

**Inspirational.  
Practical.**

**A new workshop on business purchasing is coming November 20 — book your spot!**



# Leveraging Purchasing Power

## FOR BUSINESS AND COMMUNITY IMPACT

*Join us for this unique workshop. See how sustainable, best value purchasing can bring benefits to your business!*

### It's About Buying Value

As a progressive business owner, you know that purchasing products and services based on cost alone can result in missed opportunities to enhance your brand, create a strong supply chain and build customer and employee loyalty. A shift to best value purchasing that integrates environmental, ethical and social factors together with financial factors is an emerging trend that deserves a serious look.

### Learn How

Best value purchasing takes a focused strategy, supported by simple tools, scorecards and product guidelines — and can generate social, environmental and financial benefits.

*Leveraging Purchasing Power* will show you how to:

- Build internal buy-in to maximize the strategic impact of your sustainable purchasing program
- Send clear sustainability performance signals to the market and enhance relationships with your suppliers
- Refine your procurement process to integrate environmental, ethical and/or social requirements into your requests for quotation / bid documents
- Introduce supplier sustainability performance scorecards
- Consider the different methods of evaluating supplier proposals ... and more!

**When:** **November 20, 2014**  
8:30 am: Registration  
9:00 am-noon: Workshop

**Where:** Discovery Parks  
887 Great Northern Way, Vancouver

**Cost:** \$40 plus GST for general registration  
\$25 plus GST

- for members of the Strathcona Business Improvement Association
- for False Creek Flats area businesses



**Register Today!**

[www.leveragingpurchasingpower.eventbrite.ca](http://www.leveragingpurchasingpower.eventbrite.ca)

**HOSTED BY:** The Strathcona Business Improvement Association, BuySmart Network, Ecotrust Canada, Light House Sustainable Building Centre and One Earth

**EVENT CONTACT:** Meg O'Shea (E: [meg@strathconabia.com](mailto:meg@strathconabia.com))

**THANKS TO OUR EVENT SPONSORS:**

vancouver  
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Here's a bonus for businesses in the False Creek Flats area and members of the Strathcona Business Improvement Association. Register for just \$25 — a \$15 savings!



## Who Should Come?

This workshop is designed for business owners and for managers and staff of private, public and not-for-profit organizations who are responsible for purchasing, sustainability or corporate responsibility — and for anyone else interested in how purchasing can be harnessed as a force for positive change.

Whether you are just getting started with best value, sustainable purchasing or want to build on your existing program, this event is for you! You'll take away practical information, tools and relevant case examples — and connect with others doing similar work.

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## Meet our Presenters



**Trevor Bowden** — Co-founder, Big Room Inc.

Trevor is a co-founder of Big Room, a venture begun in 2007 with the goal of making it easier for people to make sustainable choices. Big Room is recognized for its work in creating the Ecolabel Index, the largest global directory of ecolabels. In this capacity, Big Room advises companies, governments and organizations on ecolabels, certification and green purchasing. Prior to founding Big Room, Trevor developed the United Nations Environment Programme Finance Initiative Roundtable series and launched the UN Principles for Responsible Investment. He has consulted extensively to the UN and international banks on environmental lending and investment practice.



**Amy Robinson** — Founder and Co-Executive Director, LOCO BC

Amy has 17 years of experience helping businesses to embed sustainability into their operations. She has worked with organizations ranging from small- and medium-sized enterprises (SMEs) to big industry, regional governments and the UN. Her passion is for small businesses, with their unique challenges and opportunities. Amy started the not-for-profit LOCO BC in 2009 to connect, support and promote local businesses while advocating for increased local spending by consumers, businesses and institutions. LOCO's work springs from her perception that BC undervalues the economic and social pillars of sustainability that strengthen communities, build resilience and foster innovation.



**Barb Silverthorn** — Director of Operations, Savoury Chef

Barb oversees all daily operations and the sales team at the Savoury Chef, a catering and event-planning business in Vancouver. A former restaurant, banquet and conference services manager at the Four Seasons Hotel in Toronto for seven years, Barb later served as Director of Catering and then as Director of Food and Beverage Services at Toronto's InterContinental Hotel. A champion of service excellence in hospitality, Barb has also worked as Director of Catering for Talon International Development and helped open the doors of the new Trump Hotel and Tower before moving west in 2011.



**Bob Purdy** — Director of External Relations and Corporate Development, Fraser Basin Council

Bob is a member of the Fraser Basin Council's senior management team. His responsibilities include corporate development, public relations and overseeing several programs, including the BuySmart Network, an educational hub for sustainable purchasing. Bob has over 20 years' experience in bringing people together to address complex sustainability challenges. He will be the moderator and a sessional instructor at the workshop.

