

CITY OF HAMILTON

SOCIAL PROCUREMENT REGISTRY

AGENDA

Our Team

Proposed System

GRIT Week

Marketing Plan

Mandate

Financial Impact

OUR TEAM



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GRIT WEEK

GRIT Week is a signature McMaster DeGroote MBA program where student teams consult on real-world problems for real organizations over five intensive days

This proposal was developed by a five-person team working directly with HCBN, built specifically for the City of Hamilton



OUR MANDATE

1. Design a self-identification registry and verification framework for social enterprises
2. Build a tiered procurement system that integrates the registry into City workflows
3. Develop a marketing and financial impact plan to drive adoption

The Need for Social Procurement in Hamilton

Without a registry, diverse-owned businesses stay invisible to the City's \$1B+ in annual procurement



\$103M

Awarded to certified diverse suppliers in Toronto (2017-2023)

Hamilton's Cultural Pillar: "Courageous Change – we embrace innovation and risk taking" -
Council Priority: "Economic Prosperity & Growth" with an equity and accessibility lens

A Social Value Procurement Registry makes equity real - not just a promise.

PROBLEM STATEMENT

No Verified Directory

The City lacks an organized business directory identifying social enterprises eligible for contracts.



Unstructured Process

The current certification process is a known barrier, with no clear verification mechanism.



Wealth and Talent Redistributed

Procurement contracts default to traditional vendors, missing opportunities for marginalized local businesses.



IMPLEMENTATION PLAN

Social Procurement Registry

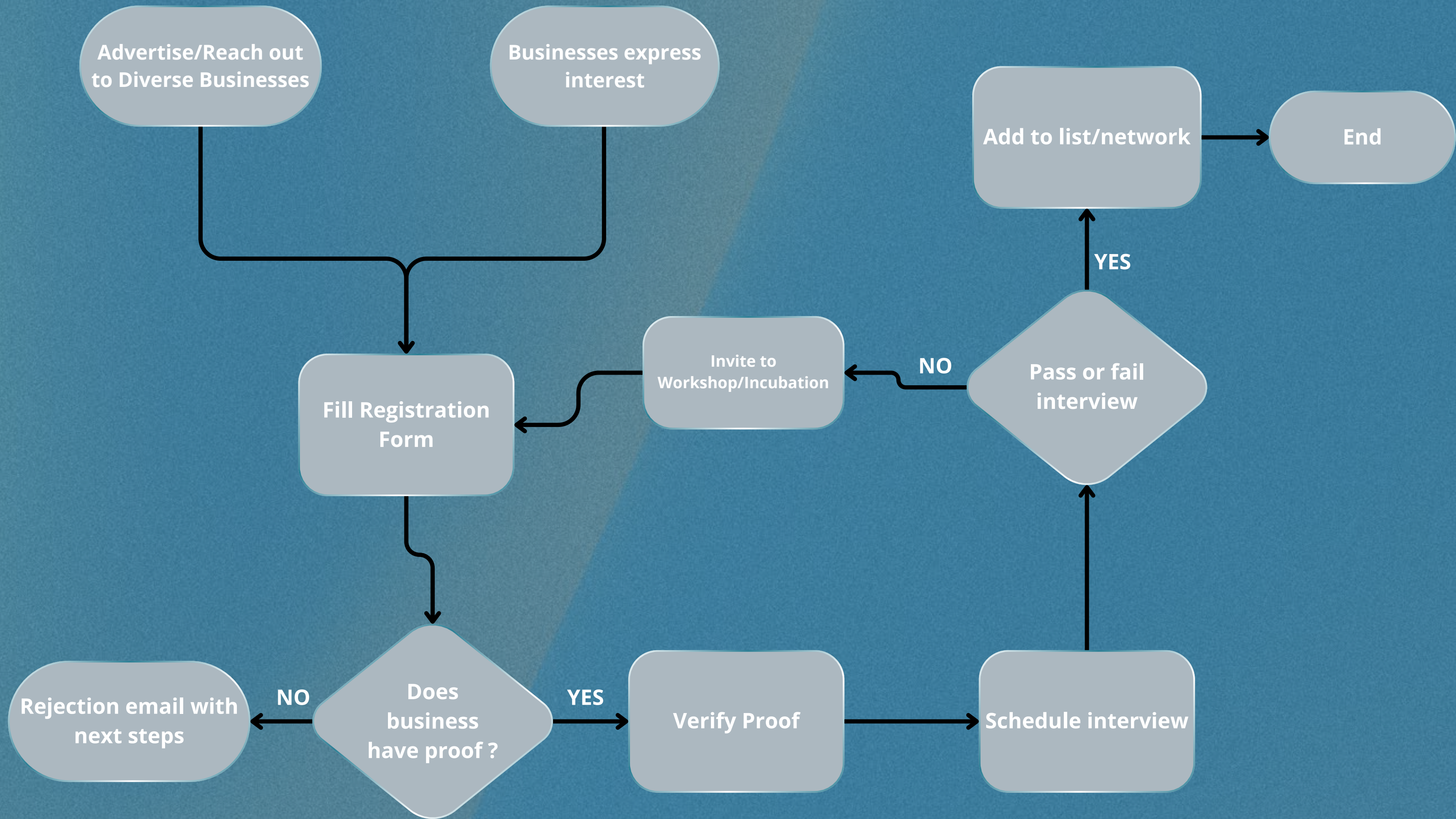
Portal for businesses to sign up if they consider themselves a social enterprise business

Social Procurement Framework

Internal framework to help the Procurement Team award contracts in an equal manner



SOCIAL PROCUREMENT REGISTRY



REGISTRY ACCUMULATION

Build a centralized, searchable database of verified social enterprises

Phase 1

- Restaurants, catering and events
- Cleaning, landscaping and facilities management

Phase 2

- Skilled trades
- Professional and Consulting Services


PHASE 1 FOCUS

Are you in one of these industries?


Phase 1 of the registry is prioritizing outreach to these sectors. If you're in one of them, now is the time to apply.


 **Restaurants & catering**
Phase 1 priority

 **Events & hospitality**
Phase 1 priority

 **Cleaning services**
Phase 1 priority

 **Landscaping**
Phase 1 priority

 **Facilities management**
Phase 1 priority

 **Other sectors**
Phase 2 – coming soon

OUTREACH AND AWARENESS

Partner with the Hamilton Chamber of Commerce and community organizations to actively recruit diverse businesses into the pipeline

Phase 1

Direct outreach to known social enterprises through HCC network and HCBN community partners

Phase 2

Open promotion through City website, social media, community events, and word-of-mouth from registered vendors

OUR APPROACH

Simple, trusted, community-driven - meet businesses where they already are



Partner Channels

Leverage trusted organizations businesses already belong to (HCC, SCCC, Etc)



Councillor Outreach

Equip every councillor office with a media kit - email outreach, social media posts, branded images



Digital Campaign

City website, social media, and community events to drive awareness and make registration simple

APPLICATION AND PROOF CHECK

Collect self-identification data and verify documentation through a standardized checklist and fraud-screening protocol

Application Form

- Online application form informed by the City of Hamilton Social Value Questionnaire
- Answers to these questions will be supported with documents
- Questionnaire will help backend social procurement framework

Document Verification

- Documents verified by City of Hamilton Staff
- Build platform to eventually auto verify some common documents



Step 1 of 5

Tell us about your business

This information will be used to identify your application. All fields are required.

Before you begin: The information you provide in this questionnaire may be used by the City of Hamilton to inform future social value procurement strategies. Only summary or aggregated data with identifiers removed will be used for those purposes.

Business name *

Registered business name

Contact person name *

Full name

Business registration number *

e.g. 123456789

Email address *

you@yourbusiness.ca

Phone number *

(905) 000-0000

Business address *

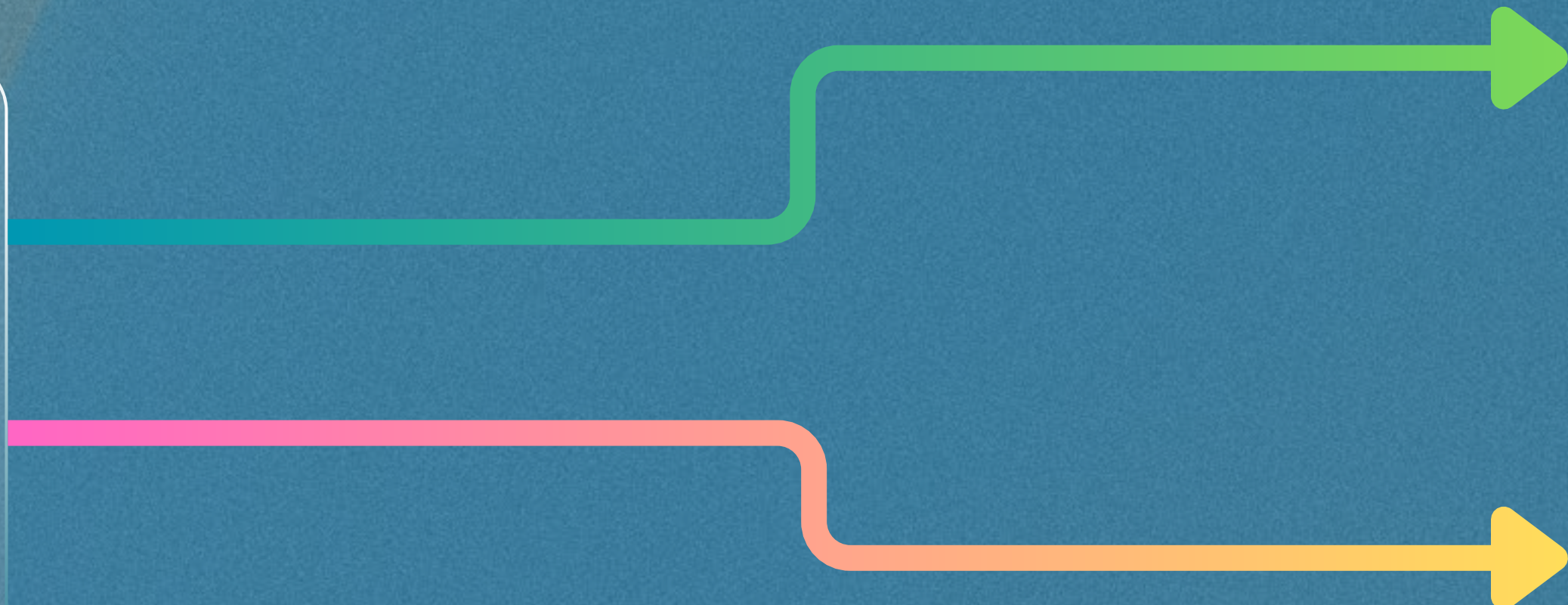
Street address, city, province, postal code

INTERVIEW STAGE

Conduct structured interviews to confirm legitimacy, assess contract-readiness, and identify capacity gaps

Verification Interview

Confirm ownership claims, business operations, and alignment with social procurement categories



ONBOARDING AND INCUBATION

Registry onboarding

- Tagged profile with digital badge, integrated into City procurement search tools
- Annual recertification set


Incubation Track

- Workshops on scaling and procurement education
- Mentorship from established vendors
- Re-application pathway

Verified vendors join the registry with a digital badge



SOCIAL PROCUREMENT FRAMEWORK

A faint, semi-transparent image of a person's face and hand is visible in the background on the right side of the page. The person appears to be looking down at something held in their hand, possibly a document or a small object. The overall aesthetic is professional and clean, with a focus on the bold white text against the blue background.

PROPOSED FRAMEWORK

- Suggested framework for City of Hamilton's backend
- Changing workflows or incorporating social procurement into workflows that already exist.
- Website can flow into City of Hamilton databases to make the process of choosing a social value business easier.

MARKETING TIMELINE

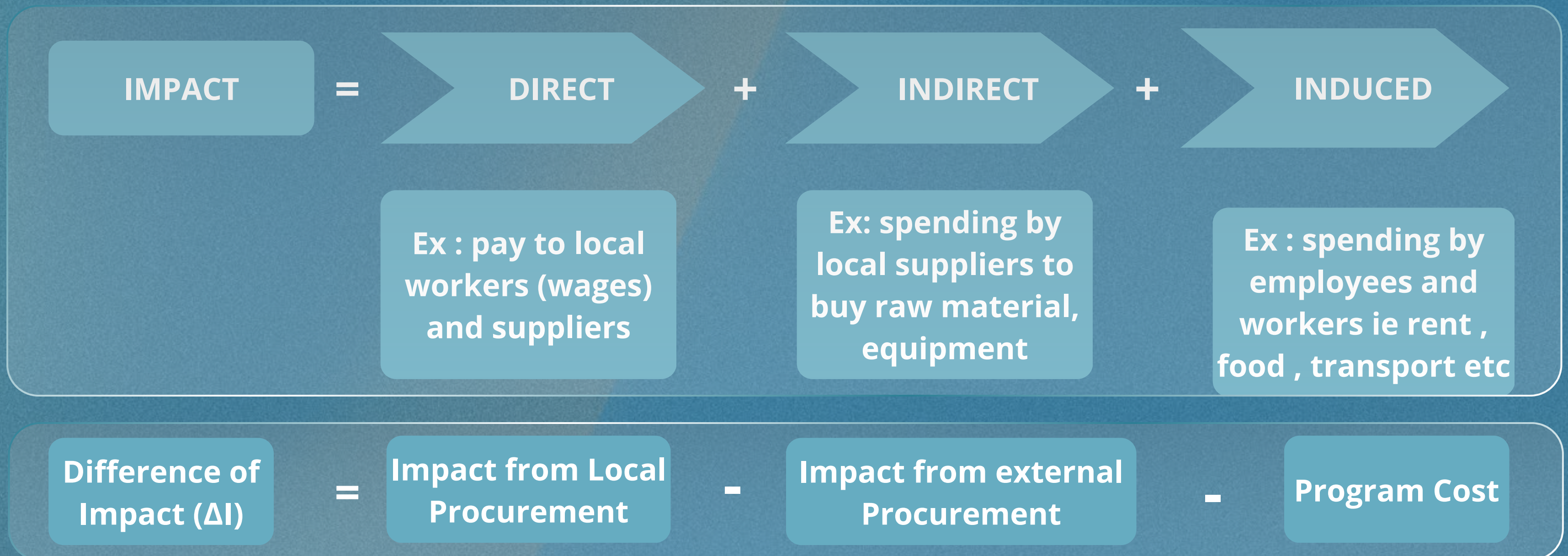


FINANCIAL IMPACT



FINANCIAL IMPACT OF LOCAL PROCUREMENT

Local procurement transforms the same spend into materially higher economic value by increasing retention, accelerating recirculation, and minimizing leakage. As a result, each contract delivers significantly greater financial returns, job creation, and sustained community wealth for Hamilton



75% : Retained Locally

25%: Leaves Hamilton

LOCAL PROCUREMENT

Spend Share

Local Retention

Local Impact

WAGES

50 %

90 % of local spend

45 %

Local Services

20 %

75 % of spending

15 %

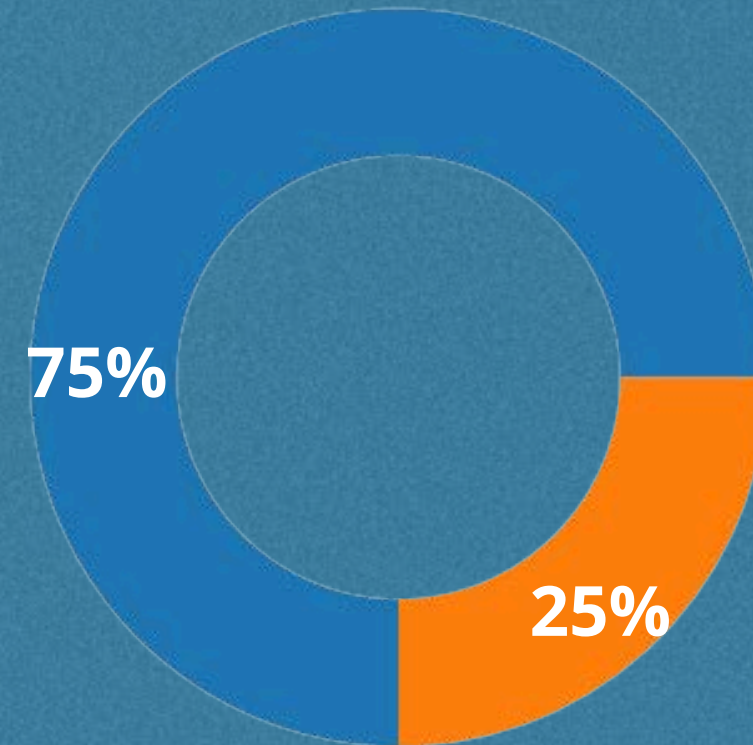
Local Suppliers

25 %

60 % of spending

15 %

RETAINED



Impact that stays in the community



Impact leakage that leaving the community

approx. 5% as imports / exports of local firms

35% : Retained Locally

65%: Leaves Hamilton

EXTERNAL PROCUREMENT

Spend
Share

Retention

Impact

WAGES

30 %

70 % of
spend

21 %

Local
Service

10 %

50 % of
spend

5 %

Local
Supplier

20 %

20 % of
spend

4 %

Export /
import /
moving
funds

40 %

8 % of
spend

5 %

RETAINED

35%

65%



Impact that
stays in the
community



Impact leakage
that leaving the
community

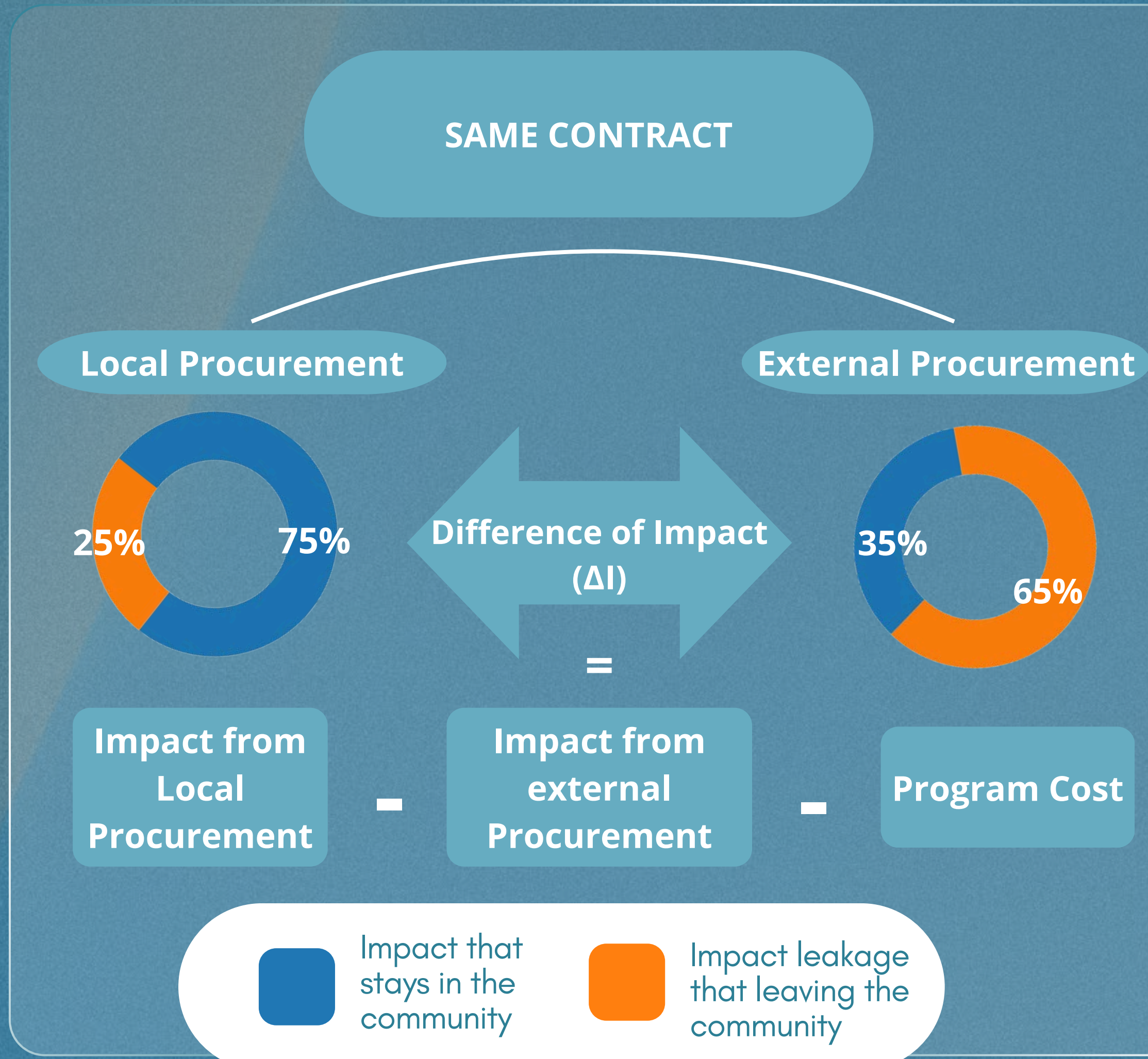
A COMPARATIVE FRAMEWORK

Same contract, two paths—external spending leaks value, while local spending multiplies it within the community.
 Choosing local procurement maximizes retention, jobs, and overall community wealth (ΔI).

Same Investment, Two Different Economic Paths : The decision point determines where the value flows

Local Procurement Generates Higher Economic Impact ; Local spending amplifies economic value

The framework calculates ΔI (net impact difference) after costs ; Positive ΔI leads to: more jobs , stronger local business and overall community wealth creation



THANK YOU !



WEBSITE PROTOTYPE



APPENDIX



PROPOSED FRAMEWORK

Criteria	Weightage	Score out of 3	Weight x Score
Workforce Diversity	10%		
Execution Capability and History	40%		
Responsible Business Practices	10%		
Price	50%		
Total	100%		