



Design Your Buy Social Journey

Buy and Sell with Impact

Work with Buy Social Canada to develop a social procurement practice that delivers on your organization's values and goals. We make social procurement easy and impactful.

Why social procurement?

Every purchase has a social, economic, cultural, and environmental impact.

Social procurement is about harnessing your existing purchasing power to achieve social, cultural, environmental, and economic outcomes that shape inclusive, vibrant, and healthy communities. Social procurement considers who you buy from and what impact those suppliers have on people, planet and community.

When you purchase for best value, you can procure the goods and services you need and contribute to your organization's goals for equity, diversity, inclusion, and ESG.

Social procurement will support you to:

- Increase your competitive advantage with clients and funders who are asking for social value.
- Deliver on environmental, social, and local economic commitments and goals.
- Make your existing spend go further with positive community and environmental outcomes.
- Access a broader base of quality suppliers of goods and services.
- Enhance productivity and engagement with purpose-motivated employees.
- Increase your community stakeholder reputation.

About Buy Social Canada

Buy Social Canada is a social enterprise. We believe that procurement is more than an economic transaction, it contributes to community social, economic, and environmental goals.

We are a small, dynamic, women-led team that works nationally with all levels of government, institutions, businesses, social value suppliers, and communities to harness the power of purchasing with impact.

Our approach focuses on sector leadership, innovation and implementation success. We incorporate stakeholder engagement, adult learning, change management, tools, templates, and reporting to deliver on impact that meets your needs and goals.

Buy Social Canada offers a full suite of:

- Social, sustainable, ethical, Indigenous, environmental, and accessible procurement support.
- Strategy, policy, implementation, training, and measurement support.
- Consulting and project-based support.

Who we work with

Governments across Canada such as:

- British Columbia Social Procurement Initiative local governments and institutions.
- Cities of Halifax, Toronto, Brampton, Peterborough, Ottawa, Calgary, Edmonton, Wood Buffalo, and Vancouver.
- Provinces of British Columbia, Nova Scotia, and Newfoundland.

Institutions, crown corporations, and non-profits that are putting their community values in purchasing:

- 18 institutions in Toronto through AnchorTO.
- Explore Edmonton and Destination Vancouver as tourism sector-leaders.

Businesses looking to increase their competitive edge and deliver on ESG:

- Large and growing trend in construction with Chandos, Delnor, Clark Builders, and Bird.
- Design, engineering, and technology with Atkins Realis, Jacobs, and SAP.

Social enterprise certification

Buy Social Canada is the national diverse supplier council and third-party certifier of social enterprises.



**Look for
the badge**

Social enterprises are businesses, selling goods and services in the marketplace, with a social, environmental, or cultural purpose, and they reinvest the majority of their profits back into that social, environmental or cultural purpose.

Social enterprises sell all types of goods and services including catering, construction, landscaping, maintenance, furniture, business services, cleaning, healthcare, gifts, and more, all adding value to your needed goods and services.

Buy Social Canada provides access to the database of Certified Social Enterprises to all partners. We will help match and connect you with social enterprises to purchase from.

Your Buy Social Journey

The Buy Social Journey components of learn, engage, policy, action, measure, and lead are key to the long-term success of social procurement at your organization.

The journey to embed social procurement in your organization is not linear. Depending on a range of factors, including your organization's priorities, size, capacity, and prior understanding of social procurement, you may choose to take on a number of these activities at once or in an order that makes sense to you.

Buy Social Canada can work with you on a complete journey package or to support whichever areas you want to focus on.



Ways to work with us

Each of these includes recognition as a Buy Social Canada Social Purchasing Partner

Social procurement policy and framework

Develop a comprehensive framework including strategy review, stakeholder engagement, and roll out.

Engage Member

A light-touch, high-value membership with access to exclusive webinars, the Professional Certificate course, and 5-hours of coaching or consulting.

Design your Buy Social Journey

Customized consulting packages to meet your social procurement needs and goals, in any area of social and sustainable procurement.

Design your Buy Social Journey

Each organization is unique with a different starting point, set of objectives, and procurement processes in which social procurement can be implemented.

The following services combined provide a complete package through initial learning and engagement, review and analysis of strategy, program and policy design, and implementation of social procurement.

These services are available individually priced, to allow you to design a tailored package.

Design your Buy Social Journey



Create a foundation of understanding to move forward with development of social procurement

Webinar or Workshop

Introduction with key internal stakeholders

This training is an introduction to social procurement covering the why, what and how including the evolution of social procurement, key concepts, and best practice examples.

If delivered as a workshop this content can be tailored to reflect the specific values and goals of your organization and how social procurement is aligned with existing objectives.

- 1-hour introductory webinar.
- 2-hour interactive workshop including active-learning and breakout room sessions.

Current State Report

Align current strategy and goals with social procurement

A summary report, presentation and discussion of the results with key team members with data from:

- Interviews with key stakeholders and advisors (internal).
- Review of primary organizational documents, website, and publications.
- Review of current policy for social procurement inclusion.

Design your Buy Social Journey



Educational opportunities for team members and stakeholders to engage with social procurement



Social Procurement Professional Certificate

- / Create a social value culture within your organization
- / Develop a social procurement policy
- / Implement social procurement best practices
- / For private and public sector procurement

Social Procurement Professional Certificate

Eight hours of in-depth training

The Professional Certificate has been developed to provide both private and public sector participants with in-depth knowledge of the fundamental components of social procurement success; how to create a social value culture within your organization; steps needed to develop social procurement policy; and how to implement social procurement practices into your current RFX processes, to leverage procurement spend to drive more social value.

- Four 2-hour virtual trainings with interactive hands-on activities and homework
- Early bird \$499 / Regular \$585 per person (plus tax)
- \$8,500 for private cohort up to 20 participants

Design your Buy Social Journey



Break down silos and create buy in by involving stakeholders in development and roll out

Stakeholder Engagement

Social procurement is cross-departmental and touches on a wide variety of stakeholders. Improve your program development process by involving stakeholders who will be impacted by your program.

Internal stakeholders to engage with:

- Executive leadership
- Sustainability
- Equity, diversity and inclusion
- Business clients
- Procurement
- Contract managers

External stakeholders to engage with:

- Current suppliers
- Social enterprises
- Indigenous and diverse businesses
- Community organizations

Engagement can occur when developing strategic priorities, reviewing policy updates, training on tactics and tools, and reporting on outcomes.

Design your Buy Social Journey



Develop the
direction and plan
to move forward
with social
procurement

Social Procurement Policy and Implementation Framework

Draft a Social Procurement Policy that reflects your organization's key objectives, desired outcomes and procurement processes.

A Social Procurement Implementation Framework reflects your organization's stakeholder relationships, capacity and change-management needs and may include outlines for learning, engagement, pilots and recommended language.

Utilize a combination of:

- Interviews with key stakeholders and advisors (internal and external)
- Review of primary organizational documents, website, and publications
- Review of current procurement policies
- Review of current procurement processes including Tender/RFP, direct awards and credit card/low-value purchases

Design your Buy Social Journey



Implementation
support &
relationship
building

Social Procurement Roundtables

Invitation to join virtual and in-person tables in Winnipeg, Toronto and Vancouver attended by social enterprises and social purchasers to build relationships and discuss opportunities.

Community of Practice

Invitation to join virtual bi-monthly meeting including government and corporations across Canada.

Social Value Supplier opportunity matching

- Regularly updated spreadsheet with key information for certified social enterprise suppliers across Canada
- Introductions to relevant social enterprise suppliers
- Introductions to localized organizations working with diverse-owned businesses and other social value suppliers e.g. Social Economy Through Social Inclusion (Ontario), Momentum (Calgary, Alberta), Black Business Association of BC (BABC)

Design your Buy Social Journey



Data collection and analysis of successes and opportunities to further impact

Measurement and Reporting Framework

Develop a measurement and reporting framework that is aligned with your social procurement organizational goals and outcomes. This can include the identification of key performance indicators and processes to collect and report on quantitative and qualitative outcomes.

Social Value Supplier Survey

Document to be sent to current vendors list to identify those with a current diverse-owned business certification (self-reported data), Indigenous business and other types of social value suppliers aligned with the strategic goals of your organization.

Annual verification and reporting

Annual progress report on social procurement which could include an analysis of spend, qualitative outcomes based on interviews with social value suppliers or purchasing case studies.

Design your Buy Social Journey



Inspire and motivate your team, your sector, and other social procurement practitioners

Recognition and media exposure as a Social Purchasing Partner and invitation to make the Buy Social Pledge

Social Purchasing Partners are recognized on the Buy Social Canada website, appropriate materials, and social media.

Access to use the Buy Social Canada Social Purchasing Partner logo on organizational communications and marketing materials.

Research

Explore what can be possible by funding research into areas like market capacity, sector readiness, feasibility, jurisdictional scans.

Event Sponsorship

Gain brand awareness and support by sponsoring Buy Social Canada's online and in person events. Help make these events possible and accessible by sponsoring one event or a series.

Resource Development

Sponsor and co-develop a new resource or sector-specific guide to support open-source access to social procurement.



Services Library

Buy Social Canada can work on any aspect of social procurement. Here is a non-exhaustive list of services we offer. If there are other services you're looking for, please let us know.

Services Library

Learn services

- Introduction to Social Procurement (Social Procurement 101) webinar
- Social Procurement Professional Certificate – 8-hour live, online course
 - Individual participants
 - Organizational custom cohort
- Quarterly Community of Practice
- Quarterly Community Learning to Advance Social Procurement (CLASP) events
- Buy Social Canada open-source resources, case studies and reports
- Current State Report on strategic goals, policies and processes
- Social Procurement Implementation (Social Procurement 201) workshop
- Customized training on policy, tools and process for:
 - Procurement team
 - Business clients
 - Suppliers
- Annual program training

Services Library

Engage services

- Social procurement roundtable
- Project team regular check-ins
- Relationship building networking events
- Internal stakeholder engagement on policy and tactic development
- Community organization engagement on policy and tactic development
- Supplier engagement
- Internal working group
- External multi-stakeholder working group

Policy services

- Strategic goal review and alignment for social, Indigenous, cultural, environmental, and economic organization goals
- Social procurement incorporated into an existing procurement policy
- Social procurement standalone policy
- Implementation framework (strategy or action plan) with goals, processes, and metrics

Services Library

Action services

- Supplier directories
- Pilots
- Tactic tools and procedures
- Social value questionnaires
- Social value clauses and contract requirements
- Indigenous set asides
- Diversity spend reporting
- Low value purchase guidance
- Community benefits in construction
- Environmental criteria and evaluation
- Accessible procurement
- Modern slavery reporting
- Stakeholder roll out and change management
- Contract management

Measure services

- Indicators aligned with strategic goals and policy
- Current spend measurement
- Supplier survey
- Targets and measurement
- Contract employment tracking
- Contract spend tracking
- Training on measurement processes
- Measurement framework
- Data collection methodology
- Public reports
- Annual reports

Services Library

Lead services

- Indicators aligned with strategic goals and policy
- Current spend measurement
- Supplier survey
- Targets and measurement
 - Employment
 - Spend
 - Training
- Measurement framework
- Data collection methodology
- Public reports
- Annual reports
- Sponsorship of resources
- Sponsorship of networking events
- Research funding

Every Buy Social Journey is unique.

If we've missed something here that you'd like to work with us on, please let us know.

Subscribe to our newsletter

Stay up to date on trainings and events, emerging best practices, resources, and social procurement and social enterprise news.



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Connect With Us

Have some questions or need information on how you can be involved or how our services can support your social enterprise or social procurement efforts?

Elizabeth Chick Blount
CEO

elizabeth@buysocialcanada.com

Tori Williamson
COO

tori@buysocialcanada.com

