



# **Buy Social Canada Social Enterprise Certification**

Grow your business, increase your impact

## **Join the network and grow your business**

- Gain visibility with a nationally recognized directory
- Connect with purchasers
- Connect with social enterprises
- Verify that you prioritize purpose over profits
- Join the social enterprise movement and be represented in our advocacy work

# Are you a social enterprise?

## A social enterprise is a business

It generates most of its revenue through the sale of goods and services

## It has a defined social, cultural or environmental purpose

Embedded in its operation

## Most profits are re-invested into purpose

51% or more of profits are reinvested into the social, cultural or environmental purpose with no, or limited, distribution to shareholders and owners

# Why social enterprise?

Social enterprises sell everything: chocolate and honey, corporate catering, junk removal, construction services, healthcare, family services, employment assistance, arts and culture, and much more. They compete with traditional for-profit businesses, but use their earnings to invest in vibrant, healthy communities.

**The future of business is social enterprise:** the business model whose foundation is built on justice, equity and inclusion for employees, owners, customers, the environment, and community stakeholders.

**If this describes your business, we want to meet you!**



Certified Social Enterprise: SmartICE



Certified Social Enterprise: Binners' Project, photo by Lani Brunn

# Social Enterprises support communities in many ways

- Poverty
- Social Inclusion
- Skills Training
- Employment Opportunities
- Mental and Physical Health and Wellbeing
- Food Security
- Environmental Stewardship
- Child and Youth Development

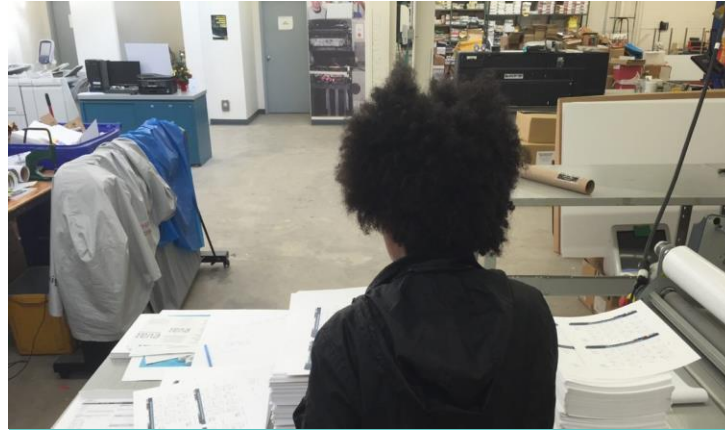
- Community Development
- Immigrants and Refugees
- Indigenous Peoples
- Homelessness and Housing
- Racialized Communities
- Gender Equality
- Persons exiting correctional facilities
- Persons with Disabilities

# Certified Social Enterprise Examples



## EMBERS Staffing Solutions

EMBERS Staffing Solution's mission is to create economic and employment opportunities for people living on low incomes.



## Eva's Print Shop

Eva's Print Shop is a commercial printer and social enterprise that provides print and graphic arts training and life skills to youth experiencing homelessness and barriers to accessing housing.



## Mission Possible

Mission Possible provides exterior maintenance, cleaning and graffiti removal across metro Vancouver.

# Why Certification?



## Certification Benefits

- Use the Buy Social Canada Certified Social Enterprise Badge to verify your status and increase business opportunities
- Be listed on the Buy Social Canada [Social Enterprise Directory](#)
- Join a growing national network with our other suppliers and purchasers
- Be added to a supplier list shared with our Social Purchasing Partners
- Be a part of the social value marketplace revolution

## Build Your Capacity

Gain access to:

- Two hours of coaching
- Training and resources
- Invitations to Buy Social Canada events
- Discounted rates for Buy Social Canada workshops, events, and courses



# Why Certification?

## Raise your profile and connect with purchasers

- The Buy Social Canada Social Enterprise Directory is used by leading social value purchasers across the Country
- Certification provides access to networking, promotional, and RFX opportunities



Certified Social Enterprise: A-GM

Buy Social Leader Chandos Construction uses our social enterprise certification to identify social enterprise suppliers for construction projects across Canada, including day labour and catering services.



# Why Certification?

## Training and Support

Get access to free webinars, resources and training focused on capacity building for social enterprise

## Advocacy

Be part of the social enterprise ecosystem: share your successes and challenges to amplify the social enterprise voice in advocacy to Government and other stakeholders



## **Additional consulting supports are available for Certified Social Enterprises.**

- Business Planning
- Stakeholder engagement
- Feasibility Study
- Strategic Planning
- Market Readiness

Please reach out for further information on consulting services



"Buy Social Canada has been a valuable resource for CleanStart Property Services. Through their support, we have been able to make meaningful connections with industry purchasers and engage deeply with the social enterprise community."

*CleanStart Property Services  
Vancouver, BC*

# Guidelines for Certification



We're excited that you are interested in joining our growing network of social enterprise leaders across Canada! Here's a step-by-step guide to the certification process.

## 1. Fill in the application

Fill in [this form](#) and tell us about your social enterprise including: your social, cultural or environmental purpose, what goods or services you sell, and how your business is incorporated.

## 2. Meet with us

If you meet the social enterprise criteria for certification, we will set up an introductory meeting to get to know you and your social enterprise better.

## 3. Share your documents

We'll ask you to share your incorporation documents and financial documents to verify that your revenue comes from the sale of goods and services, and that the majority of your profits are reinvested into your social purpose.

## 4. Join the network

If you meet the social enterprise criteria from the documents provided, you will be added to the Buy Social Canada Certified Social Enterprise Directory and get access to other certification benefits.

## Certification Fees

**Certification is free for everyone for the first year.**

Billing occurs on an annual basis each January, so you may get more than one year free!

After your first year, fees are based on your annual business revenue:

- Under \$500,000 - \$100 per year
- Under \$1 million - \$200 per year
- Above \$1 million - \$300 per year
- Above \$15 million - \$2,500 per year

**[Apply now](#)**





**If you have any questions or want to discuss certification, contact**

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