



WTO OMC

SYMPOSIUM ON SUSTAINABLE PROCUREMENT

GENEVA, SWITZERLAND 22 FEBRUARY 2017



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**The last presentation of the day -
But clearly the most “exciting” topic of the day...**

"How are sustainability measures in procurement processes practiced in a manner consistent with both the principle of best-value-for-money and international trade obligations?"

Agenda:

Premise: Healthy Communities

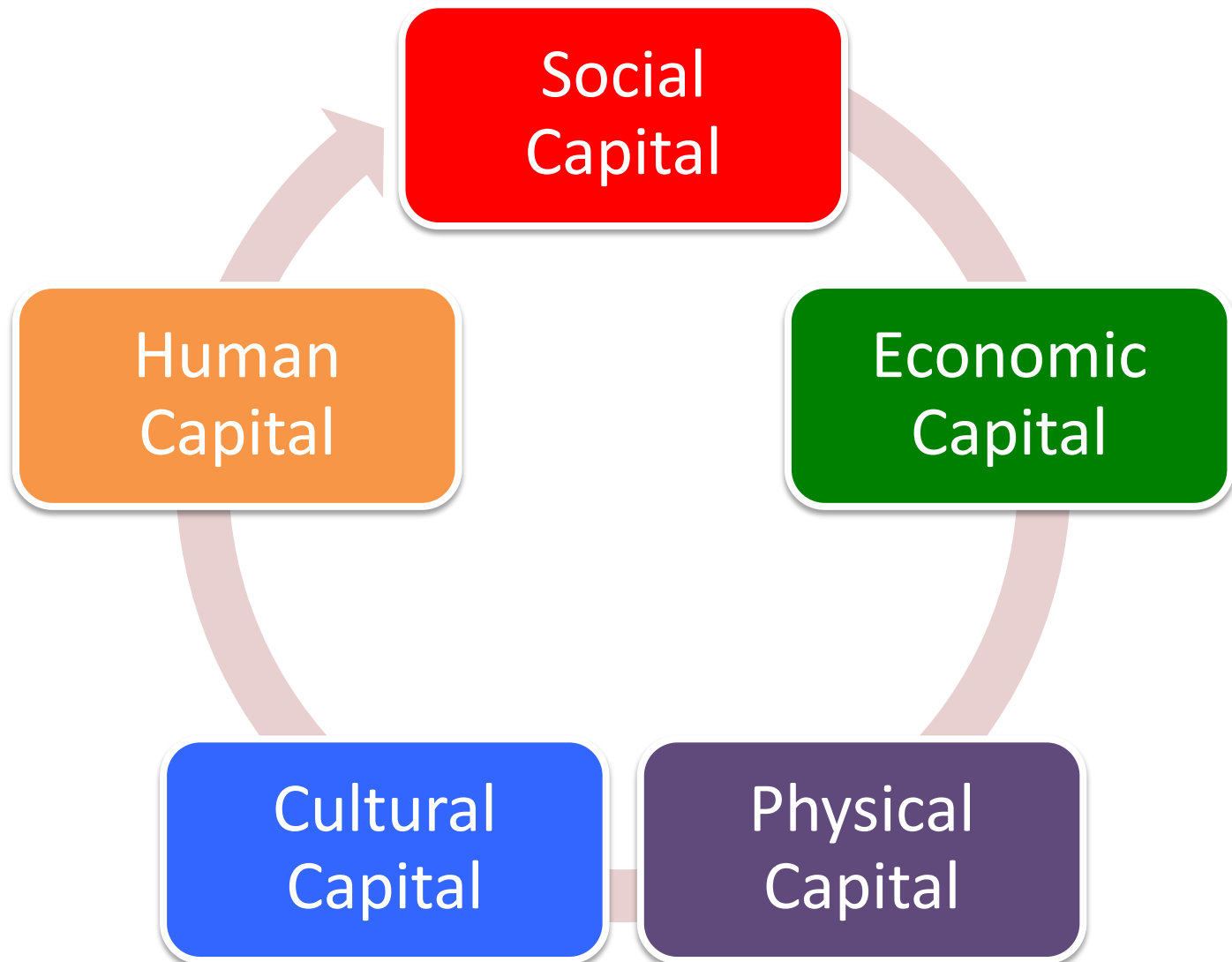
Context

Challenges & Opportunities

Future



Goal: Healthy Communities



Path to Healthy Communities

Establish a social value market place, using
sustainable purchasing and
social enterprise suppliers

With trade agreements that encourage & support
best-value-for money purchasing...



Context:

A Community Based Perspective

Social Enterprise represents the supply side

Sustainable purchasing represents the demand side

Trade Agreements act as regulatory and influencing factor in that supply chain relationship



Social Enterprise is “an enterprise that seeks to achieve social, cultural or environmental aims through the sale of goods and services. The social enterprise can be for-profit or not-for-profit but the majority of net profits must be directed to a social objective with limited distribution to shareholders and owners.” Canada’s Ministry of Innovation, Science and Economic Development

Social Enterprises address complex social issues...Employment for Persons with Barriers, Social Inclusion, Poverty, Affordable Housing, Health Care, etc.



Market Place Trend

Supply Side:

Increasing capacity & impact of social enterprise

Demand Side:

Sustainable purchasing rising globally

Trade agreements more prevalent and shifting –

But confusing and ambiguous

International / Inter-provincial



Challenges



The 'Old' Paradigm

Market Place built solely on economic capital ROI

Trade agreements reflect the framework and behaviour of
an old economic and purchasing paradigm

Rather than focus on 'best value for money'
the financial value is separate from social value



**Existing trade agreements offer opportunities to
achieve social value purchasing:
(But seldom used)**

Procurement from non-profits, etc.

Financial Thresholds



**Or,
We often use ‘work arounds’ as solutions**

Not ‘local’ but “social value impact”

Not “set asides” but “social value impact”



Constant Challenge: “Chill Effect” of Trade Agreements

Ambiguity and lack of understanding trade agreements results in ‘chill effect’ imposed upon social purchasing and community benefit policy development



Emerging Opportunities



Growing Social Enterprise Sector: Social Value Supply Side

- Social Enterprise Council of Canada
- Social Enterprise Institute
- Buy Social Canada
- Social Value Measurement



do a great deal | faire beaucoup



Bringing together all areas of social enterprises
The Social Enterprise World Forum exists to support the growth and development of social enterprises throughout the World



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Supportive Public Policy for Social Enterprise

Canadian Shifts:

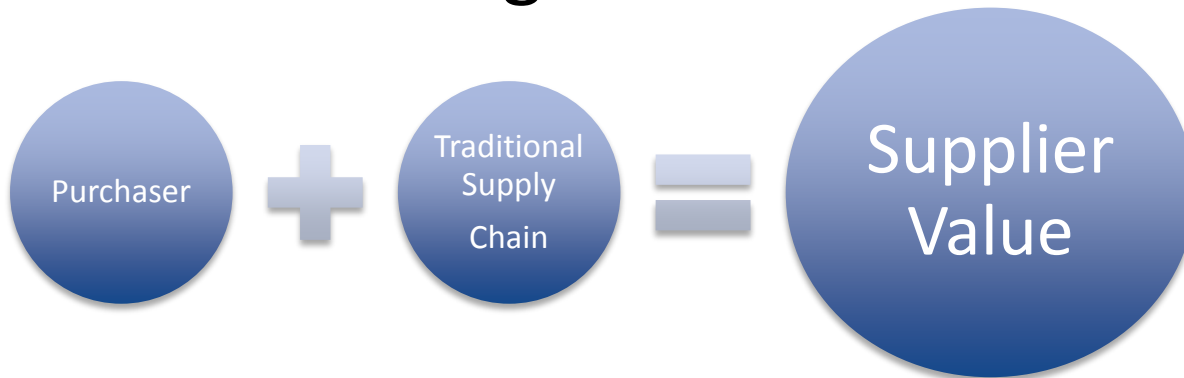
Federal & Provincial Public Policy Supports for Social Enterprise Ecosystem

- Innovation, Science and Economic Development
- Employment and Social Development Canada
- Public Service & Procurement Canada
- Provincial Supportive Strategies & Programs
- Municipal Community Benefit Agreements

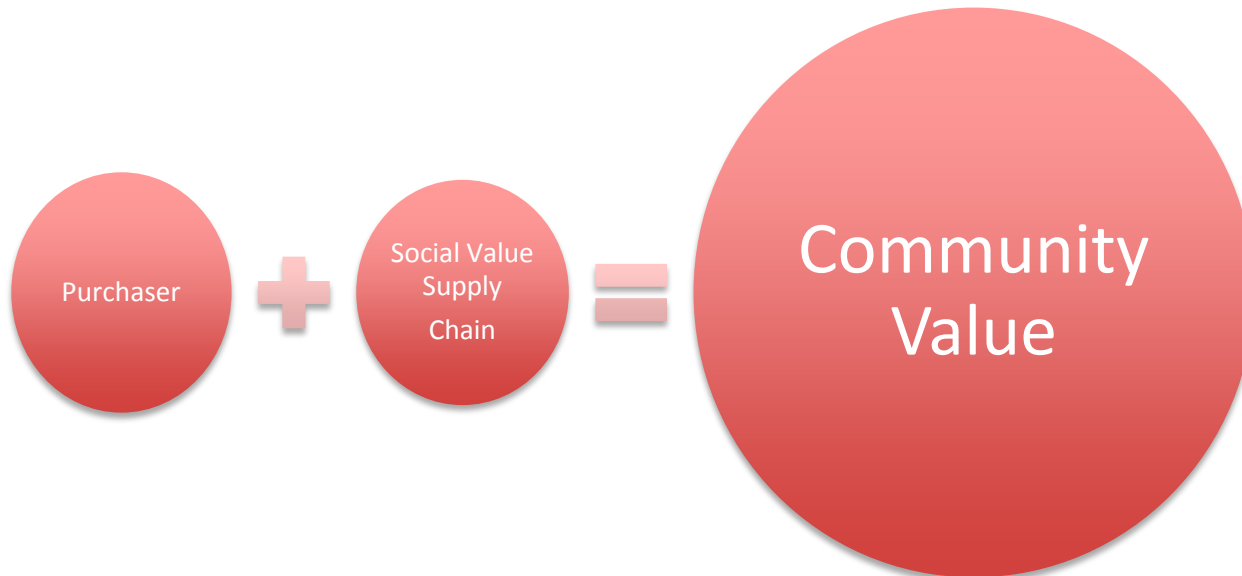
International trends reflect this as well... Scotland, Victoria in Australia...



Old Purchasing Model



Emerging Purchasing Model

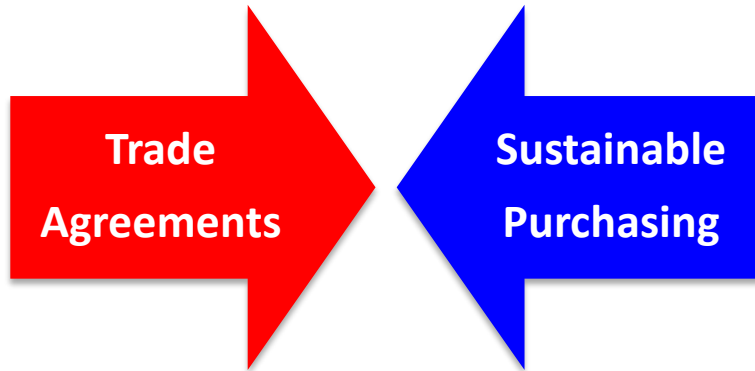


Emerging Demand Side Trend: Increased Sustainable Purchasing Policy & Practice



The Future

Either



OR



Back to the Presentation's Challenge:

How do we practice sustainability measures in procurement processes in a manner consistent with both the principle of best-value-for-money and international trade obligations?

The emerging trends may answer this question...



If...

Sustainable procurement represents an opportunity
to provide more value to the organisation...

ISO 20400 Draft



Then...

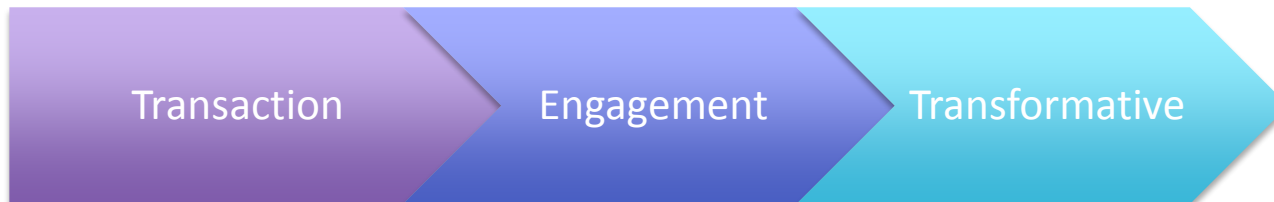
the next generation of trade agreements will have to recognize, encourage and facilitate social enterprise opportunities along with sustainable purchasing outcomes...



Emerging Paradigm: A Convergence of Social Enterprise, Sustainable Purchasing and Revised Trade Agreement Frameworks



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The future...

Trade agreements support best-value-for money purchasing as a means to create a social value marketplace & healthy communities...



Thank You!



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