



TOWN OF QUALICUM BEACH
Incorporated 1942

A Canada First: The Town of Qualicum Beach adopts the Country's First Social Procurement Policy

Qualicum Beach, BC – June 13, 2016

The Town of Qualicum Beach has Approved Canada's First Social Procurement Policy. The British Columbia government has Social Impact Purchasing guidelines; Toronto recently launched a Social Procurement Program and the Village of Cumberland has a Social Procurement Framework. Now, the Town of Qualicum Beach on Vancouver Island, has adopted the country's first Social Procurement Policy.

What is Social Procurement?

Social Procurement is an emerging practice; a more strategic, proactive approach to purchasing that seeks to generate increased social value for taxpayers through every day purchases and public sector contracts.

The Social Procurement Policy 6000-3, at the Town of Qualicum Beach has been designed to drive innovation and entrepreneurialism, to better align the procurement strategy with the Town's Corporate Mission Statement; with the Youth and Family Attraction and Retention Strategy and with the goals of the Official Community Plan.

According to Mayor Westbroek, "The purpose of the policy is to leverage every dollar the Town spends to move us closer toward the desirable goals and objectives, as identified by the community."

Commencing this fall, the Town will roll out a Social Procurement Framework and commence open communication and education with the marketplace and community partners. As the practice of social procurement evolves, so too will the framework. The Town is currently working with a network of Vancouver Island municipalities and with Social Procurement Consultant, Sandra Hamilton to develop a standardized approach to advancing Social Procurement across the Vancouver Island/Sunshine Coast region.

--30--

Contact: Daniel Sailland
Chief Administrative Officer, Town of Qualicum Beach
250-752-6921 dsailand@qualicumbeach.com
Sandra Hamilton
Social Procurement - Subject Matter Expert
250-890-9386 Sandra@SandraHamilton.ca

201 - 660 Primrose St.
P.O. Box 130
Qualicum Beach, BC
V9K 1S7

Telephone: (250) 752-6921
Fax: (250) 752-1243
E-mail: gbtown@qualicumbeach.com
Website: www.qualicumbeach.com

BACKGROUND

New Public Policy Paper: The Changing Face of Public Sector Procurement

Social Procurement: *“Moves us from a ‘Do no harm’ approach to proactively seeking to ‘Do some good’ ”* Sandra Hamilton

Prime Minister Trudeau includes Social Procurement in Minister’s Mandate Letter

In his November 2015 mandate letter to Federal Procurement Minister Foote, Prime Minister Trudeau clearly signaled the new government’s intention to create more social value through procurement. Social procurement utilizes the procurement function to achieve positive, desirable and measurable social impacts.

Bill 227 - A Private Member’s Bill advanced by Liberal MP Hussen (York South-Weston) seeks to derive more social value through federal infrastructure spending. The Bill has been read into Parliament and is scheduled for further debated on September 23, 2016.

In February 2014 Social Procurement became Law across Europe

Social Procurement - The Vancouver 2010 Olympic Winter Games were a catalyst for social procurement in Canada; the first Olympics in history to include social value considerations in the sustainability strategy. For example, the RFP for the floral supply contract requested and rewarded vendors able to deliver a community benefit. Over the course of the contract, the successful proponent committed to train and employ marginalised women, many recently released from prison. The podiums were built by at-risk-youth learning carpentry skills; and contractors bidding on the construction of the athletes village were required to provide employment opportunities for low income residents from the neighbouring, downtown eastside. This knowledge transferred to the Commonwealth Games in Glasgow, where Scotland advanced the practice further, becoming the first country in the world to make Social Procurement law.

Canada - Provincial Examples

In November 2014, The Government of British Columbia released Social Purchasing Guidelines. In the spring of 2016, The B.C. Ministry of Social Development & Social Innovation (SDSI) issued an RFP for security services at SDSI offices, awarding 20% contract evaluation to a vendor's commitment to hiring people receiving income assistance or disability support. In July 2015, the Ontario Government passed Bill 6 – The Infrastructure for Jobs and Prosperity Act, that requires Community Benefit Clauses to be added to Provincial Infrastructure contracts. In 2014, Quebec adopted a social economy purchasing strategy and the Manitoba Social Enterprise Strategy, which includes social purchasing, came into effect in 2015.

Canadian Crown Corporation Examples

Manitoba Housing spends \$10 million annually with Social Enterprises providing supportive employment for persons with barriers. In 2014, supportive employment social enterprise CleanStart, doubled in size after winning a multi-year, multi-million dollar junk removal contract, when BC Housing invited Social Enterprises to bid on the junk removal contract.

Canada - Municipal Examples

In May 2016, the Village of Cumberland, Canada's First Buy Social municipality, successfully, applied social value criteria to an infrastructure tender. The City of Vancouver's *Healthy City for All Strategy* includes social procurement and the city has conducted a Social Value RFP for office supplies. In an effort to better reflect the ethnicity of the city's population, Toronto has developed a social purchasing program designed to diversify the supply chain, by improving access and increasing market opportunities for new immigrants and for marginalised groups. In June 2016, the Town of Qualicum Beach approved Canada's first Social Procurement Policy.

Sandra Hamilton is a Social Procurement Strategic Advisor and former business manager to John Furlong, CEO, Vancouver 2010 Olympic & Paralympic Winter Games. Hamilton is the author of both British Columbia's and Alberta's first Social Procurement Frameworks, of Canada's first Social Procurement Policy and has recently graduated as Canada's first [SocialMBA](#).

More at SandraHamilton.ca

Media Coverage

April 7th 2016: THE CANADIAN PRESS

[Minister Amarjeet Sohi likes MP's proposal on social benefits from infrastructure](#)

OTTAWA — The infrastructure minister is looking to take an idea from a rookie MP and require federally funded infrastructure projects to create social benefits on top of the economic spinoffs tied to billions in new spending.

A private member's bill from Liberal MP Ahmed Hussen would, if passed, require bidders on federal projects to show they will create jobs or training opportunities in the communities where work is done.

April 14th 2016: TIMES COLONIST

[Mayor wonders: Can city help those in need, one contract at a time?](#)

Helps is proposing a **social enterprise** and social procurement task force. She said the idea is to see if there's a way to ensure that when the city is ...

March 30th, 2016: Media Release

[Cumberland, BC - Includes Social Procurement in 2016 Village Upgrade Projects](#)

February 22, 2016: Globe and Mail - ADAM RADWANSKI

[Before spending infrastructure billions, Liberals launch trial ...](#)

Private member's bill seeks to attach **community benefits** such as local jobs to public-works contracts. ...
