the public and private sector to design and implement Social Procurement and Community Benefit Agreement research and resources, policies and practices.

Elizabeth was research lead on the "Voices of Industry: A paradigm shift in CBAs" and worked with the City of Vancouver on the development of the CBA implementation strategy. Elizabeth is currently advising on a number of mandatory and voluntary CBA projects in BC, Alberta and Ontario.

Elizabeth's experience spans frontline roles in communities, consulting for the public sector, and working with social enterprises in the UK and Canada. Elizabeth understands the importance of cross-sector collaboration in harnessing the power of purchasing to build healthy communities.



Charlotte Lewthwaite
Manager of Community Benefits and Partnerships
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As Manager of Community Benefits and Partnerships, **Charlotte** works with all sectors to promote social procurement via Community Benefit Agreement implementation, social purchasing research, and community engagement.

Charlotte studied Economics at the University of British Columbia and spent her early career working in Vancouver's Downtown Eastside running a successful social enterprise and supportive employer. With her hands-on experience, she understands the real-life impacts of social procurement.

Charlotte is currently project lead on the implementation of the CBA on New St Paul's hospital development with PCL construction, 150 West Georgia Street project with Westbank and Peak Construction, and on the implementation of a voluntary CBA on the 1st & Clark project.



**Social
Procurement
Leaders**

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