



Destination Vancouver

Tourism, Hospitality and Events Social Procurement Survey and Report

By Buy Social Canada
December 2022

We acknowledge that the Destination Vancouver head office is on the traditional, ancestral and unceded territory of the Coast Salish peoples—Sk̓wx̓wú7mesh (Squamish), Səl̓ílwətaʔ/Selilwitulh (Tsleil-Waututh) and x̓m̓əθk̓w̓əy̓əm (Musqueam) Nations.

Thank you to all the Destination Vancouver members that responded to the survey and participated in interviews, and to the broader sector as a whole for your leadership and commitment.

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Social procurement is a journey. One on which Destination Vancouver has embarked and we invite our members to join us.

Executive Summary

By Destination Vancouver and Buy Social Canada

Since 2017 Destination Vancouver has engaged with social enterprises through the Social Procurement Roundtable, hosted by Buy Social Canada, and we have seen and been a part of amazing stories of impact in our community. Destination Vancouver has collaborated with Buy Social Canada to produce the “Destination Vancouver Tourism, Hospitality and Events Social Procurement Survey and Report”

Between September 15th and October 27th Destination Vancouver members received an email requesting the completion of the “Tourism, Hospitality and Events Social Procurement Survey.” 93 respondents submitted data for this year’s inaugural survey, representing organizations across various sectors including tourism, event space, transportation, arts and culture, and hotels. Six follow up interviews were conducted with member organizations, alongside a review of other research currently taking place in the sector.

The social procurement survey results, alongside the follow up interviews, and a review of additional research, have contributed to the objective of this report, which is to identify across Destination Vancouver’s membership the current number of organizations that identify as social purpose organizations¹ and diverse-owned businesses, member’s knowledge and implementation of social procurement, and their current perceptions of social procurement. This report provides Destination Vancouver the opportunity to establish a baseline of social procurement activities in the Vancouver tourism sector and to tell a more complete story of the positive impact of tourism in in our community today.

It concludes with recommendations for how we as a Destination Management Organization can work with our members to reach for deeper transformative impact that will inspire visitors to bring home stories of this place and motivate visitors and residents to become ambassadors for our destination.

The survey provides information on the self-identification of Destination Vancouver members in relation to their social value, either as a business or through their purchasing practices. From qualitative analysis of survey responses and members interviews there is a trend that the majority of respondents had some knowledge of social procurement and considered social procurement criteria – including social enterprise, diverse-owned businesses, Indigenous owned businesses or buying local – when making some purchasing decisions.

¹Social purpose organizations, sometimes referred to as impact businesses or social value businesses, consist of various organizations with a mission to advance social, environmental or cultural objectives. They can include:

- the charitable and non-profit sector (registered charities, incorporated non-profit organizations and non-profit co-operatives)
- the private sector (market sector co-operatives and private businesses advancing a social or environmental mission eg B-Corps)
- hybrid entities such as Community Contribution Companies and Community Interest Companies, found in British Columbia and Nova Scotia respectively

Respondents identified that social procurement was a means to:

- Contribute to existing organizational goals and objectives
- Support the recovery of the Tourism industry post-COVID
- Tell the story of Vancouver as a destination for individuals, organizations, and events

What was also highlighted, however, was that social procurement knowledge and implementation is not consistent across the sector, or often across an organization. Where implementation was taking place, respondents shared that the ability to find and verify social purpose organizations was a challenge. Additionally, a concern highlighted through qualitative responses and via follow up interviews was the risk of social procurement becoming a “social-washing” tool in the same way they had experienced with environmental practices. Respondents were looking for ways to ensure a clear and long-term commitment to social procurement and for implementation and reporting tools to put it into practice.

This survey and report come alongside a number of other research studies and sector based tools exploring concepts including inclusive, diverse, environmental and social procurement and exploring immediate and long-term legacy opportunities. The feedback collected through this survey will be used to contribute to the “Guide to Social Procurement in Tourism, Hospitality and Events” written in collaboration with Buy Social Canada.

This inaugural annual report will set a baseline for social procurement in Vancouver tourism so that as a sector we can work together to shape tourism in Vancouver for the benefit of businesses, communities, residents and visitors.

Recommended next steps highlighted by the findings in this report include:

- Creating a guide to Social Procurement for the Tourism, Hospitality and Events sector
- A series of social procurement webinars focused on issues of interest to the sector
- Identifying opportunities for purchasers in the sector to identify and connect with social purpose organizations including through the Vancouver Social Procurement Roundtable, Reverse Trade shows, and a social purpose organization supplier list
- Support and awareness raising for organizations within the tourism sector that identify as social purpose organizations, including awareness and accessibility of applicable certification programs
- Ongoing annual benchmarking activities to track progress in the sector and contribute to an authentic and meaningful commitment to social procurement, including an annual social procurement survey of the sector
- Create a practice of storytelling through social media and other communications

The “Guide to Social Procurement for Tourism, Hospitality and Events” will be released in 2023. Destination Vancouver and Buy Social Canada have committed to continuing

to work together, and with Destination Vancouver's members, to identify continued learning and networking opportunities to continue to support the growth of social procurement practices across the sector.

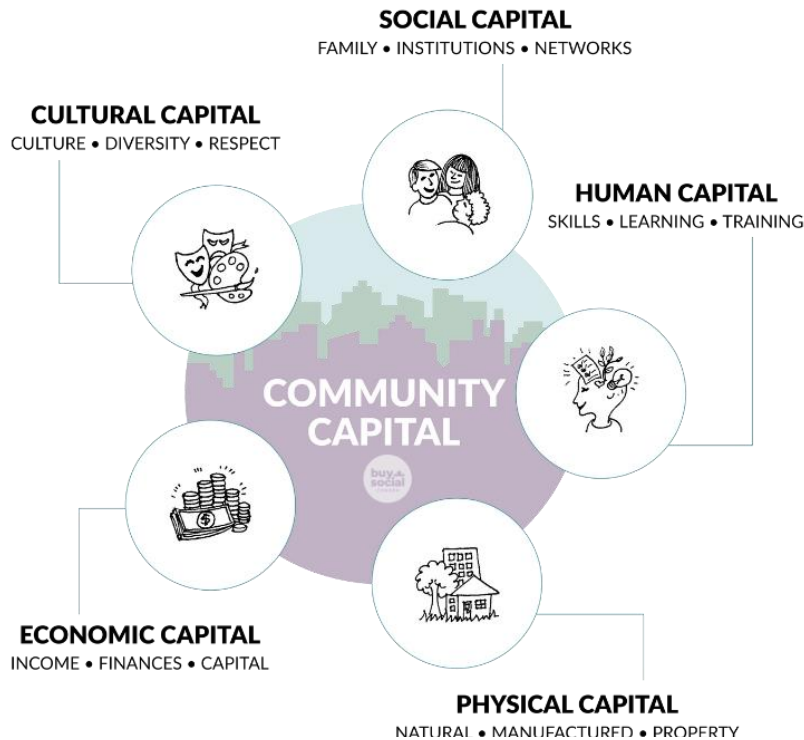


Figure 1 Buy Social Canada Community Capital

Creating Community Impact with Social Procurement

Every purchase has a social, economic, cultural, and environmental impact. Social procurement intentionally leverages a social value from existing purchasing of goods, services, construction projects and infrastructure investments.

When we redefine procurement from merely an economic transaction into a tool for community transformation, we can harness the power of social procurement to help address critical social, economic, and environmental issues in our communities. Social procurement leverages our existing purchasing to generate the community capital that transforms diminished neighborhoods into healthy communities.

The health of a community is not measured by economic value alone. Healthy communities require multiple types of capital, which are collectively referred to as community capital: human capital, economic capital, social capital, cultural capital, and physical capital.

Building community capital is the means for creating healthy communities. Traditional procurement practices have focused on success measured through creating stores of physical and economic capital. Social procurement changes that perspective, and procurement becomes more than merely a financial transaction; it becomes a tool for building community capital.

When you practice social procurement, you intentionally create community benefits based on the needs of the local community. Through multi-stakeholder engagement processes, communities can identify the social, economic, and environmental issues that are important to them. Social procurement has the flexibility and capacity to then target a community need or help fill a perceived gap.

Social procurement is evolving as a valuable implementation tool for organizations to contribute to their social value goals including contributing to the local economy, supporting Diversity, Equity and Inclusion (DEI) objectives and Environmental, Social and Governance (ESG) goals. All of this connects back to Destination Vancouver's triple bottom line of People, Planet and Prosperity.

Social procurement takes place by including a social value component, along with technical needs, environmental impact, and price, into the purchasing process when bidding and contracting.



Figure 2 Buy Social Canada Social Procurement Process Graphic

Social and Sustainable Procurement

This project began under the name social procurement. In the review of Destination Vancouver's current language and processes it was determined that changing the name to social and sustainable procurement would be a stronger reflection of the organization's and industry terminology. Some people consider sustainable procurement to be focused on environmental considerations and social procurement to be focused on impacts on people. But every purchase has a social, economic, cultural and environmental impact. Destination Vancouver and Buy Social Canada recognize that people are deeply integrated in the environment, the actions of each impact the other. Our recommendation is to use the language and terminology that resonate for your organization.

Social procurement is a journey. One on which Destination Vancouver has embarked and we invite our members to join us.

Destination Vancouver’s purpose is to transform our communities and our visitors through the power of travel. Our goals include standing up for reconciliation and diversity, equity, and inclusion in everything we do, and collaborating with our members to responsibly rebuild visitation to Vancouver for the benefit of businesses, communities, residents, and visitors. We have identified social procurement as an opportunity to contribute to and build on these goals.

Destination Vancouver first embarked on this journey of social procurement five years ago. In 2017 Simon Fraser University hosted the Hopeful Economics Conference where we learned about social procurement. This event was a catalyst towards the beginning of our social procurement journey.

Destination Vancouver then joined the Vancouver Social Procurement Roundtable, hosted by Buy Social Canada. Participation at this table led us to incorporate social procurement in our Annual Christmas Luncheon centrepieces since 2018. For the centrepieces we purchase goods from local social enterprises that make up the event’s centrepieces and gifts for attendees to take home. We include information about the social enterprises to build awareness for the impact the gifts create and to inspire other to consider “gifting social”.

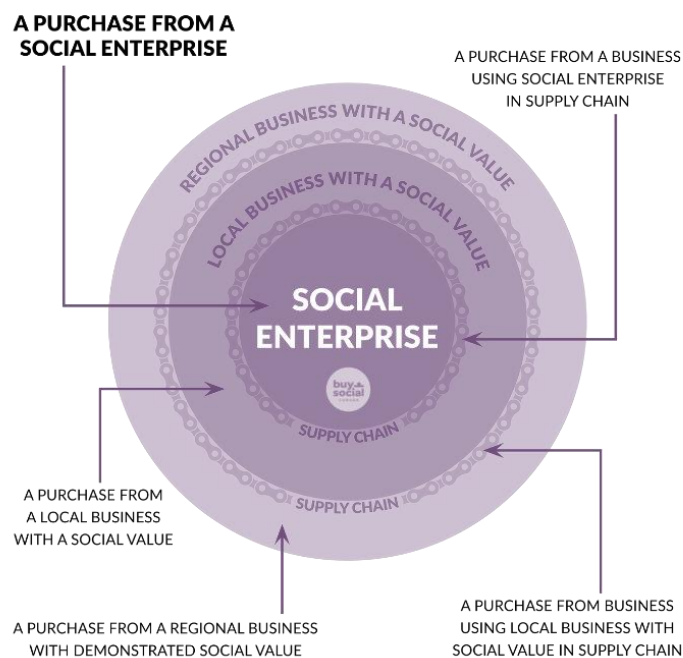


Figure 3 Buy Social Canada Concentric Circle Model

In 2022, Destination Vancouver commissioned a corporate social procurement report, which outlines our social procurement theory of change and our definitions of impact. Looking ahead at what's to come next, Destination Vancouver plans to roll out a Social Procurement Policy in 2023.

As reflected by many participants in this year's survey, social procurement is a tool to meet an organization's existing objectives and goals. This can include supporting social enterprises, other social purpose organizations, equity-deserving businesses and supporting the local economy. The approach for each organization will vary and depend upon the type of good, service or material being purchased.

With this year's inaugural "Tourism, Hospitality and Events Social Procurement Survey", and follow up interviews we invited Destination Vancouver members to share their knowledge of, and opinions on social procurement. This year's report establishes a baseline of current practices and identifies ways in which we can continue to support our membership to build on this knowledge, address concerns and questions, and identify opportunities to increase social procurement implementation. Through social procurement we can work, together to contribute to a thriving Vancouver tourism, hospitality and events sector, and community.



Key Findings

The following report has been written by Buy Social Canada and is based upon the findings from the “Tourism, Hospitality and Events Social Procurement Survey”, follow up interviews and a high-level landscape review of current and prospective research in the sector.

Between September 15th and October 27th Destination Vancouver members received an email requesting them to complete the “Tourism, Hospitality and Events Social Procurement Survey.” 93 respondents submitted data for this year’s inaugural survey representing organizations across various sectors including tourism, event space, transportation, arts and culture, and hotels. An additional six organizations were also interviewed by Buy Social Canada to add depth to the findings from the survey. Additionally, a scan of current and prospective research in the sector was included to help contribute to the identification of an overall landscape picture and to identify key trends across the sector.

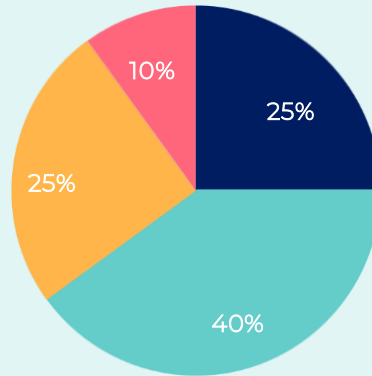
The Social Procurement Survey and Report’s objective is to identify across Destination Vancouver’s membership the current number of organizations that identify as social purpose organizations and diverse-owned businesses, member’s knowledge and implementation of social procurement, and their current perceptions of social procurement.

Respondents were asked their opinions on the opportunities and challenges facing them in relation to social procurement, and the tools and resources that would support them in furthering their social procurement journeys. The responses from this section of the report will be used to contribute to the “Guide to Social Procurement in Tourism, Hospitality and Events” which will be released in 2023.

65% of survey responses were from small or micro organizations and 51% of the responses were from organizations owned by sole proprietors. 10% of respondents identified as being a diverse-owned business and just under 10% identified as being a social purpose organization.

SIZE OF BUSINESS - 93 RESPONSES

■ Micro-business (1-9 employees) ■ Small business (10-99 employees)
■ Medium business (100-499 employees) ■ Large business (500+ employees)



Out of 65 responses, 90% indicated that they did not have a third-party certification verifying whether or not their organization is diverse owned.

Of the 10% that did indicate that their organization was certified as diverse owned, these were types of diverse ownership indicated:

- One was a certified women owned business.
- One was a certified immigrant/refugee owned business.
- One indicated that they are part of multiple equity-deserving groups: women, visible minority, 2SLGBTQQIA+ as well as immigrant/refugee owned.
- Lastly one response indicated that they do not have a certification, however they do self-identify as being an immigrant/refugee.
- Four other organizations indicated, yes that they were diverse owned, but did not specify from which group.

Respondents varied from being micro, small, mid-sized and large businesses. The types of ownerships of diverse owned businesses included non-profit, organizations run by a sole proprietor, as well as privately owned organizations with multiple shareholders.

The key trends and findings from the survey, interviews and other research, showed that there is an evolving awareness of social procurement and implementation, organizations have successfully used social procurement to contribute to organizational goals, social procurement can be a tool for pandemic recovery in the sector and stories of social procurement can showcase the Vancouver community and economy. Current challenges include that the majority of current activities are done on an ad hoc basis, it's difficult to identify and find social purpose organizations, there is concern for additional costs and that these practices can be trendy and not deeply impactful.



An Evolution of Awareness and Implementation

Alongside this year's survey, Destination Vancouver and some of its members are currently engaged in a variety of other local, national, and international research studies exploring the impacts (including inclusivity and environmental) of the sector and the legacy opportunities that exist from events. This report, therefore, sits as part of a larger evolution in the sector of a growing awareness of social value, and specifically in this context, social procurement opportunities.

As an inaugural survey, distributed over a busy period for the industry there was a good level of response rate which alongside the survey responses appears to indicate that the sector has an interest in social procurement

Respondents were asked about knowledge, perception, and implementation of social procurement:



- 67% of respondents indicated that they practice social procurement – this suggests that for many organizations there was not only awareness of social procurement – it wasn't a 'totally new concept'. But also that there is experience of implementing social procurement. Examples included environmental considerations, Indigenous procurement, and local procurement.
- However, there wasn't necessarily consistency in the knowledge or definition of social procurement.
- 46% of respondents indicated that they have a social procurement policy. Through qualitative feedback in the survey and follow up interviews, it was highlighted by some respondents that a lack of a policy was a challenge in more consistently applying social procurement across the organization.
- While some organizations may be able to successfully implement social procurement without a policy, there is an opportunity to build on these examples by connecting a thread across these practices in the form of social procurement strategies, policies, and/or frameworks.

Opportunities

Achieving Organizational Goals and Objectives

Respondents provided many different objectives they believed had been achieved via social procurement.

Respondent's examples include a knowledge of how social procurement contributes towards goals such as procuring locally (supporting the local economy), local hiring and employment opportunities, supporting reconciliation and DEI and environmental considerations.

"Purchasing Environmentally friendly products"

"We sell sustainable socks from Healthy Sea Socks as part of environmental sustainability in our oceans."

Some respondents also identified how social procurement can help to address challenges such as supply chain issues/shortages caused by COVID-19 and other global issues.

"Buying Canadian saved us hundreds of thousands of dollars in exchange rate costs, shipping fees, duty charges, storage costs. Covid shifted our buying massively and the results on the bottom line are incredibly impressive. Canadian suppliers cut down our order-delivery times and we were able to operate very much like a "just in time" inventory system. We will not change this practice. It is one small pivot Covid caused that was positive."

As is identified in the challenges section of this report, a caveat here is that some respondents shared that they don't think social purpose organizations and/or local suppliers could deliver to the scale that they need. This may reflect the current landscape of social purpose organizations and can continue to be explored further as we identify tools, resources and capacity building supports that are needed for both purchasers and suppliers looking to implement social procurement.

A Means to Support Sector Recovery

While some respondents indicated that COVID-19 recovery has paused or slowed their efforts to implement social procurement due to the on-going strain on the sector, others indicated that they identified social procurement as a means to support the recovery of the tourism industry, or that throughout COVID-19 they had identified new processes that contributed towards their recovery. One example was through broadening the supplier base to address on-going supply chain issues.

“Buying Canadian saved us hundreds of thousands of dollars in exchange rate costs, shipping fees, duty charges, storage costs. COVID-19 shifted our buying massively and the results on the bottom line are incredibly impressive. Canadian suppliers cut down our order-delivery times and we were able to operate very much like a “just in time” inventory system. We will not change this practice. It is one small pivot COVID-19 caused that was positive.”

Even where respondents indicated that social procurement had been paused due to COVID-19, the majority indicated that they wanted to continue to explore social procurement as they begin to emerge into recovery.

An Authentic Representation of Place

Stories are so important to the tourism industry – being able to tell the story of the location that you are inviting individuals and organizations to attend is a key way to excite and entice people to choose Vancouver as their venue or destination.

Storytelling was identified by respondents as a means to build on client’s understanding of the social and environmental impacts of the tourism sector, and the impacts that are possible when Vancouver is chosen as a destination.



‘Tell our destination story - about community and financial impact of tourism and events.’

Challenges

Lack of Cohesion, Consistency and Commitment to Social Procurement

While the 67% of respondent's indicated that they have implemented social procurement, a large number of respondent's also indicated that this isn't a consistent practice, and often isn't something that is mandated or clarified by a policy or framework.

- We do try to buy local, fair-trade coffee, recycled paper, things like that, but it's not written in policy.
- A challenge identified via the survey is "Lack of commitment and/or capacity to seek out new suppliers and/or service providers, as it takes a lot of time to research and contract. Also lack of a procurement policy"

The majority of respondents are on the pathway to maturity. Individual actions or habits can be developed into a systematic practice that is integrated into purchasing processes and measurements of organizational performance and success.

Availability and Capacity of Suppliers

Respondents identified that a gap in their ability to implement social procurement was based on:

- Knowing who social purpose organizations are
- The capacity of social purpose organizations to respond at the scale of goods/services needed

Respondents indicated that they found it difficult to identify relevant social purpose organizations, to verify that are they social purpose organizations, and to know that they have the capacity to respond at the scale required.

- A challenge identified via the survey is "Lack of commitment and/or capacity to seek out new suppliers and/or service providers, as it takes a lot of time to research and contract. Also lack of a procurement policy".

Added Cost Perception

Cost and tight budgets were identified as challenges in implementing social procurement.

- Price is a key determinant in our purchasing.

Some respondents identified that they had either a perception, or experience of social and sustainable initiatives costing more

- Often sustainability initiatives are more expensive and prohibitive to businesses and customers.

As social procurement practices grow there are a number of examples of social purpose organizations not costing more and in fact costing less. An example of this is highlighted elsewhere in this survey where another respondent identified that piloting local purchasing had in fact saved time and money.

In other cases, an increase in initial costs may occur, there are, however, opportunities to shift the narrative of best value from 'lowest cost' to considering additional value and longer-term impacts of a purchase.



Trend versus Legacy

Respondents spoke to previous experiences of social and environmental based opportunities turning out to be a “PR Fad” and there were concerns based on previous experiences of “green washing.”

“If Vancouver truly sees itself at the forefront of reconciliation and sustainability then we need to live those values ... we all have a role to play to embed it deeper into how we do business.”

Only 18% of respondents to the survey currently track the dollar value of contracts spent in their social procurement practice. This spotlights the importance of measurement and reporting processes to ensure accountability and transparency on the outcomes of social procurement.

There was also a recognition of the importance of identifying both immediate and short-term outcomes as well as longer term legacies (this is reflected in other research currently being conducted). This is a particular opportunity when exploring development projects as well as events and the longer-term legacies and impacts that they can create.

This longer term mindset was also reflected in participants willingness to continue to engage with this survey to measure and report on *actual* shifts and increases in social procurement implementation.

“I think it would be very interesting to have the same conversation in a few years’ time to compare.”

What is Needed?

Respondents were asked what resources, information and training needs they identified are necessary to advance social procurement practices further across the sector. Helpful resources, information and training identified by respondents included:

- Additional training and education around social procurement
- Support in the development of a social procurement policy or framework
- Supplier identification and relationship building
- Increased awareness and better storytelling about social procurement

The insights from this section of the survey will help to shape the “Guide to Social Procurement in Tourism, Events and Hospitality.”

Additionally, organizations wishing to find out more about social procurement and additional resources, information and training can find more information at www.buysocialcanada.com



Conclusion and Next Steps

Based upon 93 survey responses from Destination Vancouver members and further interviews with six organizations, we see a strong interest in and engagement with social procurement from the Hospitality, Tourism and Events sector. The data collected this year provides an initial baseline of the knowledge, perception of, and implementation practices of Destination Vancouver members across a variety of sectors. Alongside setting a baseline that can continue to be measured against in future years, this year's report highlights some key learning opportunities and areas of support that Destination Vancouver members are looking for.

Recommended next steps highlighted by the findings in this report include:

- Creating a Guide to Social Procurement for the Tourism, Hospitality and Events sector
- A series of social procurement webinars focused on issues of interest to the sector
- Identifying opportunities for purchasers in the sector to identify and connect with social purpose organizations including through the Vancouver Social Procurement Roundtable, Reverse Trade shows, and a social purpose organization supplier list
- Support and awareness raising for organizations within the tourism sector that identify as social purpose organizations, including awareness and accessibility of applicable certification programs
- Ongoing annual benchmarking activities to track progress in the sector and contribute to an authentic and meaningful commitment to social procurement, including an annual social procurement survey of the sector
- Create a practice of storytelling through social media and other communications

The “Guide to Social Procurement for Tourism, Hospitality and Events” will be released in 2023. Destination Vancouver and Buy Social Canada have committed to continuing to work together, and with Destination Vancouver's members, to continue to identify learning and networking opportunities to support the growth of social procurement practices across the sector.



Appendix A: Survey Data

Destination Vancouver has a membership of over 800 member organizations. The survey was distributed via email to Destination Vancouver members. In total between September 15th and October 27th 2022, there were 93 responses to the survey. This is a response rate of just above 10%, in future years efforts will continue to be made to increase the accessibility of participation across Destination Vancouver's membership.

The survey had four sections:

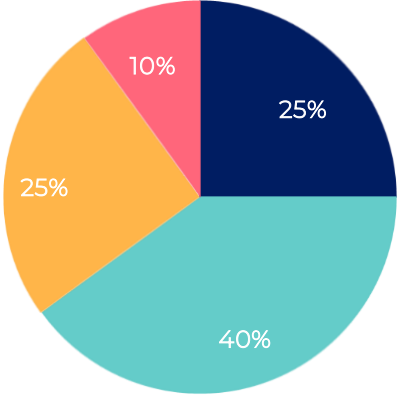
1. The first section asked questions on the gathering of information on the organization; size, type of incorporation, diverse ownership, and certification of social impact.
2. The second section asked questions about whether the organization practices social procurement, has examples of social procurement practices, has a social procurement policy, tracks the number of dollars/contracts with social procurement.
3. The third section asked specific questions about the opportunities and challenges of practicing social procurement for organizations in the tourism, hospitality, and events sector. It also asked respondents if any specific tools are needed to support increased implementation of social procurement in the sector.
4. The last question gathered information about the respondent filling out the survey: name, job title, organization name, phone number, emails.

All the responses to the survey are self-reported. There was no follow up verification of any of the information submitted.



SIZE OF BUSINESS - 93 RESPONSES

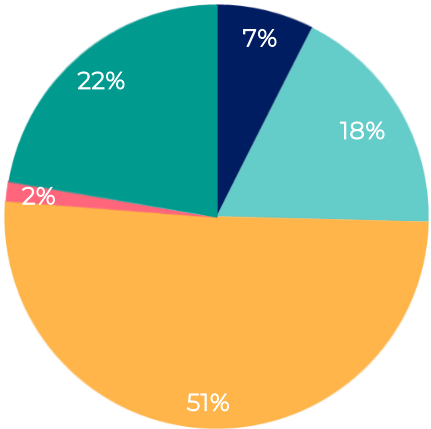
- Micro-business (1-9 employees)
- Small business (10-99 employees)
- Medium business (100-499 employees)
- Large business (500+ employees)



From the survey responses, the majority of respondents were from small or micro organizations.

TYPE OF INCORPORATION - 67 RESPONSES

- Publicly Traded 7%
- Private ownership with multiple shareholders 18%
- Sole proprietor/owner 51%
- Co-operative 2%
- Non-profit 23%



From the survey respondents 51% were organizations owned by sole proprietors.

Diverse-Owned Businesses

Out of 65 responses, 90% indicated that they did NOT have a third-party certification verifying whether or not their organization is diverse owned. Of the 10% that did indicate that their organization was certified as diverse owned, these were types of diverse ownership indicated:

- One was a certified women owned business.
- One was a certified immigrant/refugee owned business.
- One indicated that they are part of multiple equity-deserving groups: women, visible minority, 2SLGBTQQIA+ as well as immigrant/refugee owned.
- Lastly one response indicated that they do not have a certification, however they do self-identify as being an immigrant/refugee.
- Four other organizations indicated, yes that they were diverse owned, but did not specify from which group.

Respondents varied from being micro, small, mid-sized and large businesses. The types of ownerships of diverse owned businesses included non-profit, organizations run by a sole proprietor, as well as privately owned organizations with multiple shareholders.

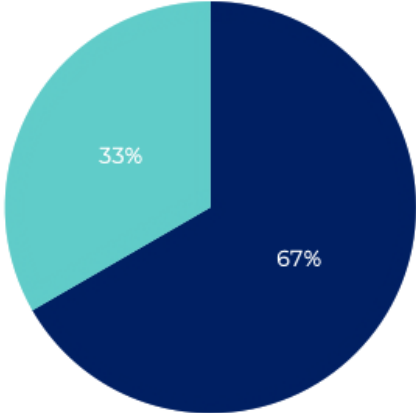
Social Purpose Organizations

Do you have a 3rd party certification from or membership verifying that your business is a social enterprise or your social impact (61 responses)	
(Answer)	%
Yes	9.8%
No	90.2%

Social Procurement Practices

DOES YOUR ORGANIZATION PRACTICE SOCIAL PROCUREMENT? - 49 RESPONSES

■ Yes 67% ■ No 33%



Which sizes of organizations practice social procurement?	
(Size of organization)	(Number of respondents)
Micro	11
Small	12
Medium	7
Large	2

Of the organizations that do practice social procurement, what incorporation models are they?	
(Type of incorporation)	(Number of respondents)
Publicly Traded	2
Private ownership with multiple shareholders	3
Sole proprietor/owner	17
Co-operative	1
Non-profit	8
Hybrid community contribution company	0

There were seven responses that shared examples of social procurement implementation, based on the responses there are some trends in the perceptions of what social procurement means to an organization:

1. Awareness of the benefits and practice of buying local
2. Thinking about the environment and the practice of sustainable procurement
3. Using social procurement and Indigenous procurement

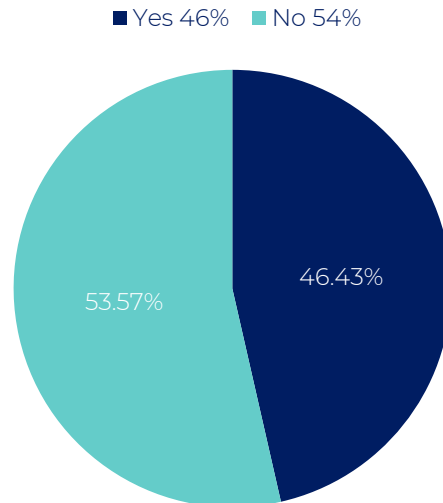
This highlights that a next step in the Guide could be an educational piece on how social procurement can highlight multiple goals.

Some quotes from the survey responses are below:

- We try to purchase all our ingredients from local small businesses
- a) Any food we buy for lunches provided on tours is bought from local restaurants/providers. b) We use local, small businesses for various services such as transportation, classroom rental, gifts for prize draws etc. c) We work with local companies for giveaways and collaborations.
- Purchasing Environmentally friendly products
- Recycling
- We ensure procurement from Indigenous suppliers whenever possible. Whether it is services or products.
- We sell sustainable socks from Healthy Sea Socks as part of environmental sustainability in our oceans.
- Buying from B Corp suppliers when possible

- We are continually seeking new ways to be more inclusive and equitable - but social procurement language is new to us...While we don't have a social procurement policy or commitment, we are interested in learning more about this.

DOES YOUR ORGANIZATION HAVE A SOCIAL PROCUREMENT POLICY? - 27 RESPONSES



Of the 27 respondents that responded to this question, 12 indicated that they do have a social procurement policy. Of those members that do have a social procurement policy, we know that:

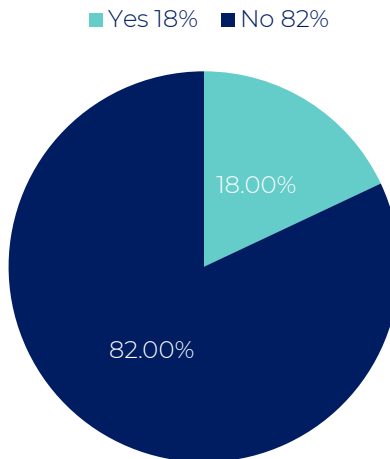
Size of organization:

- Four were micro organizations
- Two were small organizations
- Four were medium organizations
- Two were large organizations

Type of incorporation:

- One was a publicly traded organization
- One was a private ownership with multiple shareholders
- Eight were owned by a sole proprietor
- One was a non-profit
- One did not indicate ownership type

DO YOU CURRENTLY TRACK THE NUMBER OF CONTRACTS AND/OR DOLLARS SPENT IN YOUR SOCIAL PROCUREMENT PRACTICE? - 27 RESPONSES



In this question regarding tracking the number of contracts and or dollar spent in an organizations social procurement practice there were 27 responses, of these only five said yes. Of the five organizations that do track and measure their social procurement practices we found that:

Size of organization:

- Two were large organizations
- Two were micro organizations
- One was a small organization

Type of incorporation:

- Two were non-profits
- Three were sole proprietor

Appendix B: Qualitative Survey Responses and Interviews

As well as quantitative responses the survey elicited qualitative information regarding Destination Vancouver member's knowledge, experience, and perceptions of social procurement. Following the survey, a series of interviews were conducted to represent a broader snapshot of the ecosystem that exists within Destination Vancouver's membership, to demonstrate the perspective from a variety of organizations within the sector, with range in respect to organization size, business type, and sector.

Key trends have been highlighted in the sections above, below are a selection of quotes from responses that are indicative of a range of responses received.

What Opportunities do you see for advancing social procurement in Tourism, Hospitality and Events? (18 responses)

Some notable trends from this question include:

1. Supporting local businesses
2. Supporting small businesses
3. Supporting social enterprises
4. Supporting businesses with equity-deserving groups
5. Contracting with Indigenous suppliers and buying Indigenous products and/or services
6. Telling the story of the product which gets purchasers evaluating their sustainability choices
7. Building community

Quotes

- "The ability to support local and small business"
- "Supporting more local business, and businesses with equity-deserving groups"
- "Procuring authentic Indigenous products and/or services. Contracting Indigenous suppliers and service providers"
- "Buying Canadian saved us hundreds of thousands of dollars in exchange rate costs, shipping fees, duty charges, storage costs. Covid shifted our buying massively and the results on the bottom line are incredibly impressive. Canadian suppliers cut down our order-delivery times and we were able to operate very much like a "just in time" inventory system. We will not change this practice. It is one small pivot Covid caused that was positive."
- "We tell the story of the product which in turn makes those who purchase evaluate their sustainability choices."

- “We support certain policies and ideologies with every dollar we spend. So having more companies, and organizations value social procurement, the more we shift how business is done.”
- “Tell our destination story - about community and financial impact of tourism and events.”
- “We are all part of an ecosystem, and I think to the extent that we care and nurture for our local ecosystem, that’s important. I think it also plays a role in reconciliation and economic reconciliation with Indigenous people. It’s sort of a lift up, instead of a handout.”
- “There is an opportunity to shop from our own directory and stakeholders and to encourage more of that from within the sector.”
- “A lot of the success we’ve had in our partnerships with social enterprises has been through creating employment opportunities for people with barriers.”
- “For the [social procurement] opportunities we’ve implemented we’ve received rave reviews, and clients are interested in expanding on opportunities as well.”
- We don’t have a formal written policy, but we always try to use social enterprises and Indigenous businesses first.



What challenges to you see for advancing social procurement in Tourism, Hospitality and Events? (20 responses)

Some notable trends from this question include:

1. Cost: a) lowest dollar value wins b) small businesses cannot afford to buy from social enterprises and diverse owned business c) tourists aren't ready to pay increased costs of local products
2. Capacity to find new suppliers that meet the social procurement criteria
3. Lack of procurement policy
4. Labour market challenges
5. Challenge that small and local businesses may not have capacity to deliver on large contracts with a fast turnaround
6. There was a minority perspective that expressed opposition to social procurement as "a PR Fad, a buzz word like 'Going Green'"
7. The sector is still recovering from the pandemic

Quotes

- o And what of a small business with very little profit margin that can only afford a particular supply chain that is not part of the woke equity-deserving groups, social enterprises, and businesses?
- o Cost. So many event planners just get the cheapo, boiler plate items that are mass-produced
- o Often sustainability initiatives are more expensive and prohibitive to businesses and customers.
- o Price is a key determinant in our purchasing.
- o Smaller and local business may be limited to accommodating large orders or have the ability to turnaround quickly
- o Unaware of what companies we could procure. Manpower to research it.
- o Lack of commitment and/or capacity to seek out new suppliers and/or service providers, as it takes a lot of time to research and contract. Also lack of a procurement policy
- o Knowledge of what businesses are Indigenous businesses, businesses owned by equity-deserving groups, social enterprises, and businesses who support your social value creation goal -- does Destination Vancouver have a directory of such businesses?
- o How do we change our suppliers, or how we shop, if we value profit over social. How do create affordable options for low-income individuals as well.
- o It's a buzz word, fad, much like the way of "going green"
- o On finding suppliers: "it's just through word of mouth"
- o "We just need support bringing people in [to our gallery]. We have the product, we have the story, but we need more awareness."
- o "The tourism industry was hit hard recently, we're just trying to come back from the past few years."

What resources, information or training do you feel are needed to help support the increased implementation of social procurement in Tourism, Hospitality and Events? (19 responses)

Some notable trends from this question include:

1. Request for training seminars
2. Examples of best practices
3. Toolkit and templates for policy development
4. Access to a database of social purpose organizations
5. Government aid

Quotes

- Would love more resources, or even cooperative buying power
- A toolkit and templates for policy development
- Additional education and awareness
- How to implement social procurement in your business/organization? How do talk about social procurement / marketing?
- We need to make it as easy for event planners to socially purchase as it is to shop on Amazon. Some selected items that are commonly seen at events, or promotion of best practices and other planners who socially procure.
- Listing/compilation of verified businesses (or at least self-identified)
- The statistics the LocoBC have should be applied and widely shared through the tourism and hospitality industry.
- Suppliers are often small and have limited marketing reach. We are so used to working with international 'big boxes' that finding and gaining the trust of smaller local suppliers is a barrier to our and their success.
- Provincial subsidies for hiring indigenous youth and people with disabilities
- "This is a progressive conversation for the industry. Tourism hasn't thought that way for some time, more education is needed, more awareness raising and conversation in conferences, things like that."
- "What we try and do is find someone whose values align with our values, so it is trying to understand who's out there in the ecosystem."
- "maybe a reverse trade show to support more visibility and relationship building"
- "How do we educate our teams so that they can educate our clients" to promote these social value options and impacts?



All of the photographs in this report are taken from the BC Content Hub provided by Destination BC.