

# canada social purchasing portal

 **vancouver**  
social purchasing portal

**ITAC**  
 **toronto**  
social purchasing portal

 **seed** Supporting  
Employment &  
Economic  
Development  
**winnipeg**  
social purchasing portal

 **surrey**  
social purchasing portal

 **fraser valley**  
social purchasing portal

 **momentum** **calgary**  
social purchasing portal

 **waterloo region**  
social purchasing portal

***Ottawa Social Purchasing Portal***

# *Workshop Agenda*

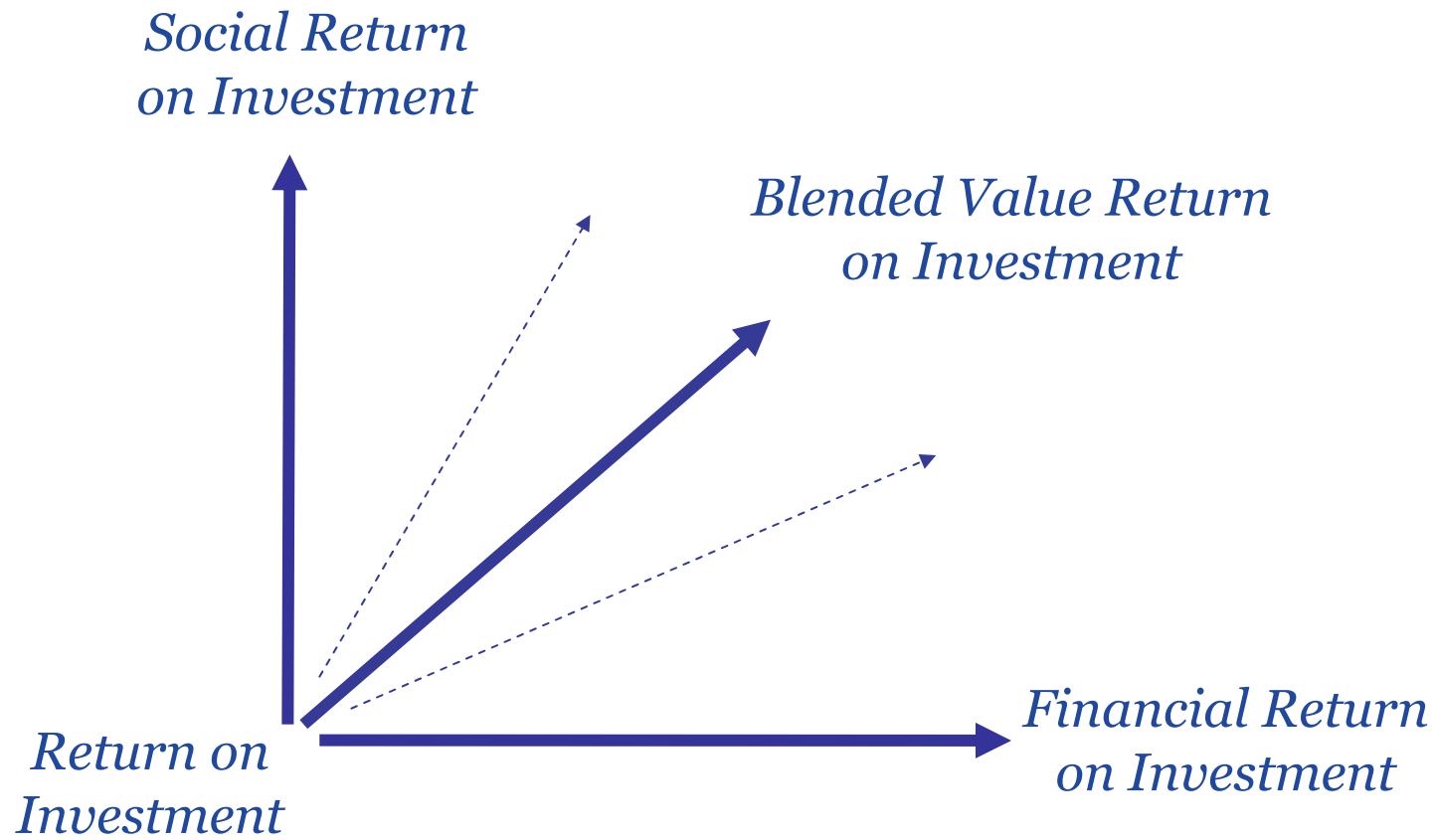
- SPP Overview – 45 minutes
  - Business Plan Components – 15 minutes
- Draft an SPP Business Plan in Small Groups – 45 minutes
  - Review of Plans with full group – 30 minutes

## ***Social Purchasing Portal (SPP):***

a way for communities to engage the purchasing power of the private sector to promote social outcomes and create social value

***What a social outcome means,  
and how it will be measured,  
differs in each local SPP context***

- Waterloo Region: hiring people who may be hard to employ
- Calgary: increasing the number of “living wage” jobs
- Vancouver: employment in the Downtown Eastside
- Winnipeg: economic revitalization in the north end



# ***Local Success Stories***

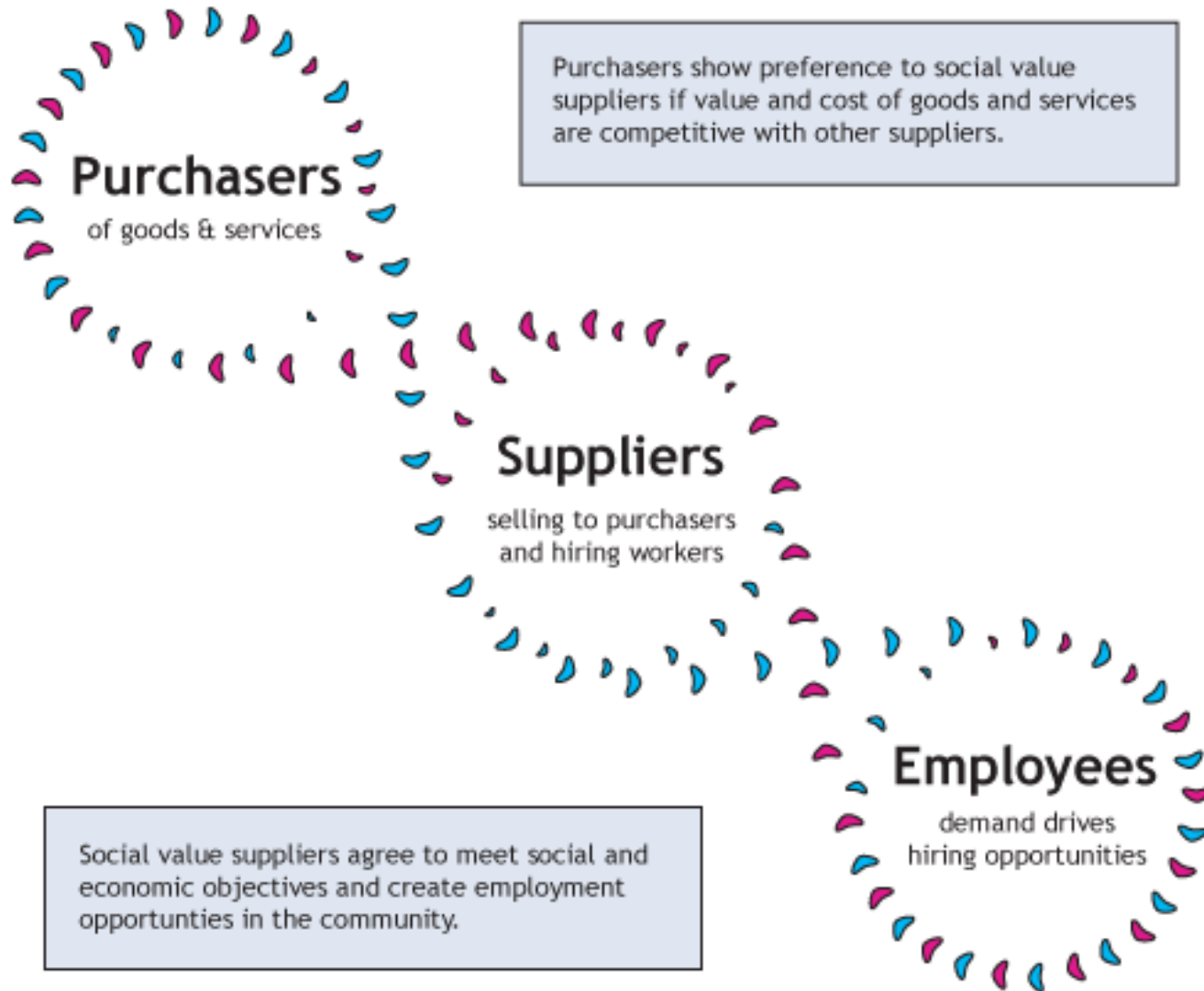
**✱***Social enterprises participating in the Toronto SPP have had a 30% increase in revenues in the past 2 years.*

**✱***Through the Vancouver's SPP a social enterprise caterer, Potluck Café, landed a major catering contract with private sector software company, Business Objects. The Potluck Café is located in the Downtown Eastside and hires very hard-to-employ persons who live in the area.*

**✱***SPP suppliers in Winnipeg have increased sales by an average of 37% since they joined the portal two years ago. The suppliers are small businesses in the inner city.*

## ***Four key partner groups***

- The ***Purchasers*** who direct some of their buying to the participating suppliers
- The ***Suppliers*** who supply the business products or services that purchasers need and agree to help achieve the social goals of the local SPP
- The ***SPP Host Organization*** which connects purchasers and suppliers and coordinates the SPP social value activities
- Community Partners*** which vary from community to community, such as funders, employment services, etc.



## ***Benefits to Purchasers***

Both a business and a social value without spending more money on their everyday business needs.

*Edwards, Kenny & Bray is a law firm in downtown Vancouver. They can buy office supplies from any number of suppliers whose products meet their needs for quality and cost. Mills Basics, a business located in Vancouver's Downtown Eastside, sells office supplies. They are committed to hire 20% of their staff from the Downtown Eastside. By making the choice to buy from Mills Basics, an SPP supplier, Edwards, Kenny & Bray gets both product value and helps create a social value. Their purchases inject capital into the inner city and create job opportunities for Downtown Eastside residents. They have done so without spending any extra money or getting inferior products.*

## ***Benefits to Suppliers***

- Increase their sales by connecting them with customers they might not otherwise reach and who are already inclined to purchase from the SPP Suppliers
- Local employment agencies refer qualified and trained employee candidates to them

# ***Benefits to the Community***

***Economic capital*** by increasing sales and marketing opportunities for social enterprises and local businesses

***Human capital*** by creating sustainable employment opportunities

***Social capital*** by building and nurturing relationships and networks among purchasers, suppliers and community based service providers

# ***Local Replication***

## ***What is the problem?***

Communicate the local employment or economic outcome that the SPP will address. For example, in Vancouver it is employment and small business development in the Downtown Eastside, in Ottawa it is employment for persons with disabilities, and in Toronto a second chance for long term or hard to employ persons.

## ***How will the SPP address it?***

Position the SPP as an innovative, simple and effective model that blends business and social value into existing supply chain relationships.

## ***Why I should participate?***

Outline the benefits for purchasers, suppliers and the community To engage participants and impact their behaviour, these benefits must be compelling.

# *The SPP has two primary market targets the Purchaser and the Supplier*

Convince Purchasers of the value in joining the portal and to add social criteria to their buying decisions.

Convince Suppliers of both the market opportunity and the value of using the SPP as a way to help solve a local issue

The biggest challenge in marketing the portal is communicating the innovative approach of using existing business buying and selling relationships to achieve social goals

## ***Products and Services***

The majority of goods and services bought and sold through the SPP are related to everyday business needs. These commonly include: office supplies, couriers, catering, printing, property management, and janitorial services.

Social purpose enterprises already have blended business and social motivations.

# ***CED Organizational Attachment***

The SPP operates best within the existing program and governance structure of the host CED organization

# ***Start-up Capital and Operating Budget***

- Organizing and Feasibility = \$10,000 to \$15,000
- Website and Technology = \$5,000 to \$10,000
- Operating Budget = Year one to three, \$75,000 / \$225,000
- Year Four = \$35,000

# *Sources of Funding*

Grants: the primary funding mechanism

Potentially:

Advertising

Sponsorship

Fee for Services

***The SPP website supports the relationships among all of the partners***

***It allows each partner to achieve their goals***

**[www.sppcityname.org](http://www.sppcityname.org), is common to all of the Canadian sites.**

**The on-line database has a description of the suppliers' products and services and their contact information.**

**A shared technology model uses open source technology. This model is built to allow local content and collaboration.**

# ***National Collaboration***

In early 2007, SPPs across Canada created an informal, voluntary SPP National Collaboration Network.

# *Assignment: Design an SPP Implementation Steps*

- Local Organizing Group*
- Assessing Local Interest*
- Defining Local Issues, Goals and  
Benchmarks*
- Identifying Local Host Organization  
and Steering Committee*
- Secure Funding*
- Hire Staff*
- Develop Operational Systems*
- Engage Partners*
- Launch and Operate the SPP*
- Monitor and Evaluate*
- Deepen Engagement*