

**COASTAL COMMUNITIES**

**Social Procurement**

**INITIATIVE**

**Introduction to CCSPI and Social Procurement**

**Presented by:**

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# ***Social Procurement as a Tool for Community Well-Being: What, Why and How***





# SOCIAL PROCUREMENT:

Leveraging a social value from  
existing procurement



Our Communities Face  
Challenging & Complex  
Social, Economic and  
Environmental Issues



**‘Poverty has drastic impact on  
health...’**





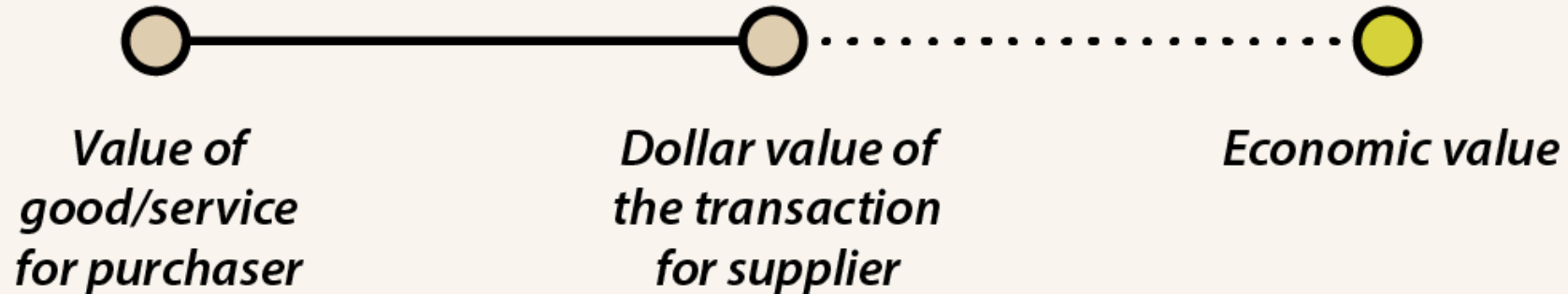
## Why?

When we focus on ‘best value for money’, procurement is much more than a financial transaction; it is a tool for building healthy communities.

# Healthy Communities Build Community Capital



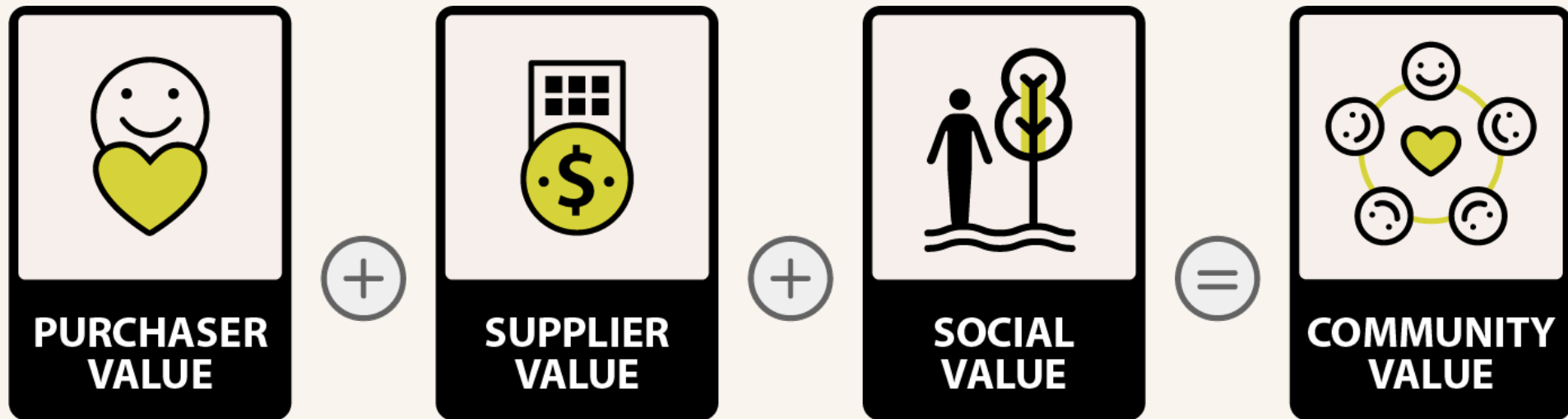
# What is Procurement?





# What is Social Procurement?

Adding a social value to existing purchasing

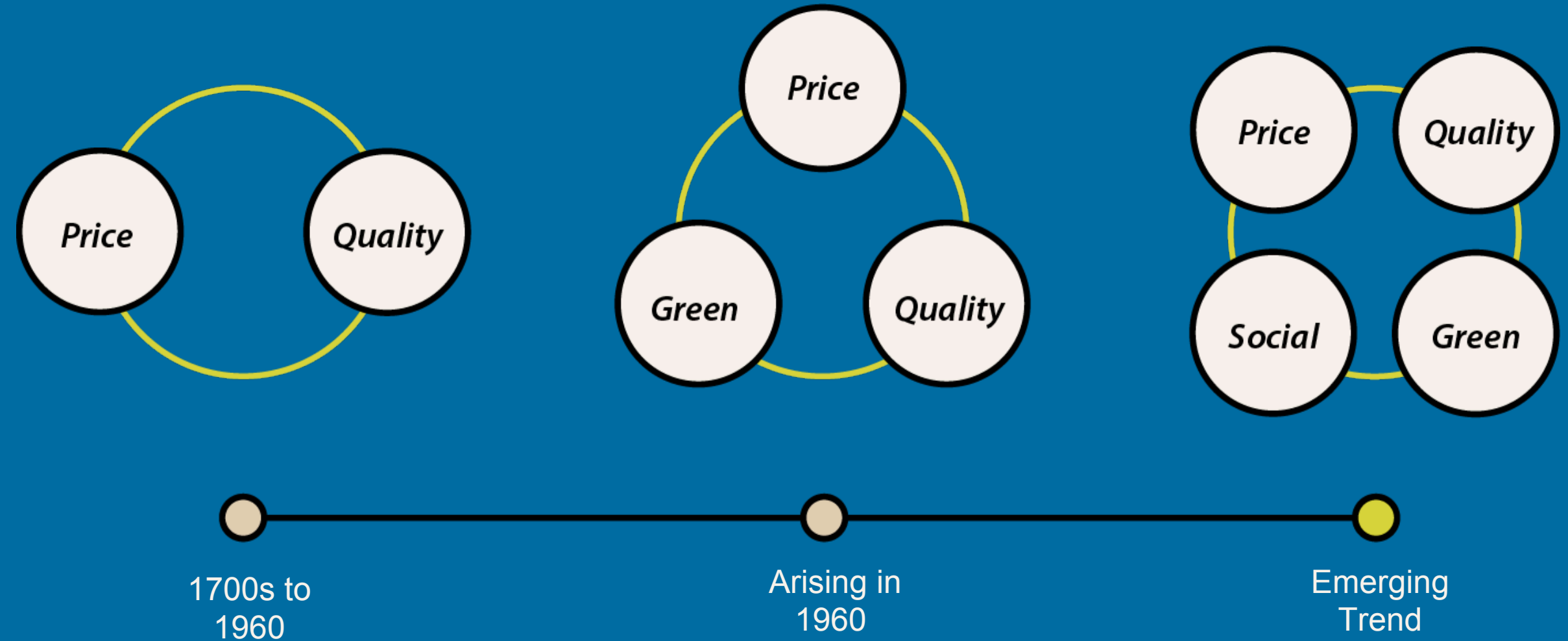


# What is Social Procurement?

“Encouraging a shift towards procurement based on achieving multiple outcomes in addition to maximizing financial value.”

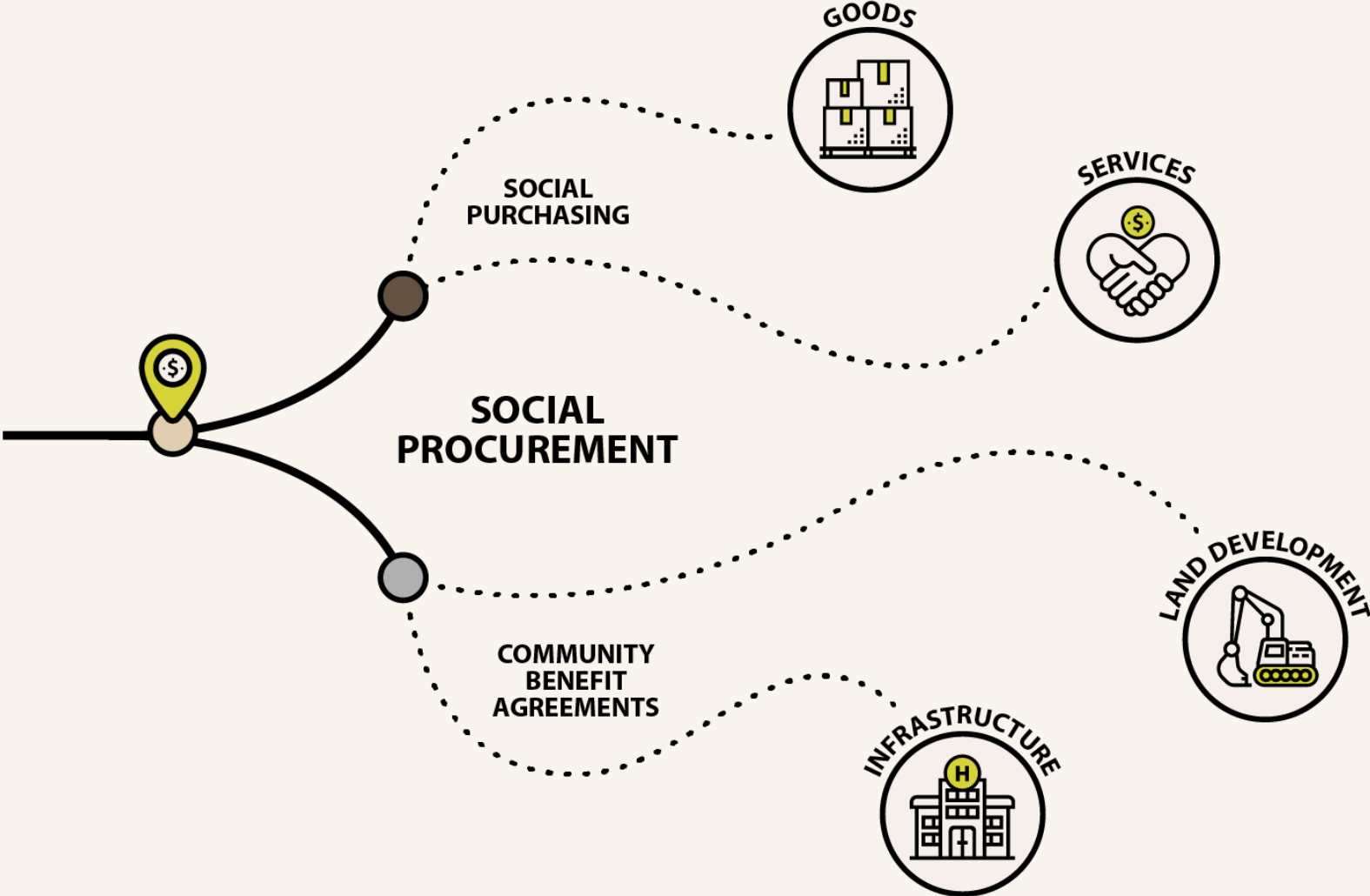
J. Barraket

# The Evolution of Procurement





# Social Procurement Pathways



**Is it legal?**

**What about  
trade  
agreements?**

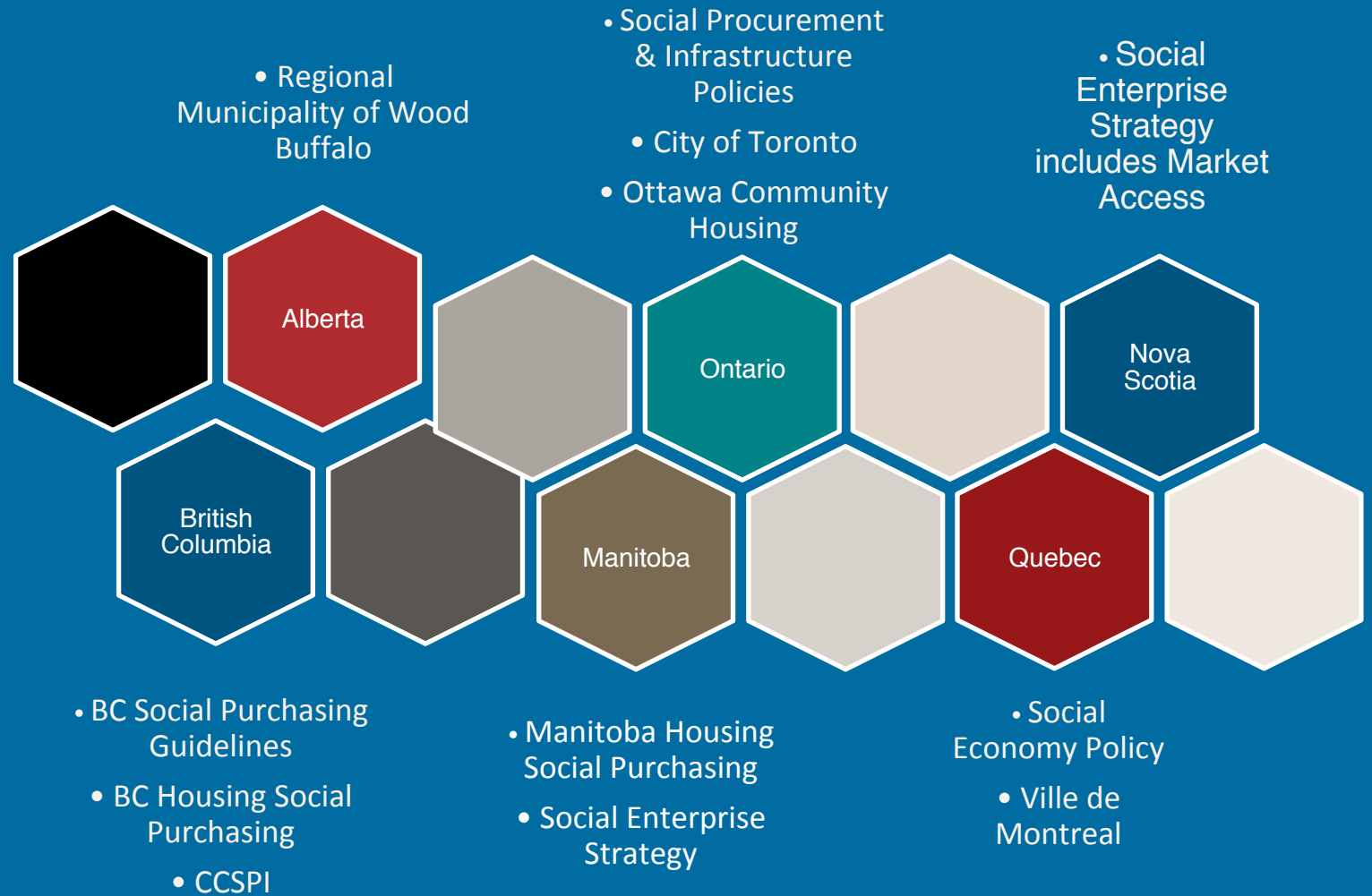
**Yes, and...**

Trade agreements may apply, and require parameters for language:

- Cannot restrict competition, but can require community outcomes from all bidders.
- Trade agreements have exemptions for contracting with non-profits
- Trade agreements have financial thresholds



# A new and emerging best practice...



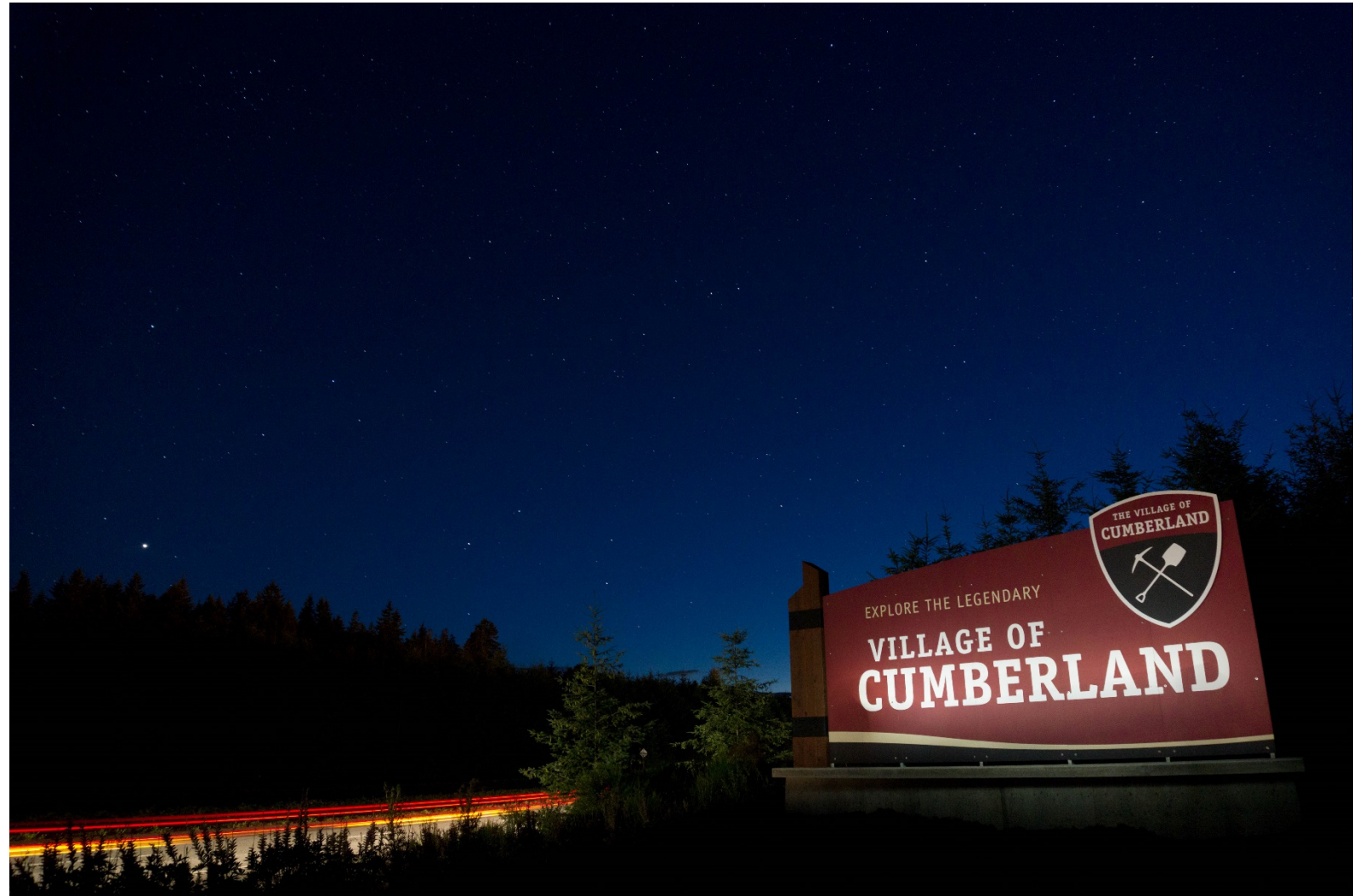


# Leveraging Procurement for Community Benefit

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## Village of Cumberland

PREPARED BY: Sundance Topham  
DATE: April 13, 2019





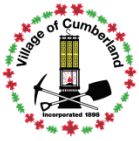
## How do you integrate Social Procurement into your organization?

You need political will to make it happen. In the case of the Village of Cumberland there was a champion on Council who started the conversation. The rest of Council came on board once they understood the concept.

The Village made it a strategic priority to start investigating and implementing Social Procurement, and that in turn led to it being integrated into staff's work plan and the budget.







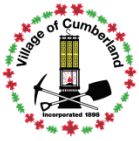
## What does Social Procurement look like?

The Village's Framework hopes to address the following goals:

- contribute to a stronger local economy;
- increase diversity among suppliers;
- promote the Living Wage and fair employment practices;
- improve access to contracts for micro, small business and social enterprises;
- increase the number of local jobs that support young working families;
- increase social inclusion, by improving contract access for equity-seeking groups, such as social enterprises;
- enhance community arts and culture infrastructure;
- improve and enhance public spaces;
- increase training and apprenticeship opportunities;
- help move people out of poverty, by providing increased independence and sustainable employment for those in need; and,
- improve opportunities for meaningful independence and community inclusion for citizens living with disabilities; and,
- to stimulate an entrepreneurial culture of social innovation.







## How does Social Procurement fit into the purchasing process?

The biggest step involved was integrating Social Procurement into the Village's Request for Proposals and Tender templates.

For the Request For Proposals the integration meant assigning a percentage value to the weighting in the scoring matrix and including a description of the Social Procurement Framework as part of the RFP template.

For the Tender process the Village came up with a two envelope pre-qualification system. The bidder needs to first meet the pre-qualification requirements for Social Procurement (envelope number one), and once that's done they will then have "qualified" for the tender, and then their submission will be reviewed (envelope number two).





## Is this even legal? Does it work?

The process is legal and respects trade agreements. Social Procurement still needs to meet all the principles of fairness, integrity, accountability and transparency.

The Village's procurement framework continues to evaluate Quality, Price and Environmental considerations, while adding the fourth component of Social.

The Village has been successful in including Social Procurement requirements into most of its procurement processes, and the community has received the following tangible benefits:

- Commitments for local hiring;
- Apprenticeship programs;
- Living Wage commitments; and,
- Donated labour and equipment time and free youth camps.







## Lessons learned

Problems associated with implementing Social Procurement have been limited mostly to the work involved in getting the program off the ground – educating staff and vendors, putting the actual procurement tools into place.

Bid prices have been coming in within budgets for most items, and this takes into account the ultra-busy construction environment on Vancouver Island.

We're looking to re-examine what the minimum requirements to meet the Social Procurement framework for tenders might be, include more defined conditions. i.e. proof of local hires.

To date the involvement of the Social Enterprises in the process has been limited.





## Next Steps – Coastal Communities Initiative

The Village has been utilizing Social Procurement in our purchasing since 2016, and since the process is ever evolving, the next steps include the following:

- Complete the development of a communications strategy for Village suppliers.
- Investigate possible “tweaks” for competitive bidding templates to obtain effective strategic outcomes.
- Continue to track and evaluate policy outcomes along with researching innovative procurement methods.
- Develop a method to measure and report the impacts that social procurement has had in the Village.

In order to do this, the Village has joined the Coastal Communities Social Procurement Initiative.



*“This important initiative allows local communities to strengthen our economies and get good value for taxpayer dollars,”*

*Mayor Lisa Helps and Mayor Josie Osborne, Steering Committee Co-Chairs.*

## The Story of CCSPI

- **April 2016** Village of Cumberland’s AVICC resolution
- **September 2016** UBCM endorses resolution
- **2016-2017** Working Group advances Community Benefit Hub concept
- **April 2018** Draft concept presented to AVICC
- **May 2018** 9 founding members confirm commitment and participation
- **Fall 2018** Contract awarded
- **March 2019** CCSPI officially launched



# Coastal Communities Social Procurement Initiative

- 2-year initiative to assist local governments and First Nations to implement social procurement assessments, policies, strategies and measurements
- Member organizations will have access to:
  - Training of elected officials and staff
  - Communication and networking
  - Tools for raising awareness, education, and training for suppliers and contractors





## Mission

To improve the health of our communities and the strength of our economies by changing the culture of public sector procurement.



## Purpose

To incubate Coastal Communities Social Procurement Initiative for the Vancouver Island and Sunshine Coast Region that will support all local governments and First Nations in implementing social procurement.

# CCSPI Members Access...



Topic-specific webinars



Staff and professional development training



Online training and certification



Expert consultation



Shared resources and examples



Social procurement toolkits and impact measurement



Community Engagement



Community of practice forums and calls



Networking opportunities

# Upcoming Training

## Intro to Social Procurement for Local Governments

**Campbell River: May 28, 2019**

**Nanaimo: June 5, 2019**



David LePage

BUY SOCIAL CANADA



Larry Berglund

PRESENTATIONS PLUS



**CCSPI is supported through funding and membership fees.  
Membership fees are based on community population size.**

### **Local Governments and First Nations**

For local governments and First Nations, become a member of CCSPI by contacting Josie Osborne at [osborne@tofino.ca](mailto:osborne@tofino.ca)

### **Purchasers & Suppliers**

If you are an interested purchaser or supplier, contact Beth Schmidt at [bschmidt@scalecollaborative.ca](mailto:bschmidt@scalecollaborative.ca) for information on accessing services.

Learn more and join at [www.ccspi.ca](http://www.ccspi.ca)



A scenic landscape featuring misty, forested mountains in the background and a calm lake in the foreground. The sky is a soft, hazy blue. The text is overlaid on this background.

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Procurement for Community Well-Being