Localizing Prosperity with Sandra Hamilton and Joel Soloman
Social Procurement & Social Enterprise, a new approach to community economic development
Organizers: We Are YQQ and Comox Valley Chamber of Commerce

UBCM & AVICC 2015 conference submission

Social Public Procurement and Economic Development
Moving beyond do no harm, to do some good.
Lessons learned from the Olympic, Commonwealth & Pan Am Games.

Social Public Procurement is increasingly being used as a powerful lever, to stimulate sustainable, entrepreneurial and innovative community economic development.

How well do you leverage municipal contracts to achieve targeted, desirable and strategically important community outcomes? Learn why Scotland was first to place social public procurement at the heart of their economic recovery strategy. Why over the past three years, the UK and Europe has followed and passed supportive legislation. In June 2015, Ontario, adopted legislation calling for community benefits to be added to infrastructure contracts; benefits such as local jobs and the improvement of public space.

Social procurement consultant Sandra Hamilton, former business manager to VANOC CEO John Furlong, talks about her recent work with the Town of Ladysmith and the Village of Cumberland, and the quest to build support for a UBCM 2016 Social Public Procurement Policy resolution.

Sandra Hamilton
Sandra Hamilton is the former business manager to John Furlong, CEO, Vancouver 2010 Olympic & Paralympic Winter Games; Senior Partner, Twentyten Group; Director of Marketing, Vancouver Sun and Publisher of BC Woman Magazine. Hamilton’s consultancy work spans 20 years, working primarily with Olympians managing the transition from sport to business, and with charities pursuing new revenue streams.

Today, Hamilton is an inspiring speaker who works to advance the social enterprise sector, to provide social procurement education within the public sector and to ignite social entrepreneurialism in rural communities. She is a BC Partner for Social Impact, and will shortly become the first Canadian to graduate with an Executive MBA in Social Enterprise Leadership. More at SandraHamilton.ca

www.SandraHamilton.ca
What happens to the local economy if both the public and non-profit sector starts to behave differently?

Canada has the second largest non-profit sector in the world; Public Sector Spending accounts for 40 percent of GDP; One in ten people work in the nonprofit sector, representing 8% of GDP, which is larger than auto manufacturing.

Local Living Economies
Cities relying on a small number of large employers experienced slower job growth than places with a higher number of smaller firms. Small businesses generate more jobs. The highest job growth was experienced in cities with the highest density of locally owned businesses. These communities are more self reliant, enjoy higher average incomes and are more likely to be walkable communities, with mixed commercial and residential neighbourhoods.

Local businesses are interesting unique businesses, much more capable of attracting tourists than a chain or franchise. Interestingly Local Living Economies have higher rates of volunteerism and higher numbers of people who vote – more engaged civil society.

Far from eschewing the global economy, prosperous local living communities can attract highly skilled talent to participate in the world from a position of greater strength. Research demonstrates that Local Living Economies effectively:-

1. Maximise Local Ownership
2. Maximise Local Self- Reliance
3. Spread Models of Triple Bottom Line Success
4. Create an Entrepreneurial Eco-System

"Not all profit is equal. Profits involving a social purpose represent a higher form of capitalism, one that creates a positive cycle of company and community prosperity."


Coming soon:
SEVI - Social Enterprise Vancouver Island

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