



Buy and Sell with Impact

Design your Buy Social Journey

Connect, learn and engage with social procurement. We are excited to recognize and work with you to support your social procurement journey and connect you with social enterprise suppliers across Canada

For more information contact
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**Social
Procurement
Leaders**

Why Social Procurement?

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.

When you purchase from an impact business, like a social enterprise, you can procure the goods and services you need and contribute to your organization's goals including equity, diversity, inclusion, and ESG and impact the health of the communities of your employees and consumers.

Social procurement can support businesses with:

- Confidence in making a significant and impactful contribution to the community
- Access to a broader base of quality suppliers of goods and services and of skilled employees
- Unique skills training for project specific delivery
- Improved productivity and efficiency through access to local impact businesses
- Enhanced reputation internally with employees and externally with stakeholders and clients

Social procurement is a growing trend and offers a competitive edge in the market

Who is asking for social procurement?

Government, institutions and organizations across Canada are increasingly including social procurement objectives in their RFPs, bids and other purchasing considerations. Implementing social procurement now allows your organization to:

- Anticipate the trend towards social procurement policy requirements
- Establish a competitive edge as a leader in the practice of social procurement implementation

Examples of social procurement practices

- Bids and solicitations which include questions on social enterprise and diverse-supplier certifications and an organization's own policies and supply chain practices. Social value responses are weighted in the final scoring.
- Targets for spend with social enterprises and diverse-owned businesses including direct spend and the spend of organizations in their own supply chains and in sub-contracts
- Recognition and storytelling of social procurement practices to showcase benefits and impacts to purchasers and consumers.

Examples of this paradigm shift in purchasing

The **federal** government initiatives include:

- Inclusion in the Public Service and Procurement Canada Minister's mandate letter
- The design and evaluation of several pilots with social value considerations
- The Community Employment Benefit initiative within Infrastructure Canada's investments

In **multiple municipalities** across Canada, we are seeing significant implementation efforts of social procurement and Community Benefit Agreements including:

- 20+ rural and remote members of the Coastal Communities Social Procurement Initiative, the cities of Vancouver, Calgary, Edmonton, Wood Buffalo, and Toronto and developing policy efforts in Winnipeg, Brampton, Peterborough, Ottawa, and Halifax

Institutions such as Universities are collaborating to implement social procurement, including

- 18 institutions in Toronto through AnchorTO.

Businesses recognize their competitive edge and employee engagement is enhanced through integrating social value, including into their direct purchasing and their own supply chain choices.

- Organizations such as SAP and Chandos implementing social procurement



**Look out
for the
badge**

Who are Social Value Suppliers?

Social enterprises

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

Impact businesses

There are a variety of other impact businesses that can be incorporated into your supply chains including diverse-owned businesses such as Black-owned, Indigenous-owned and women-owned businesses, social purpose businesses and co-operatives

What do they sell?

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. When you buy from a social enterprise a ripple effect of social and economic impacts occurs throughout your community.

What's the impact?

As social enterprise and other impact business 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.

Now is the time to leverage a social value from your existing procurement spend. While ensuring you get best value for your money.



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How can Buy Social Canada help?

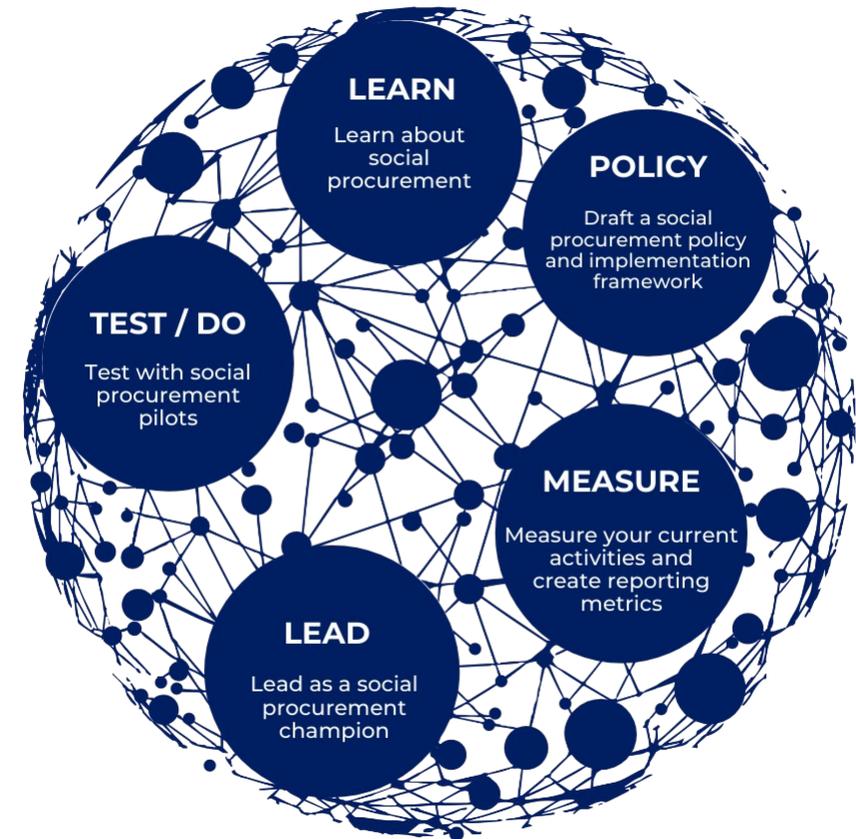
Buy Social Canada is a social procurement leader and works with social value suppliers, all levels of government, institutions, businesses, and communities to help harness the power of purchasing with impact.

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

Be part of an international movement

Buy Social Canada collaborates with social procurement intermediaries internationally including the Social Enterprise World Forum, Social Enterprise UK, Social Traders (Australia), Buy Social US (USA) and Akina (New Zealand) to collaborate and build relationships that facilitate social procurement implementation globally.



*Social Procurement
Implementation*

Our Services

- Buy Social Pledge
- Social Purchasing Partnerships
- Build your own social procurement journey

Buy Social Canada offers Social Purchasing Partnerships as well as individually designed social procurement packages. We are excited to recognize and work with you to support your social procurement journey and connect you with social enterprise suppliers across Canada

Join the Buy Social Pledge

“We commit to work towards a minimum of 5% of our annual purchasing being spent with social enterprises.”

Buy Social Pledge Members 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. They are ahead of the growing trend of organization's implementing social procurement and requiring social value from their own suppliers.

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

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

Join the Buy Social Pledge

“We commit to work towards a minimum of 5% of our annual purchasing being spent with social enterprises.”

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

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

Social Purchasing Partnerships



Buy Social Engage

Buy Social Engage Members are organizations making a commitment to learning more about and engaging in social procurement implementation

- Featured on Buy Social Canada website as Buy Social Engage Member for 1 year
- Webinar on Social Procurement
- Access to Certified Social Enterprise Directory
- Invitation to Social Procurement Roundtable & Community of Practice
- Introductory Supply Chain Analysis
- Opportunity matching with social enterprises

Buy Social Local

Buy Social Local Members are locally based organizations actively committed to implementing social procurement in their community

Organizations with less than \$5 million revenue annually, less than 50 employees and operating in one location (or majority of revenues coming from one location)

- Featured on Buy Social Canada website as Buy Social Local Member for 1 year
- Access to Certified Social Enterprise Directory
- Invitation to Social Procurement Roundtable & Community of Practice
- 2 hours of Buy Social Canada consulting support

Additional services can be added to these packages upon request – contact elizabeth@buysocialcanada.com for a quote.

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 baselines, 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



Identify key organizational goals that will be aligned with and can be achieved through 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:

Summary Report aligning current missions and goals with social procurement

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

- Interviews with key stakeholders and Advisors (internal) and
- Review of primary organizational documents, website, and publications

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

This certificate program 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 \$475 / Regular \$550 per person
- \$8,000 for private cohort up to 15 participants

Design your Buy Social Journey



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



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!

Procurement for Social Value Suppliers hosted by a purchaser for their supplier and potential supplier network

Designed for suppliers to reach their procurement potential. At the end of this four-week, in-depth training participants will finish the program with foundational tools to bid for contracts.

Topics that will be covered include finding opportunities, responding to bids and telling your social value story.

- Four 2-hour virtual trainings with interactive hands on activities and homework.
- \$6,500 for private cohort with up to 15 participants

Design your Buy Social Journey



Establish a baseline of current social procurement spend and key opportunities

Supply Chain Analysis of:

- Current social enterprise spend
- Publicly available information for example local spend (using postal codes) and B-Corp spend
- Optional secondary Supply Chain Analysis using responses from social value supplier survey based off of self-reporting of certification or self-identification

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)

Opportunity mapping

Analysis of current spending to look at key:

- Geographical spend areas
- Category spend areas (i.e. types of spend)
- Procurement process types (i.e. direct awards, RFPs)

Includes an analysis report, presentation and discussion of the results with key team members

Design your Buy Social Journey



Social procurement
policy and
framework

Design Social Procurement Policy and implementation framework

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

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

Utilizing 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 &
recognition

Social Procurement Roundtables

Invitation to join virtual bi-monthly tables in Edmonton, 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 event 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 Entrepreneurs BC (BC)

Design your Buy Social Journey



Implementation
support &
recognition

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.

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

Social Purchasing Partnerships and Buy Social Journeys include recognition 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.

Buy Social Pledge Leaders receive additional support and recognition and access to a leader's network

If project overview purchased as a complete package Buy Social Pledge Leader membership and recognition included for one year. If services purchased separately Buy Social Pledge member or leader recognition available at a reduced rate.



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Leaders**

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