



Buy Social Canada recognizes Regional Municipality of Wood Buffalo (RMWB) as Alberta's first certified municipality

RMWB will use social purchasing to support Fort McMurray rebuild and to grow the region's community economy

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The Regional Municipality of Wood Buffalo (RMWB), which includes Fort McMurray, is transforming its method of purchasing goods and services to proactively seek social and economic benefits for the region.

The Municipality is taking a more strategic approach to public procurement; seeking to leverage its current spend to achieve desirable and targeted social impacts such as: supporting the business community during the rebuilding phase, developing the capacity of social enterprise's in the region and generating local employment opportunities. The framework, designed by social procurement consultant Sandra Hamilton¹, was approved in part to support regional economic development, to help improve small business opportunities and social enterprise access to government contracts.

Ms. Hamilton pointed out "the Social Procurement framework ensures that goods and services are still accessed through a competitive and transparent bidding process, while working proactively to also deliver community benefits."

Recognizing the region's leadership *Buy Social Canada* today announced The Regional Municipality of Wood Buffalo to be the first municipality in Alberta to receive the certification.

David LePage, Buy Social CEO said "The RMWB is demonstrating municipal leadership and we are proud to certify them as the first Buy Social Municipality in Alberta, recognizing their

¹ More information at: SandraHamilton.ca

leadership in adopting a Social Procurement framework. Blending economic and social development through existing procurement will create opportunities for social enterprises and socially progressive businesses to contribute to the rebuilding of a healthy community.”

Across Canada social purchasing is emerging as a tool for government to leverage greater value from existing purchasing. Hamilton added “from large cities like Toronto and Vancouver to small places like Cumberland and Qualicum Beach BC, social purchasing policies are being adopted as a means to support local social, economic and targeted employment outcomes.”

Community Benefit Clauses attached to contracts in Ontario and Quebec are leading examples of social purchasing implementation. British Columbia has passed Social Purchasing Guidelines for all its ministries, and in Ontario purchasing is one lever being used to address poverty and homelessness. In July 2015, the Province of Ontario passed Bill 6 which states that infrastructure planning and investment should promote community, social and economic benefits. Bill 227 to add a social value onto federal infrastructure spending is now moving through parliament. These benefits can include such things as local job creation, training opportunities, and improvement of public space within the community and/or any other specific benefits identified by the community.

The development of a Social Procurement framework positions all levels of government to prepare for upcoming international trade agreements such as Canada-European Union: Comprehensive Economic and Trade Agreement (CETA) which, unlike the North American Free Trade Agreement (NAFTA), will impact municipal and provincial procurement.

Background

Buy Social Canada is an internationally recognized third-party program that certifies organizations and municipal partners who have demonstrated a commitment to the Buy Social principles and are proactively working to ensure that procurement works to add, rather than diminish, social value in society.

Buy Social Canada, affiliated with Buy Social UK, was launched in the spring of 2015. Buy Social Canada works with partners across the country to certify social enterprise suppliers and promote social purchasing in the private sector and across government. Buy Social Canada offers certification and program services for social enterprise suppliers and social purpose purchasing entities.



Regional Municipality of Wood Buffalo Mayor Blake accepts certification as Alberta's First Buy Social Municipality

Social Procurement Advisor Sandra Hamilton made the presentation on behalf of Buy Social Canada.

Back Row -Left to right:

Pictured: Regional Municipality of Wood Buffalo Mayor, Council and Supply Chain Management Leadership Team

[Phil Meagher](#), [Keith McGrath](#), [Lance E. Bussieres](#), [Allan Vinni](#), [Julia Cardinal](#), [Colleen Tatum](#), [Mayor Melissa Blake](#); From Supply Chain Management Team Tanya MacAulay, Laurie Gaudet, Ted Zlotnik & Michael Powlesland

Front row seated:

[Jane Stroud](#), [Tyran Ault](#), [Sheldon Germain](#),

Front row standing:

Social Procurement Advisor Sandra Hamilton, presents certification to Mayor Blake