

# SUSTAINABLE PROCUREMENT GUIDE

## EXECUTIVE SUMMARY

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- Councillor Jessica McIlroy
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This project was conducted under the mentorship of the Canadian Collaboration for Sustainable Procurement (CCSP) staff. The opinions and recommendations in this report and any errors are those of the author and do not necessarily reflect the views of CCSP or the University of British Columbia.

## Introduction

The purpose of this project was to research, write, design, and market a fifteen page Sustainable Procurement Guide for City Councillors that outlines why and how local elected officials should push for sustainable public procurement policies and practices that help align their city's spending with their social, Indigenous, ethical and environmental goals. Additionally, a second deliverable of this project was to prepare a two-page marketing plan to help distribute this guide once completed.

The Canadian Collaboration for Sustainable Procurement (CCSP) is member-based network of 30 public-sector institutions working together to learn best practices and co-create tools to align their spending with their environmental and social goals. CCSP is a program managed by Reeve Consulting.

According to CCSP members, city staff often lack the resources—time, money, knowledge, leadership buy-in, etc.—needed to assure that their City's billions of dollars of purchases meet their social, environmental, and ethical standards. This guide aims to empower thousands of City Councillors to develop sustainable procurement policies to better equip City staff to monitor and improve the sustainability of their supply chains. The guide outlines key sustainable procurement terms, case studies, and a best practice framework needed to get the conversation started at the city-level. The purpose of this guide is for it to be a stepping stone for further research if elected officials or staff are interested in pursuing sustainable procurement more.

## Methodology

The first part of the project was to compile and analyze secondary research such as researching municipal sustainable procurement best practices from across Canada and examples of other guides. This included using existing CCSP resources and narrowing down key information needed for the guide.

In order to inform the guide and to validate some of our initial conversations about Councillors' needs and interests, one-on-one interviews were conducted with key stakeholders from all across Canada. Thirteen interviews were conducted with former and current Councillors as well as some elected MLA and Mayors and staff members. Using existing resources and feedback from interviews, a first draft was produced.

A small focus group was conducted after producing the first draft in order get further feedback and initial reactions. The author spent the last month of the project designing and creating the two page marketing plan while getting continuous feedback from supervisor.

## Summary

After conducting one-on-one interviews and a focus group, several findings and insights gave the author a better understanding of what elected officials hope the guide will achieve. The main themes mentioned in the interviews were the following:

1. The guide should be seen as an introductory guide to get everyone on the same page on what is sustainable procurement. A common theme was that a guide like this one was needed but that it didn't necessarily have to be a complex guide, many noting they saw this guide as a stepping stone for then further discussion and research. Therefore, with that in mind the guide was produced with this perspective.
2. The guide should be as concise as possible since most elected officials have to read a lot for their jobs. Some interviewees mentioned making the guide as short as four pages while others mentioned twenty pages. The guide ended up with a total of eleven pages with nine pages of content plus two pages for cover and end page.
3. The guide should be highly visual and make this guide as welcoming as possible so everyone could learn more about sustainable procurement. Although the guide is still aimed primarily towards elected officials, the guide incorporates community perspectives throughout.

## Next Steps

Using the two page marketing plan prepared by the author, CCSP will have a step-by-step document on what to do to launch, market and distribute the guide. This guide will be published on the Reeve Consulting website, the organization in which CCSP falls under.

The following is a brief summary of the two page marketing plan:

1. Launch guide – upload to website
2. Blog Post & Press Release – write and upload to website
3. Social Media Posts – publish post on all channels which include LinkedIn, Twitter and Facebook (share link to blog post)
4. Direct emails – send message via personal message (bcc or direct)
5. Newsletter – send e-newsletter to CCSP members & friends
6. Connect with organizations & sustainability champions – send emails asking them to share with their network

Due to this guide being an introductory guide, future projects could include creating a toolkit with more specific resources and steps needed in order to push and implement sustainable procurement at the city level such as links to templates, more case studies, breakdown on financing a sustainable procurement program and going into more detail about the best practice framework.