

# SOCIAL PROCUREMENT

*Creating Vibrant Communities & Economies*





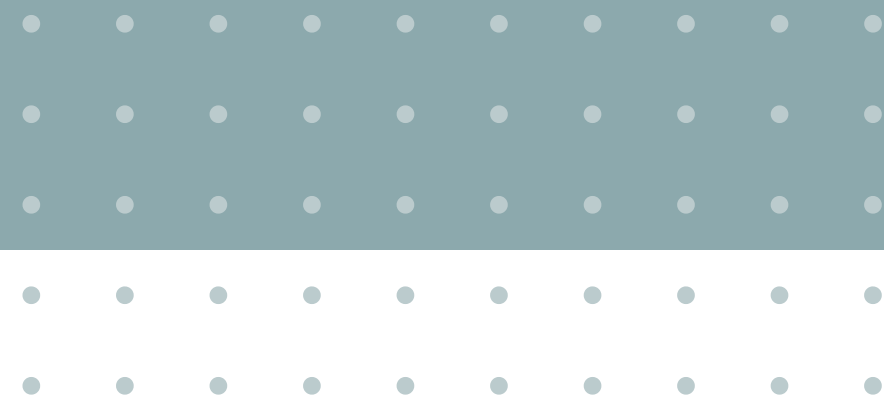
- 01. CREATING VIBRANT COMMUNITIES & ECONOMIES
- 02. UNDERSTANDING SOCIAL PROCUREMENT
- 03. IMPLEMENTING SOCIAL PROCUREMENT
  - *Purchasing from Social Value Organizations*
  - *Generating social value through procurement*
- 04. BREAKING DOWN BARRIERS



# TABLE OF CONTENT

01.

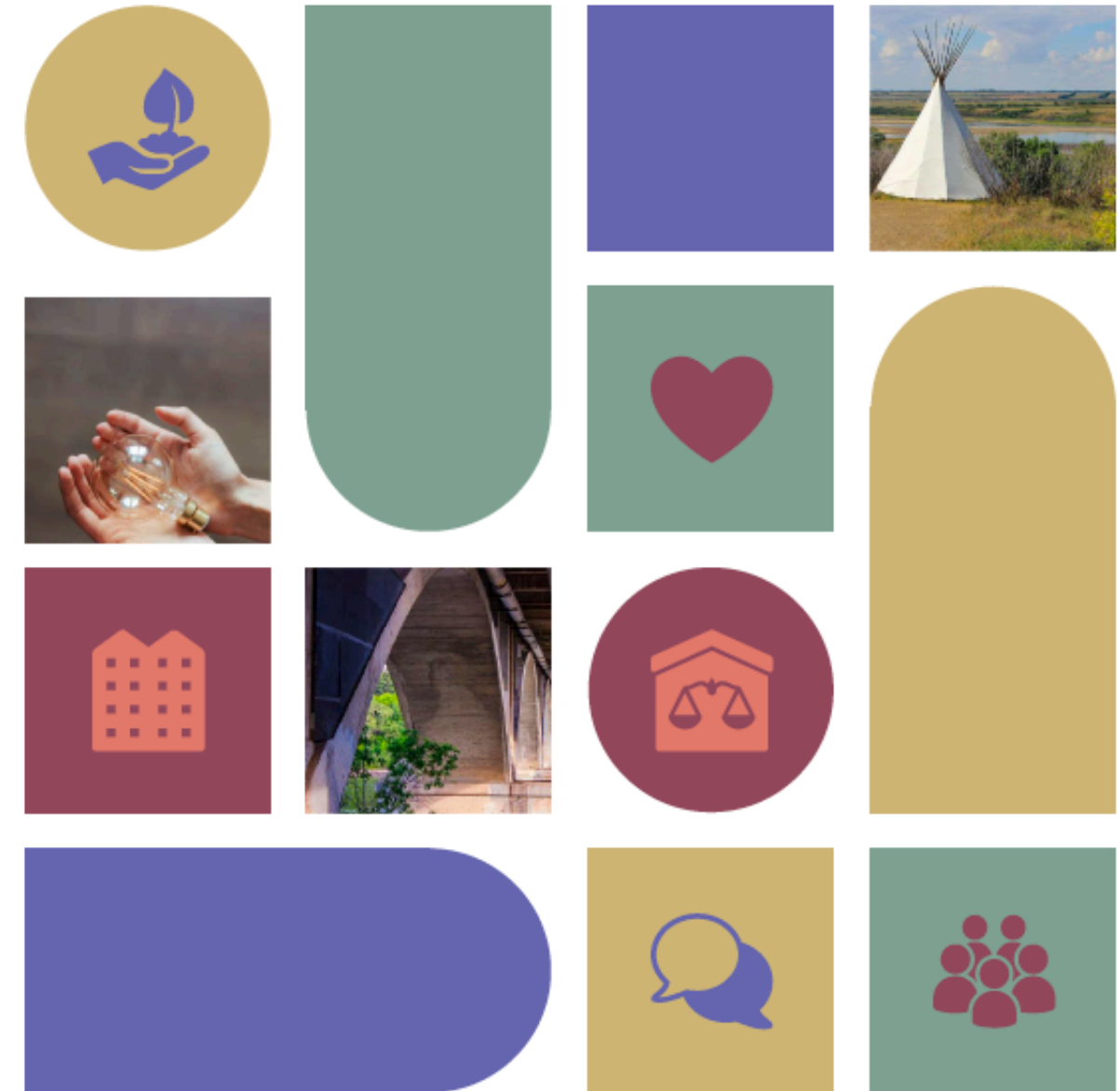
# CREATING VIBRANT COMMUNITIES & ECONOMIES



# VIBRANT COMMUNITIES & ECONOMIES

How can non-profits,  
businesses, and  
governments collaborate to  
optimize available resources  
and foster more vibrant and  
sustainable communities  
and economies?

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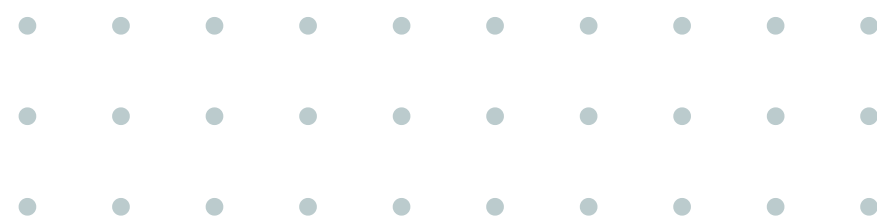


Vibrant Communities and Economies: What Does the  
Nonprofit Sector Have To Do With It?

# SPENDING SMARTER

Billions of dollars are spent on goods, services and infrastructure every year.

When properly directed, every dollar spent has the potential to serve as an investment in our communities economic prosperity and social well-being.



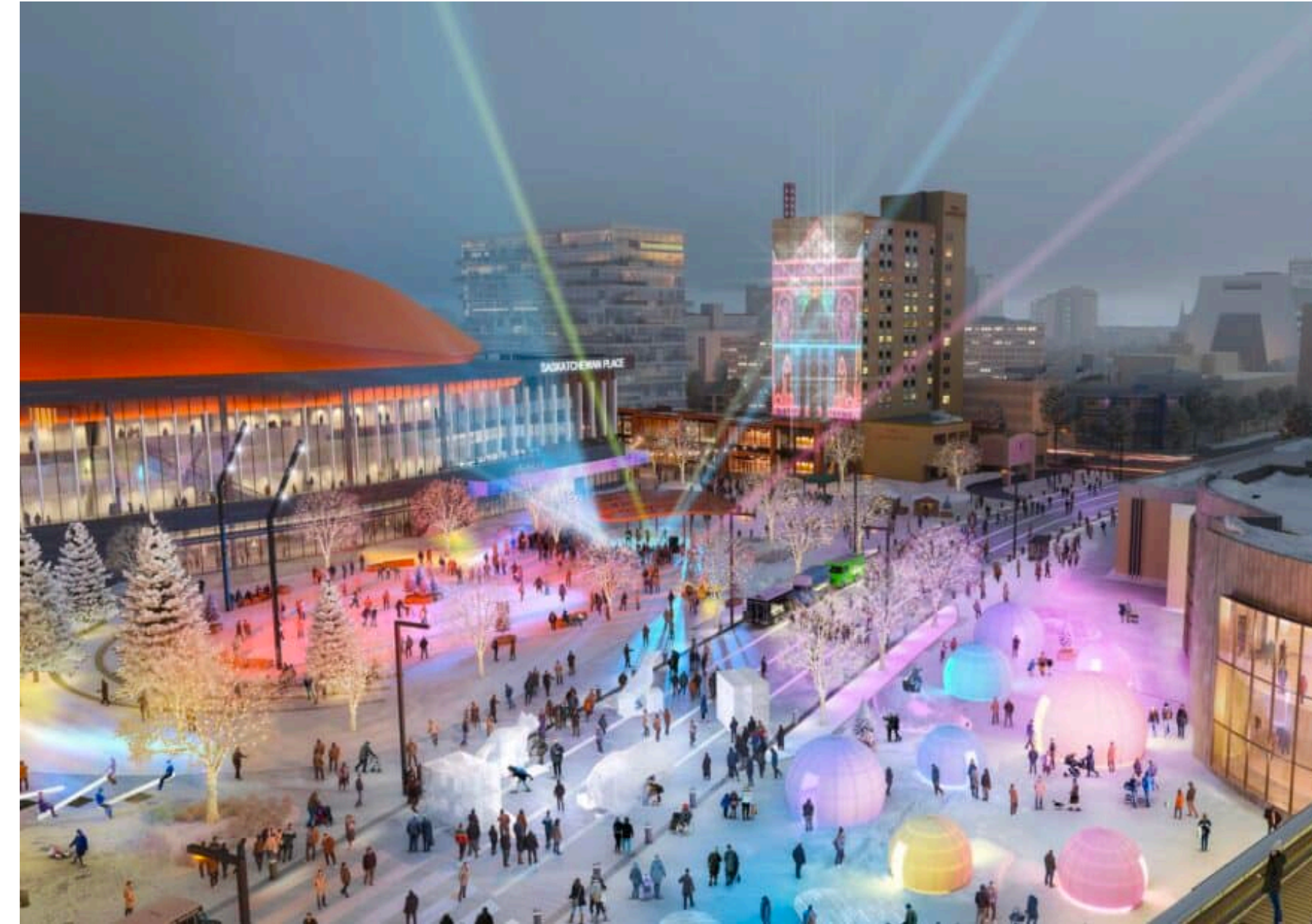


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# THE DOWNTOWN EVENT & ENTERTAINMENT DISTRICT (DEED)

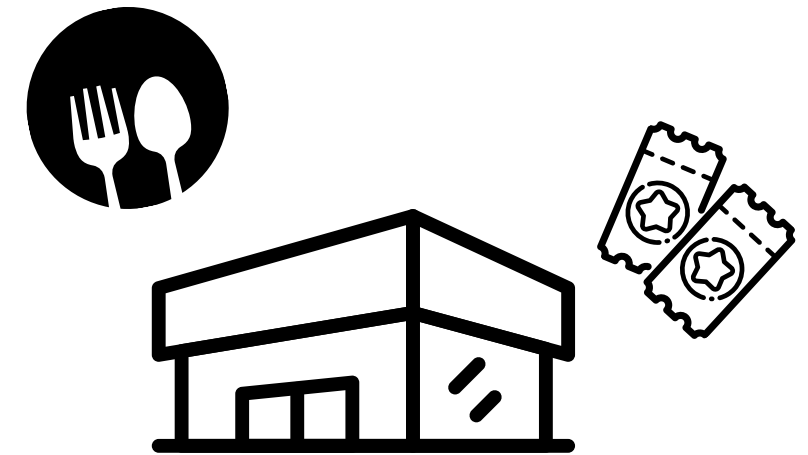
The Downtown Event & Entertainment District will create a place for people and businesses to come together for the economic, cultural and social success of the city and surrounding area.

The DEED is envisioned to be the centre of commerce, tourism, services and entertainment; from major arena events, to shopping, restaurants, conventions, nightlife and a thriving business community.





# POTENTIAL ECONOMIC BENEFITS



## Construction of facilities

The construction of the DEED will add \$1.1 billion to Saskatoon's gross economic activity:

- \$1.1 billion in gross economic activity
- \$509 million to Saskatoon's overall GDP
- \$245.1 million to employment income (supporting 1,580 local jobs)

## Core operations of facilities

Once the facilities are open, core operations are expected to add (over and above current facilities):

- \$4.3 million in gross economic activity
- \$1.6 million in GDP
- \$0.9 million in employment income (supporting 24 local jobs)

02.

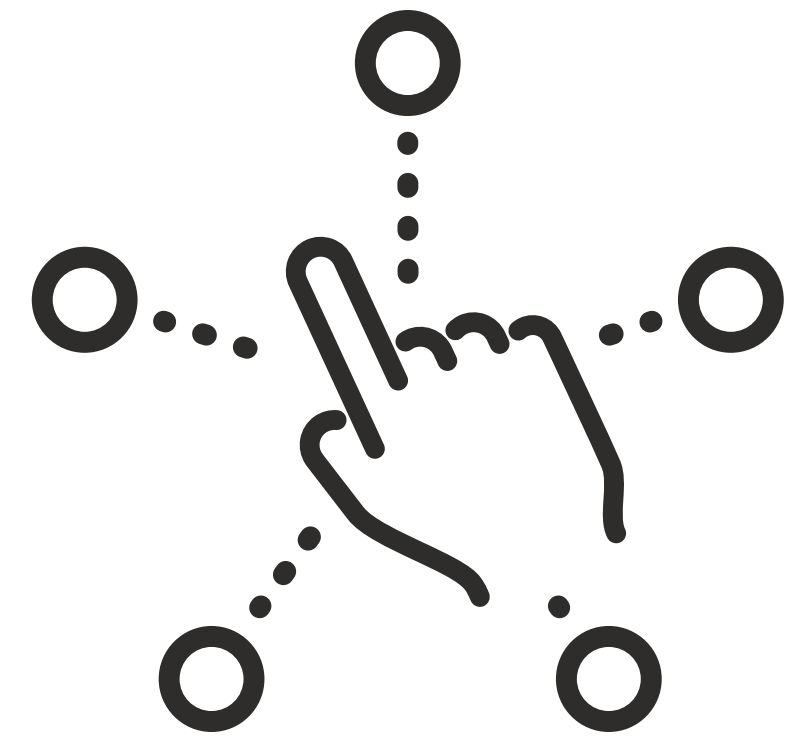
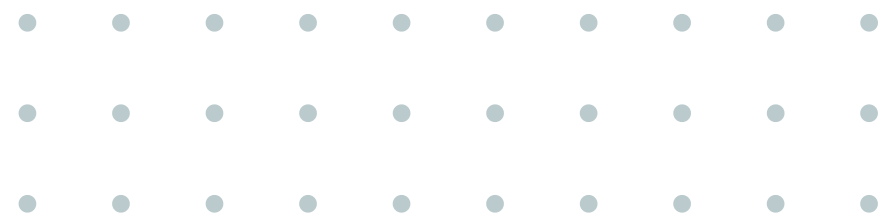
# UNDERSTANDING SOCIAL PROCUREMENT





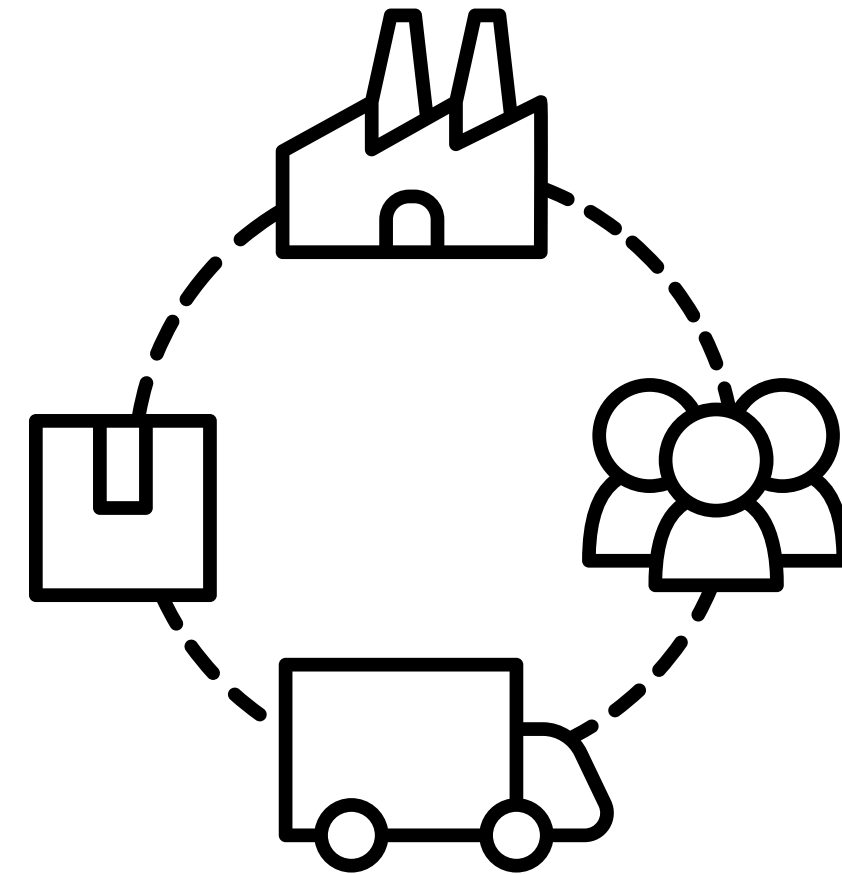
# WHAT IS SOCIAL PROCUREMENT?

**Social Procurement** is when organizations use their buying power to generate social value above and beyond the value of the goods, services or construction being procured.



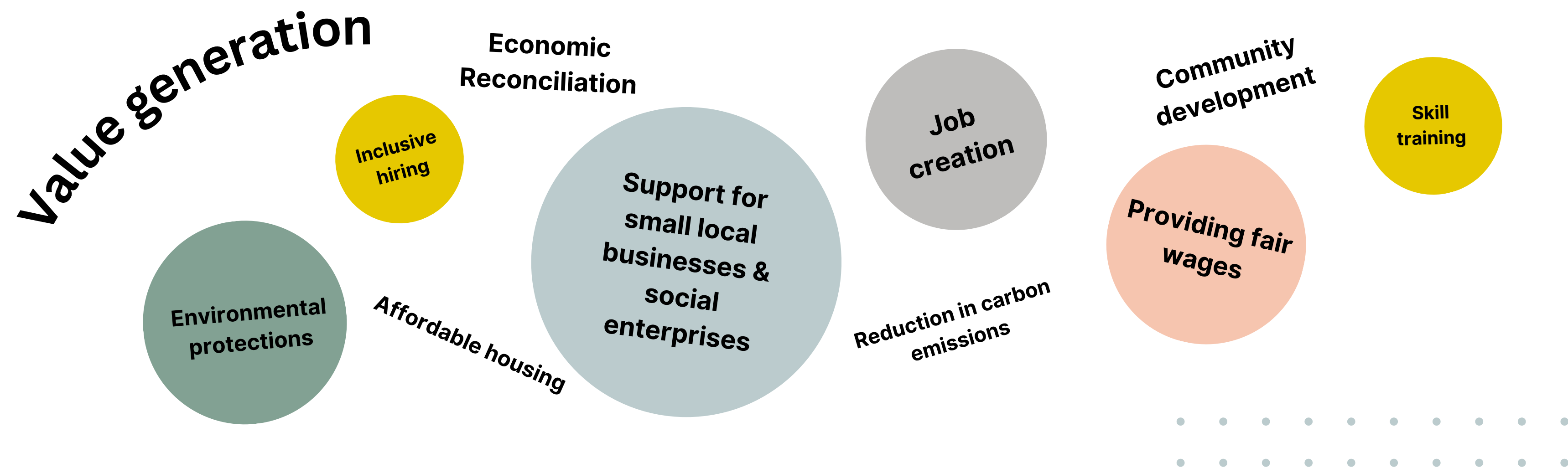
# PROCUREMENT

Procurement refers to all organizational processes associated with sourcing activity to obtain goods, services and construction.

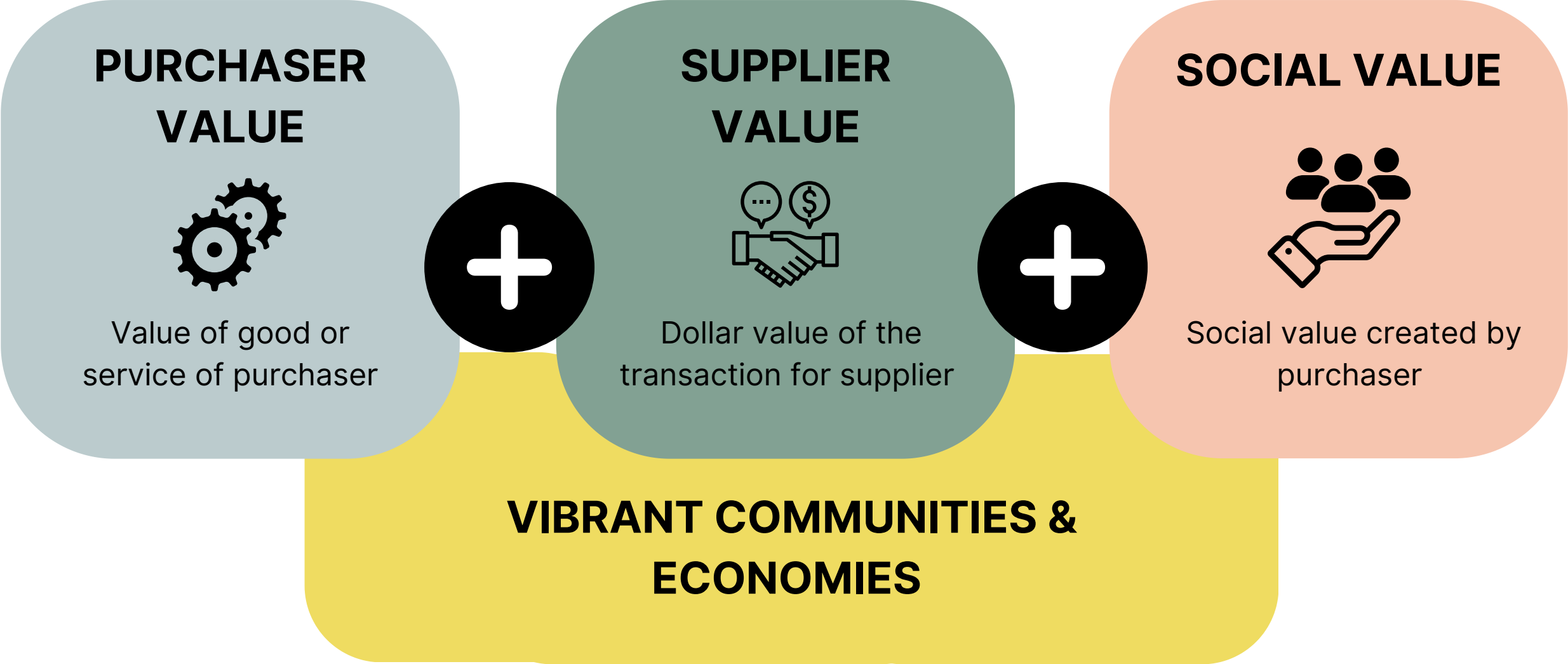


# GENERATING SOCIAL VALUE & BENEFITS

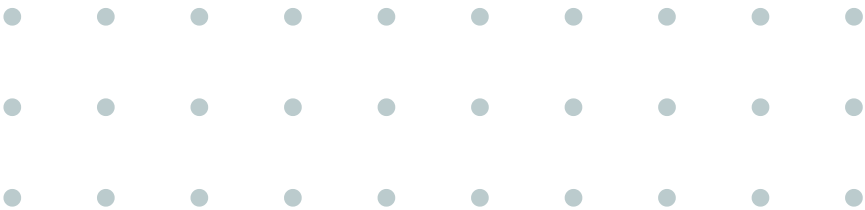
Social value or benefits refers to a broad range of social, economic, or enviromental benefits that a procurement process can bring to society beyond just obtaining goods or services.



# EMBEDDING SOCIAL VALUE IN OUR APPROACHES



Adapted from Buy Social Canada



03.

# IMPLEMENTING SOCIAL PROCUREMENT



# GETTING TO WHAT MATTERS

Social procurement focuses on leveraging an organizations **purchasing power** to generate social value and positive social outcomes.

But what matters?



**Official  
Community  
Plans**

**Corporate  
Social  
Responsibility  
Framework s**

**Organizational  
Vision, Mission,  
Values**



# IMPLEMENTING SOCIAL PROCUREMENT

You can implement social procurement by:

- Adding social value considerations to purchases and purchasing directly from Social Value Organizations
- Adopting social procurement policies to guide the purchasing of goods and services in your organization
- Designing RFP evaluations that consider and weight the value of criteria that reflect desired social benefits that you aim to achieve
- Engaging in Community Benefit Agreements that bring together community partners, suppliers and purchasers to achieve desired social benefits in larger construction and operational projects

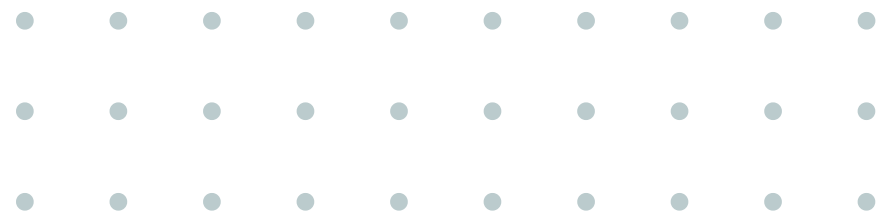




**Purchasing from  
Social Value  
Organizations**

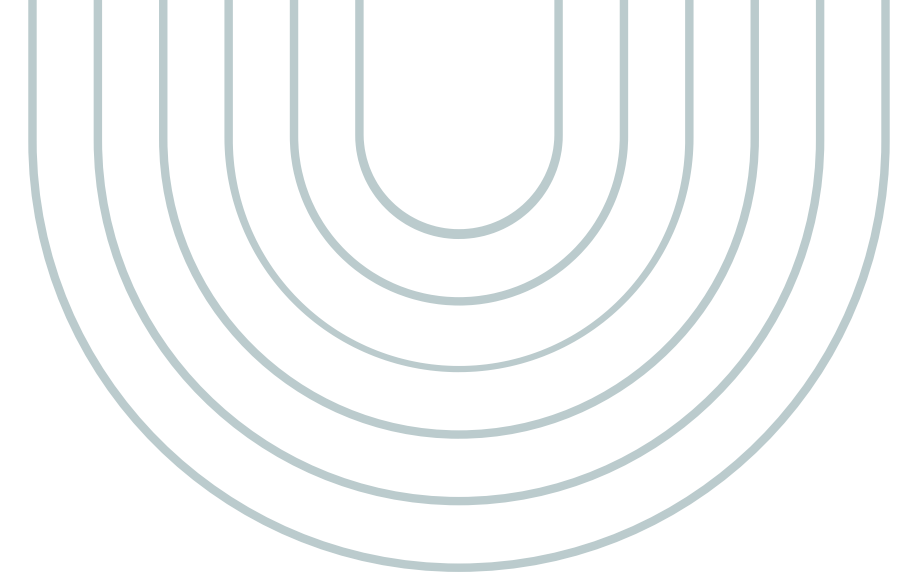
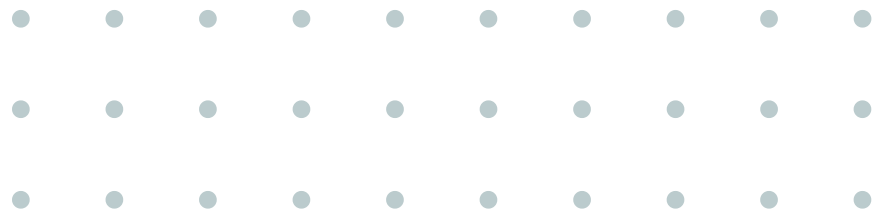


**Generating social  
value through  
procurement**





**Purchasing from  
Social Value  
Organizations**





# PURCHASING FROM SOCIAL VALUE ORGANIZATIONS

## *SOCIAL ENTERPRISE*

Serves a social purpose and mission, while also generating profit. The majority, if not all, profits generated are reinvested into the social enterprise to drive social benefits linked to its purpose.

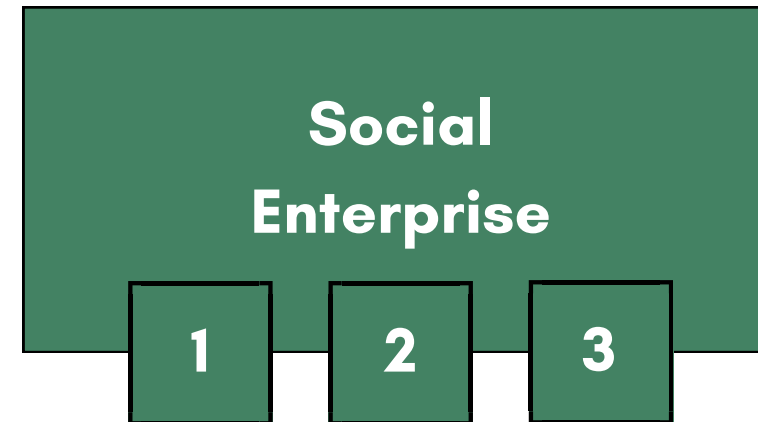
## *SOCIAL PURPOSE BUSINESS*

Serves a largely profit-making mission while generating social value that underpins the organization's purpose. Some revenue generated will be invested in achieving social benefits linked to the organization's missions, but the majority of revenue earned will be redistributed to shareholders.

# WHAT'S THE DIFFERENCE?



Serves a social mission which is largely support through grants, fundraising and government investment. Generally does not generate profits. Does not distribute wealth to shareholders/ leadership



Serves a social mission and generates a significant portion of its revenue through the sale of goods or services, embeds a social, cultural or environmental purpose into the business, and reinvests the majority of its profits into the social, cultural or environmental mission.

- 1** Level 1 - reinvests 25-50%
- 2** Level 2- reinvests 51-80%
- 3** Level 3- reinvests 81-100%



Serves a profit making mission, while also addressing a community social need. Reinvests less than 25%. Most profits are redistributed to shareholders/ leadership



Serves a profit making mission. Profits are redistributed to shareholders.



## SOCIAL ENTERPRISE



The Boxcar Café is a social enterprise that offers entry level employment opportunities and training in customer service, hospitality and basic culinary skills. All revenue generated goes back into supporting the social missions & purpose of the organization.





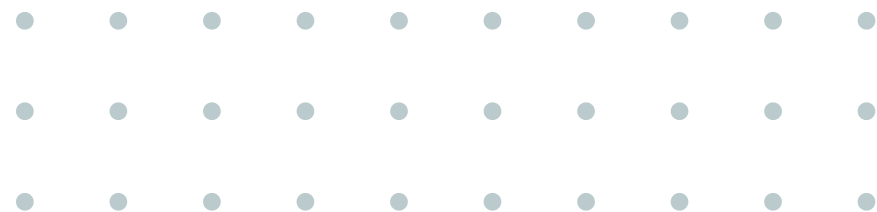
## SOCIAL PURPOSE BUSINESSES



10 Tree is a social purpose business that believes in uplifting the planet and its people by ensuring fair wages for its workers, creating jobs through planting our initiatives and supporting causes that align with its values.



**Generating social  
value through  
procurement**



# GENERATING SOCIAL VALUE THROUGH SOCIAL PROCUREMENT

In 2024, the Community Benefits Coalition worked alongside representatives from the City of Saskatoon to develop language to guide the procurement of a Private Operating Partner responsible for the Saskatoon DEED.

Language developed will require bid proponents to:

- Develop a strategy for community benefit outcomes that includes a plan for inclusion of workforce diversity and development targeting underrepresented groups (i.e., women, Indigenous people, persons with disabilities, new immigrants, 2SLGBTQ+ community members, and visible minorities).
- Provide an outline of previous experience developing, implementing and evaluating community benefit outcomes in other projects.

# COMMUNITY BENEFIT AGREEMENTS (CBAS)

CBAs are binding agreements between developers, governments, and community-based organizations that ensure the inclusion of specific social value/benefits for communities in major infrastructure and development projects.

## Potential benefits

Environmental  
protections

Inclusive  
hiring

Living  
wages

Support for  
social  
enterprises

Job  
creation

Affordable  
housing

Skill  
training

# COMMUNITY BENEFIT AGREEMENTS (CBAS)

## *SUCCESS STORY*

The Vancouver Olympic Village where a community benefit agreement was signed between Millennium Developments, a community agency, and the City, led to 120 jobs for targeted inner-city residents and \$42 million in procurement to inner-city businesses.





04.

# BREAKING DOWN BARRIERS





# GETTING TO IMPACT

## *BARRIERS TO IMPLEMENTING SOCIAL IMPACT*

- Organizations and businesses are unaware of what social procurement is and its potential benefits.
- There is often a lack of understanding about how to integrate social procurement into existing procurement processes.
- Organizations and businesses don't always clearly identify desired social values and benefits they wish to generate.

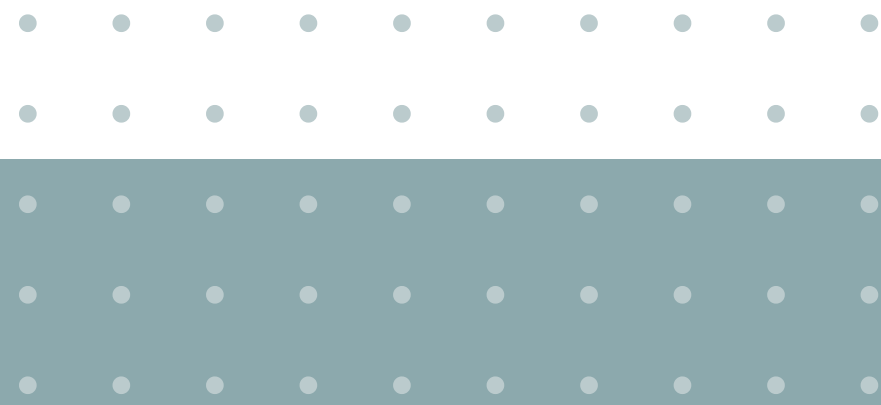


# GETTING CLEAR ON WHAT MATTERS

## *QUESTIONS:*

- What social values/benefits are important to your organization?
- What social values/benefits would you like to see generated through social procurement approaches?





# THANK YOU

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