
Before we begin:

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Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada

Why Buying Social is Good for Business: Leverage Your Purchasing to Create Better Value

Webinar hosted by MHCC's Workplace Team

January 28th, 2018 12:00pm – 1:00pm

ORDER OF EXCELLENCE



MENTAL HEALTH AT WORK® RECIPIENT

Introductions



- **Stephanie Pronk**, Director of Operations, Social Enterprise Institute
- **David Lepage**, Director and Managing Partner, Buy Social Canada
- **Don Palmer**, Executive Director, Causeway Work Centre

Housekeeping Notes

- The Audio is provided in broadcast mode through your computer speakers.
- This webinar is being recorded.
- Ask questions to the presenters using the “Q&A” pod
- The slides are available in the “File” pod on the right side. Click on the file and click “Download Files”.
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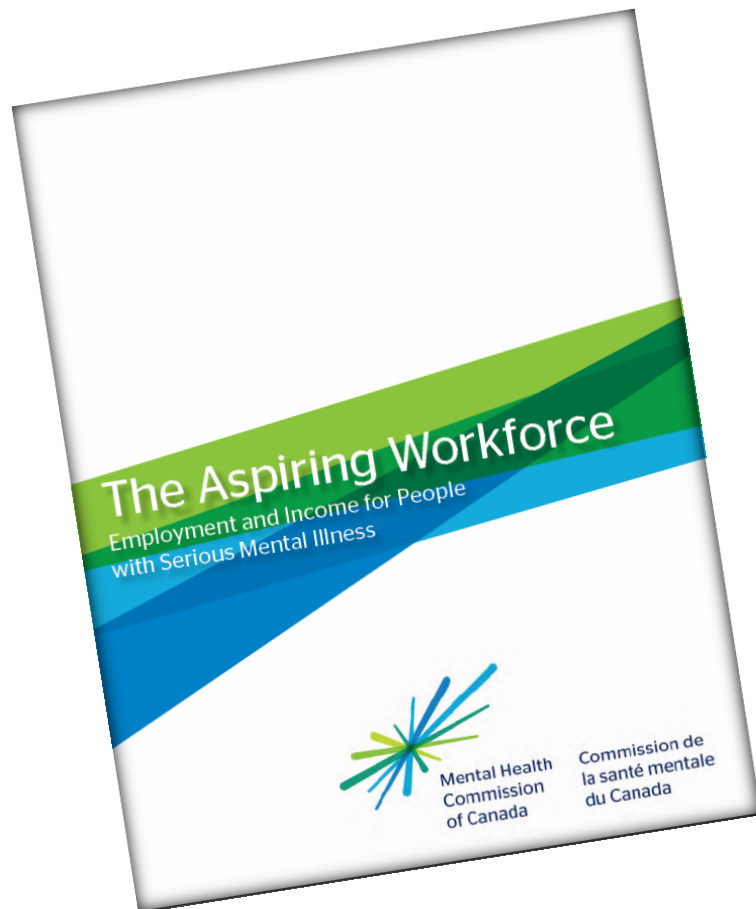


Mental Health Commission of Canada



The Aspiring Workforce:

Employment and Income for People with Lived Experience



“There is overwhelming evidence that most people with serious mental health problems have skills and expertise to offer to the labour market - they can work, and want to work.”

Resources



MHCC

- The Aspiring Workforce: Employment and Income for People with Serious Mental Illness [EN](#) [FR](#)
- Strengthening the Case for Investing in Canada's Mental Health System [EN](#) [FR](#)

Our Presenters

- [Social Enterprise Institute](#)
- [Buy Social Canada](#)
- [Causeway Work Centre](#)

STEPHANIE PRONK

DIRECTOR, SOCIAL ENTERPRISE INSTITUTE

A product of: COMMON GOOD SOLUTIONS INC.

COMMON GOOD SOLUTIONS



FOUNDED IN
2012 TO
CHANGE THE
WAY BUSINESS
IS DONE



ATLANTIC
CANADA'S 1ST
CERTIFIED B
CORPORATION



NS'S FIRST
COMMUNITY
INTEREST
COMPANY



20 STAFF, 3
OFFICES:
HALIFAX,
ANNAPOLIS
VALLEY, SYDNEY



ACTIVE IN NS,
THE MARITIMES,
CANADA

START & GROW YOUR SOCIAL ENTERPRISE, MAKE AN IMPACT.

Get the action-based, easy-to-use tools to succeed.
You bring the passion, we bring the path to success

[Start Free Courses Now](#)

<https://SocialEnterpriseInstitute.ca>



The Social Enterprise Ecosystem project connects training, marketing, and impact measurement resources for social enterprises anywhere in Canada.

SEE WHAT WE DO.

<https://s4es.ca>

We partner to build social enterprise in Canada.

**START
& GROW**



**PROCURE
BETTER**



**SHOP
& SELL**



**MEASURE
IMPACT**



**NETWORK
& LEARN**



<https://s4es.ca>

How to participate in the project:

Here are three ways you can benefit from the S4ES project.



SOCIAL ENTERPRISE GRANT FUND

S4ES delivers granting programs to support social enterprise development.



IMPACT MEASUREMENT TOOLS

S4ES with partner Social Value Lab to create self assessment tools for social enterprises.



COMMUNITIES OF PRACTICE

S4ES will convene practitioners and intermediaries in social enterprise to problem solve and collaborate.

<https://s4es.ca>



Introduction to Social Procurement:

An Overview of Social Procurement

David LePage

www.buysocialcanada.com

david@buysocialcanada.com

Social Procurement:
Leveraging a social value from
your existing procurement

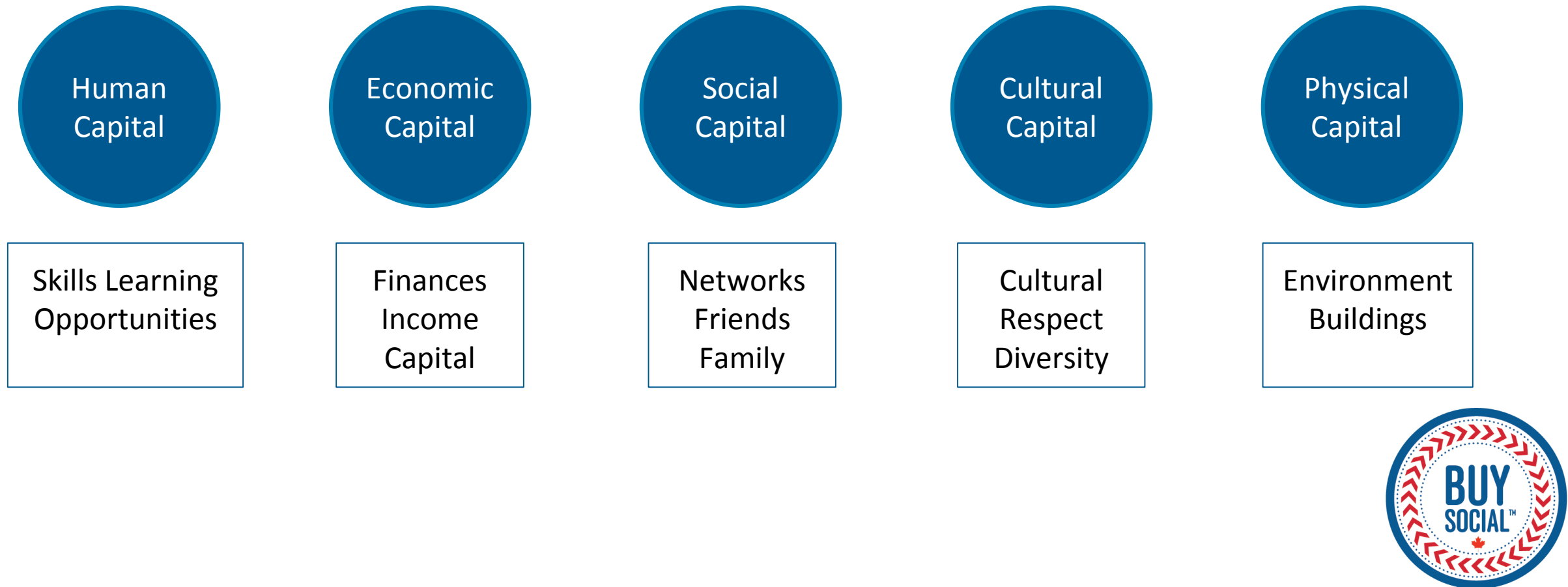


Why Social Procurement?

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



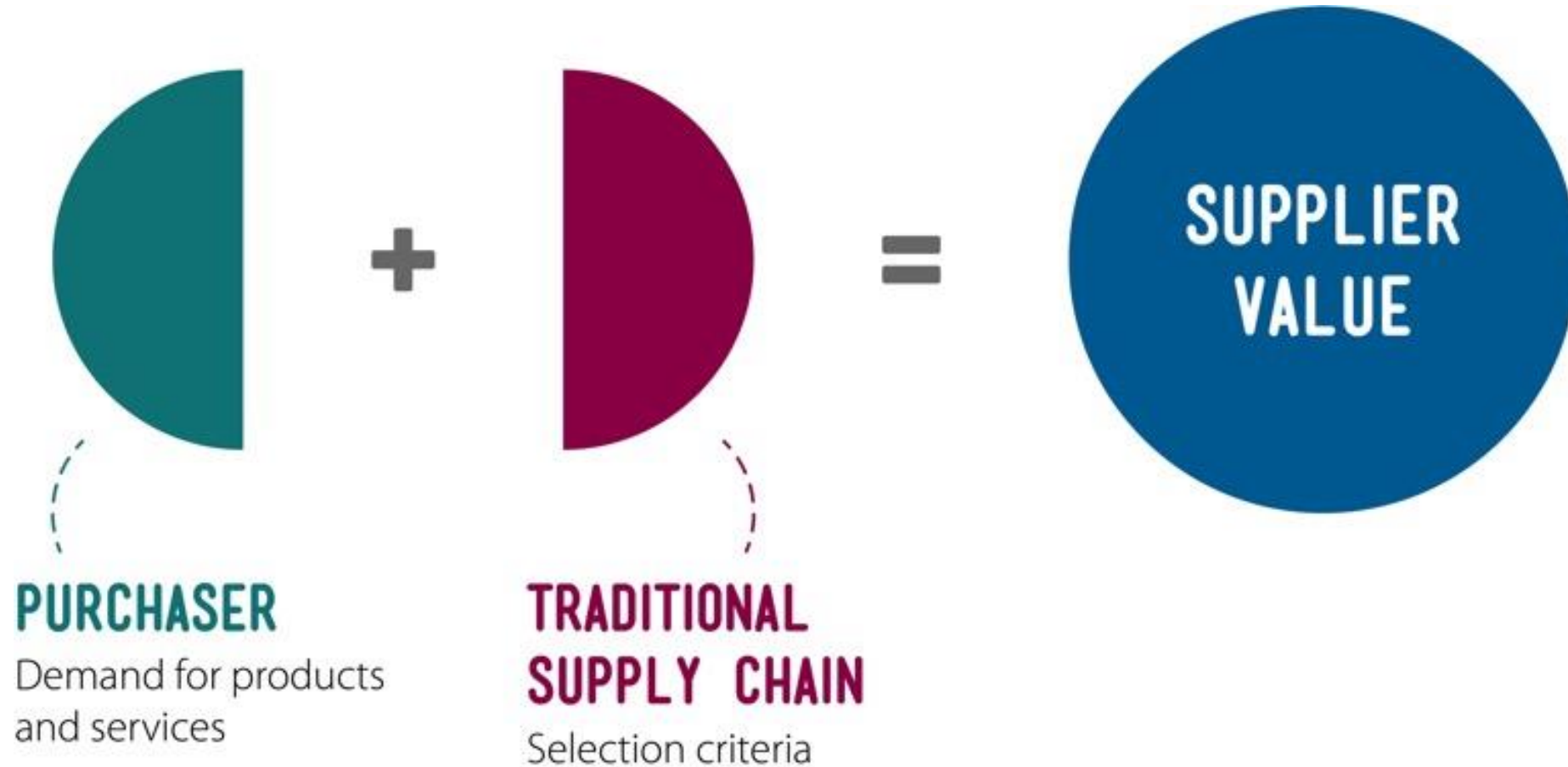
A Healthy Community Builds Community Capital - not just economic capital



Community Benefit Options



What is Procurement?



What is Social Procurement?

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

J. Baraket



What is Social Procurement?

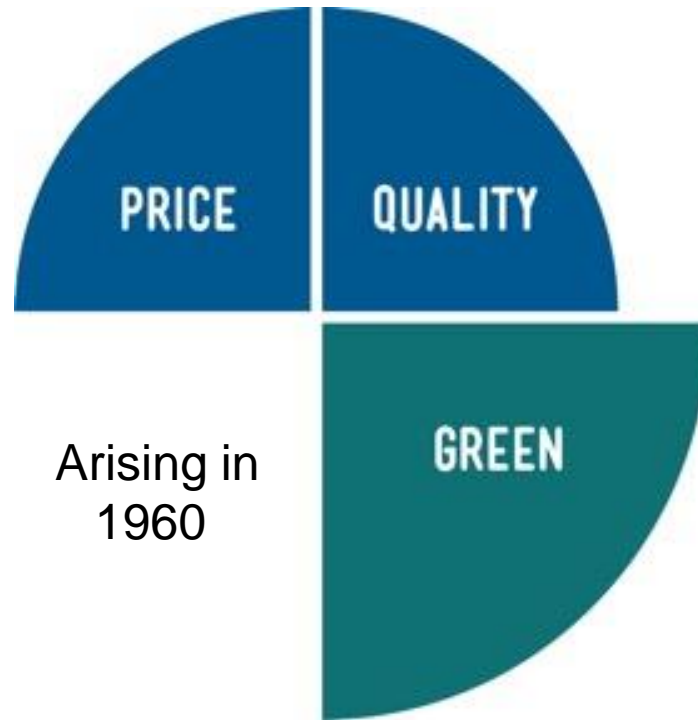
Adding a social value to existing purchasing



Evolution of Procurement



1700's to
1960



Arising in
1960



EMERGING TREND



Social Procurement

Social Purchasing

Goods

Services

Community Benefit Agreements

Infrastructure

Development
Projects



Trending in Social Procurement





Want more information, resources or need
some help?

www.buysocialcanada.com





WHO ARE WE?

Causeway is a not-for-profit agency in Ottawa that helps people with mental health issues and other challenges find rewarding work and live more independently.

OUR MISSION

Causeway **transforms lives and fuels community economic development** through an integrated network of innovative training and employment programs, one-on-one support, and by creating socially-minded businesses.

Causeway recognizes that success does not necessarily follow a linear path and our programs and services are designed to support our clients according to each individual's need at the time.

SOCIAL ENTERPRISE

CAUSEWAY'S BRAND OF SOCIAL ENTERPRISE

Laying the groundwork for success



Good Nature Groundskeeping
Laying the groundwork for success

We are a social enterprise that provides professional quality landscaping and property maintenance services in Ottawa. We operate under the not-for-profit agency, Causeway.

Where bikes are reborn

We are a social enterprise that refurbishes donated bicycles and sells them at reasonable prices. We operate under the not-for-profit agency, Causeway.




Cycle Salvation

Great food for the greater good.



Krackers Katering

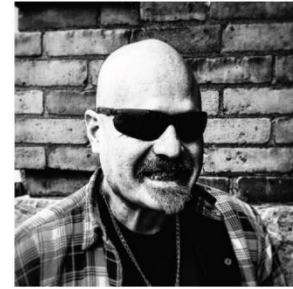
We are a social enterprise that provides professional catering services in Ottawa. We operate under the charitable agency, Causeway.



Right Bike

Ride here, right now

We help Ottawa residents get around and stay healthy through community bike repair events and bike mechanics training programs.



From Pilot to Procurement:

Enabling Social Enterprise Growth in Ottawa

A Case Study

Background

GNG started out as a small program called Casual Jobs in 2003. In 2008, GNG became a social enterprise.

- In 2012, Causeway and Ottawa Community Housing, 'OCH', initiated a pilot project for Good Nature Groundskeeping, 'GNG', to provide basic landscaping services for a handful of OCH properties.
- Over the 3 year pilot, GNG began earned more work and revenues, moving from **\$56,000 in its first year to over \$100,000 by year three.**
- In the winter of 2016, OCH added a **“value-added social enterprise”** component to their procurement process when appropriate to a specific tender.

“If we can't find someone a job, we should create one”

- Don Palmer, Executive Director at Causeway



Process

“When OCH began the process of renewing its procurement processes in 2016, this was an opportunity to embed social procurement principles directly into the new policy. It was also an opportunity for OCH to signal its commitment towards social procurement and using its large purchasing powers to benefit tenants through meaningful employment and economic advancement”

- Brian Gilligan, Vice-President for Community Development, and Andrea Parraga, Manager of Business Services with OCH

- In 2011, OCH and Causeway began conversations around the mutual benefits of working together. Causeway serves hundreds of people a year that lived in community housing and that Causeway’s social enterprises could **help their tenants gain new social and economic opportunities.**
- OCH and Causeway formally initiated a pilot project for GNG to start providing basic landscaping services on a handful of OCH properties. **This project was done on a limited, discretionary funded basis.**
- With a robust **value-added social enterprise criteria** adopted, Causeway felt comfortable submitting a bid knowing OCH recognized that GNG combines a deliberate approach to social impact while also providing a quality service.



Impact

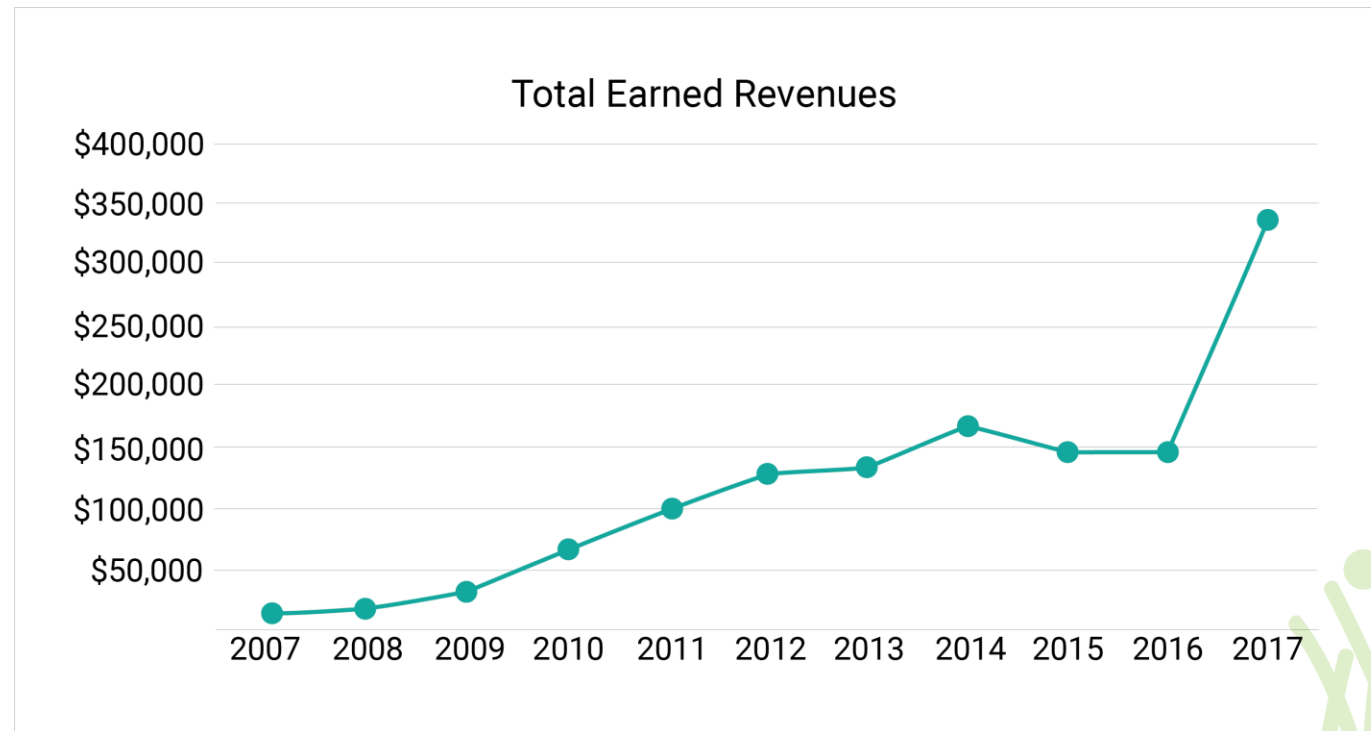
While revenues have been steadily increasing over the past several years, the contract with OCH provided an increase in stability and sustainability

- This contract has brought financial stability that Causeway has come to rely on in a precarious funding environment. The total value of a five-year contract brings with it the possibility of earned revenues of **\$1.5M**.
- Working closely with OCH and their team to **articulate our social impact as well as providing excellent service** has made the shift from pilot to procurement seamless.
- The pathway set forth by Ottawa Community Housing and Causeway can easily be **replicated in other communities across Ontario and Canada**.



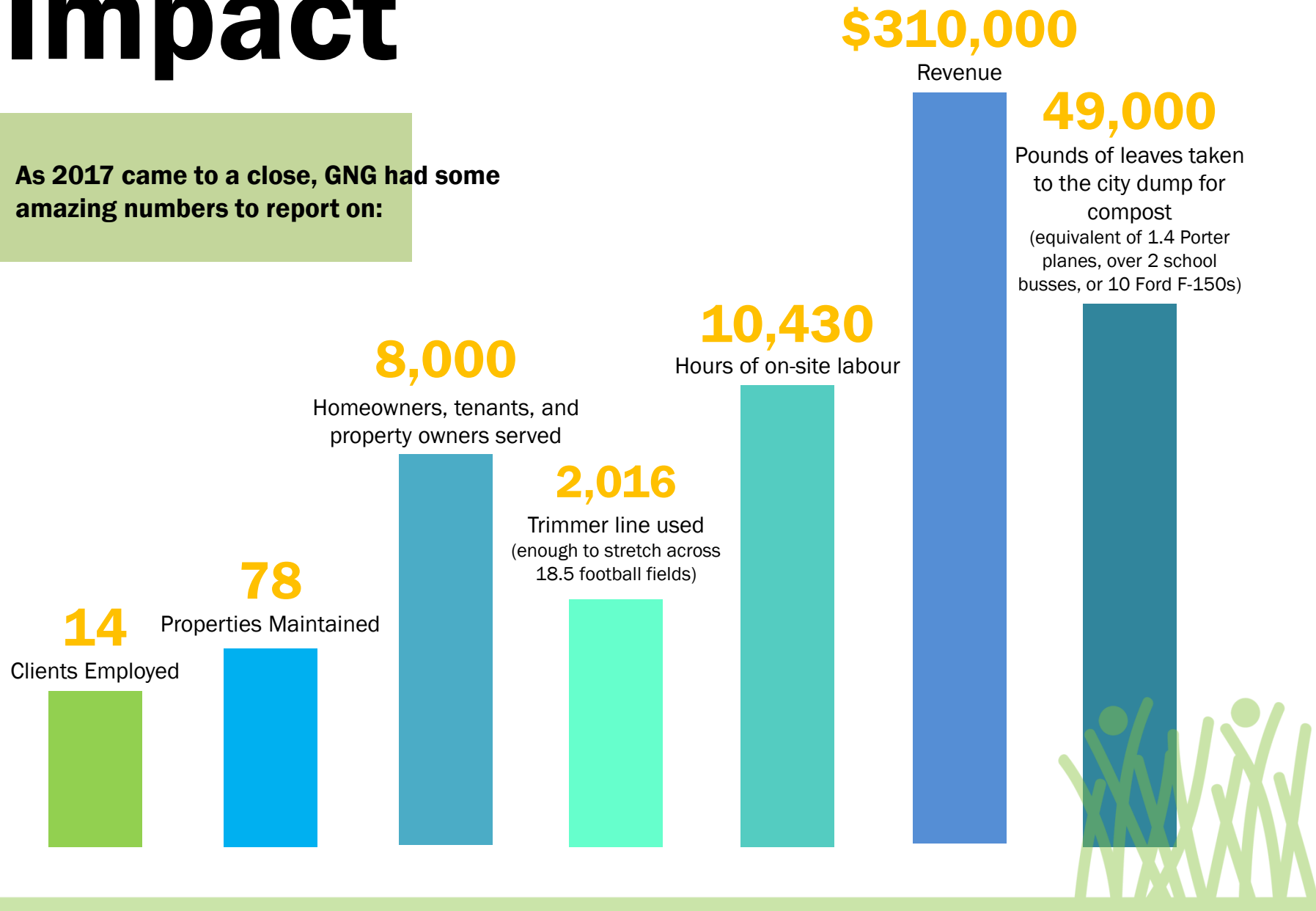
Impact

Despite its labour force confronting significant challenges, GNG is now a sustainable social enterprise, in large part because of its relationship with Ottawa Community Housing



Impact

As 2017 came to a close, GNG had some amazing numbers to report on:

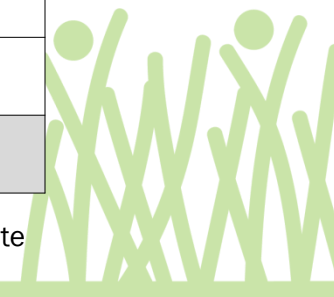


Their Requirements

Categories subject to Ottawa Community Housing Evaluation. OCH's method of evaluation noted:
"Evaluators will assess the degree to which the Tender has satisfied each of the applicable evaluation criteria. A minimum score of 25 out of 40 in the combined areas of Experience, Service Capability and Methodology is required to pass to the pricing evaluation phase. The Proponent(s) with the highest overall combined scores will be considered the Successful Proponent(s)."

Rated Requirements	Weighting
Experience	15 Points
Service Capability	15 Points
Methodology	10 Points
Value Added – Social Enterprise*	30 Points
Pricing	30 Points
Total Rated Requirements Weighting	100 Points

*Reserved for work where social procurement is appropriate



Their Advice?

Reflecting on the shift from pilot project to value-added social enterprise procurement, OCH senior staff, Brian Gilligan and Andrea Parraga offer the following advice for others exploring social procurement:

- **Start small** and grow the contract by **working together**
- Help create the **conditions for long-term success**
- A value-added social enterprise component will not be appropriate to every purchasing need. Ensure that any social procurement initiative **meets your needs as a purchaser - you need to be buying a dependable, high quality and affordable product**. To do otherwise is to engage in charity which is not sustainable
- Ensure that **senior management** is signaling that making this relationship work for everyone is a **priority**
- **Value social mission with equal weight as price**. A progressive procurement policy that values social mission alongside price when appropriate can lead to long-term social impact



“The partnership that we have with OCH has been extremely beneficial not only to GNG but the people that Causeway serves. The bigger GNG gets, the more our employees take pride in what they do. In their eyes, GNG is not just a social business, but the same as any other company out there in the competitive employment environment. Our contracts with OCH have given us the ability to grow, and purchase commercial-grade equipment. The changes to their procurement policy made it possible for us to compete with the biggest companies in the city, and winning long-term contracts has ensured the sustainability for GNG for many years to come.”

- Dave Segart, Operational Manager of Good Nature
Groundskeeping





Good Nature Groundskeeping

Laying the groundwork for success

www.goodnaturegroundskeeping.org



A Causeway Social Enterprise

www.causewayworkcentre.org



Questions?



How did we do?

You will receive an e-mail shortly with a satisfaction survey.



Thank you!



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