

Sustainable Procurement Manitoba Communication Plan: 2021-2026

BACKGROUND

On November 8, 2018, [The Climate and Green Plan Act](#) came into effect. The Act outlines procurement as an area of focus, recognizing the role government procurement plays in reducing greenhouse gas emissions. By using our combined purchasing power to purchase sustainable goods and services, we are enlarging the market for low carbon and sustainable products thereby reducing supply chain emissions and stimulating more suppliers to invest in sustainability.

Public sector organizations shall consider the product or service’s impact on the environment, the economy, human health and social well-being and give preference to environmentally and socially preferable products and services.

PURPOSE

The purpose of the Communication Plan is to describe how the Sustainable Procurement Manitoba Working Group (SPMWG) will support, promote and encourage sustainable procurement in the public sector and within Manitoba for the five-year period 2021-2026.

The SPMWG provides sustainable procurement criteria/specifications for a number of products and services “commonly purchased” by the public sector. This information is available on the [Sustainable Procurement in Manitoba](#) website. Purchasing professionals are encouraged to visit the site, review the specifications, bid evaluation criteria, and incorporate them into procurement documents where feasible to support the sustainable procurement effort in Manitoba. Public sector policy analysts and sustainability coordinators use the website to assess Manitoba’s capacity to deliver environmental and socially preferable goods and services when developing policy to support organization and government sustainability goals.

STRATEGY

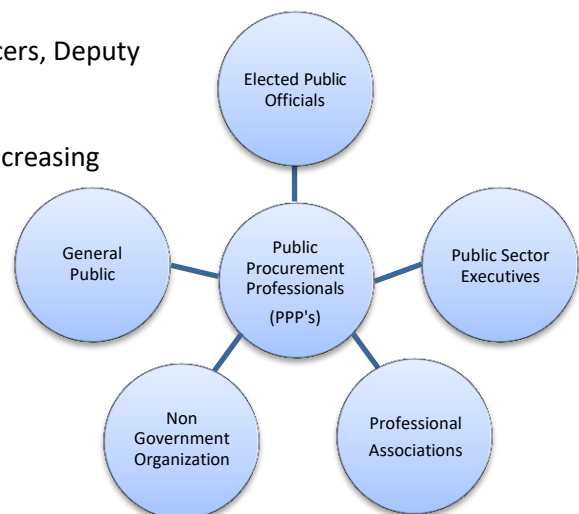
Communication from the SPMWG targets public sector procurement/policy professionals as the primary audience and provides them with resources to support sustainable procurement. This primary audience also includes public sector policy analysts and sustainability coordinators.

Thus far, to advance the sustainable procurement effort in Manitoba SPMWG has been engaging:

- Elected public officials (ex. Ministers, Mayors)
- Public sector executives (ex. Chief Executive Officers, Deputy Ministers, Chief Financial Officers)

Moving forward, SPMWG would like to further its reach by increasing communication to the following groups:

- Professional associations
- Non-Government Organizations (NGOs)
- General public



PLAN

The following activities will take place throughout the duration of this Plan:

	Action	Description	Metric	
Marketing/General Communications	Increase website traffic	Maintain website and continue to add latest findings and research to promote sustainable procurement.	Increase website visits 20%	
	Increase social media presence	Create a Twitter account and have weekly posts on Twitter and LinkedIn .	Increase Twitter following to 200 in year 1, Increase LinkedIn following to 100 in year 1.	
		Promote SPM in the following ways: Highlight information on website, post on latest research in industry, monthly member feature (i.e.: highlight what MLCC is doing), monthly procurement professional interview (i.e.: what do you find most shocking about sustainable procurement?).		
	Increase newsletter subscribers	Create a MailChimp newsletter list and template .	Promote newsletter signup on the website and social media.	Grow newsletter subscription list to 250 people
	Host a bi-annual event	Host a bi-annual sustainable procurement event either online or in person.		Targeting 70+ attendees
	Create a SPM informational video	Work with Red River College Creative Communications program / students to create a SPM promotional video to acknowledge public sector innovation in sustainable procurement.		Target in 2022/2023
Celebrate awareness days on website and social media	Procurement Month - March Supply Chain Professionals Appreciation Day – Third Monday in May Fair Trade Month- May Canadian Environment Week – First week in June Sustainability Month – October Waste Reduction Week – Third week in October Buy Nothing Day – November 28 (day after Black Friday) Fair Trade Month- May		N/A	

	Action	Description	Metric
Strategic Communications	Letters of support	Updated letters of support for MUSH sector participants confirming their involvement.	N/A
	Create a SPM Pledge for local organizations	Create a pledge local organizations can sign signifying their efforts to sustainable procurement in Manitoba.	N/A
		Contact public sector executives to sign the pledge.	
		Contact NGOs to pledge to SPM while promoting SPM on websites.	
	Target all post-secondary institutions for engagement in MB to sign pledge	Network to find a representative from every post-secondary institution in Manitoba which information can be shared with.	N/A
	Increase awareness of SPM among Public Sector Purchasing Contacts	Ensure the MB Govt Public Sector Purchasing Contacts are on the newsletter list and engaged in activities of SPMWG	N/A
		Identify opportunities to deliver presentations to professional associations (ex. Supply Chain Canada (SCC), Chambers of Commerce) and non-government organizations (nonprofits) to promote the SPM website, its resources and sustainable procurement practices.	N/A
Survey members	Create an annual survey asking SPM contacts what information they would like to see on the website, events and social media. Also, include satisfaction questions.	% response, % satisfaction	