



Serving
GOVERNMENT,
Serving
CANADIANS.

Supplier engagement: Key to improving federal procurement

June 6, 2017



Government
of Canada

Gouvernement
du Canada

Canada

An overview of today's presentation

- Office of Small and Medium Enterprises and Stakeholder Engagement – who we are, what we do
- Supplier engagement – why it is key to improving federal procurement
- Supplier engagement toolkit – resources at your disposal
- Best practices – what we've heard and what we're doing
- Questions?



Office of Small and Medium Enterprises and Stakeholder Engagement (OSME-SE)

Our mandate is to:

- Encourage the participation of SMEs in federal government procurement
- Provide information services to SMEs on how to do business with the Government of Canada and advocate on their behalf
- Identify and understand barriers suppliers face and work with government to reduce them
- Enhance relationships with provinces and territories to advance collaborative procurement
- Manage the Build in Canada Innovation Program (BCIP) – helping Canadian companies move state-of-the-art innovation from the laboratory to the marketplace



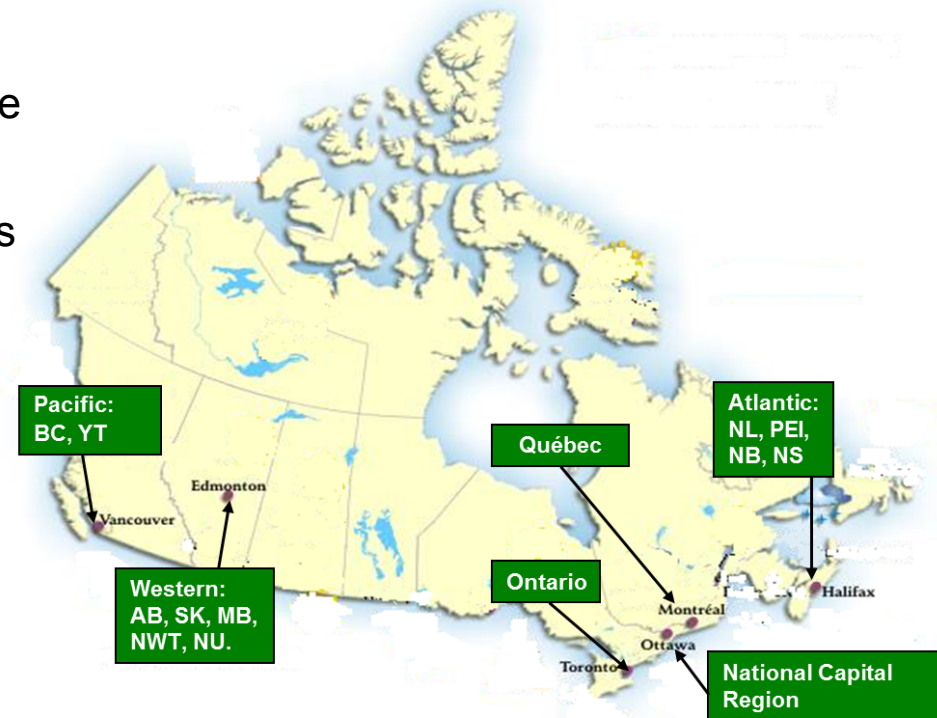
Canada-wide service and support

Six OSME regional offices

- Deliver seminars, webinars & one-on-one consultations on how to do business with the Government of Canada
- Promote key Acquisitions Program initiatives
- Raise awareness about OSME services at tradeshow & industry events
- Listen to and collect stakeholder feedback

National InfoLine (1-800-811-1148)

- Respond to enquiries from suppliers, departments and Acquisitions Program
- Support key Acquisitions Program initiatives
- Gather important business intelligence for continuous improvements to programs and services



Supplier Engagement and Regional Coordination Directorate

- **Supplier Engagement Division** – Provide advisory services and resources in support of supplier engagement activities
- **Barrier Analysis and Reduction Division** – Understand and reduce barriers that small and medium enterprises may face and increase participation in federal opportunities
- **National Outreach Program** – Deliver information to the SME community across Canada on how to do business with the government through webinars, seminars, on-on-one meetings, and tradeshow events
- **InfoLine** – Respond to procurement-related inquiries from businesses, government departments, and the public
- **Communications** – Create and deliver information products in support of engagement activities and procurement initiatives

Supplier Engagement Division

A centre of excellence for supplier engagement providing:

- Guidance to client departments on engaging suppliers
- Suppliers a voice and a champion
- A repository of supplier engagement tools
- Advisory and facilitation services for engagement activities with industry



Why supplier engagement is important

Having an open dialogue with suppliers will help you to:

- Define your business requirements
- Understand the supplier base
- Incorporate socio-economic benefits such as small and medium enterprise representation, innovation, green and sustainable considerations
- Maximize participation by suppliers
- Increase the efficiency of your procurement process



The SME landscape – did you know...

Small and medium enterprises provide economic growth, drive innovation, and support their communities.

- Canadian economy totalled 1.17 million employer businesses:
 - **1.14 million (97.9 percent) small businesses**
 - **21,415 (1.8 percent) medium-sized businesses**
 - 2,933 (0.3 percent) large businesses
- Percentage of employed individuals of total private labour force:
 - **small businesses 70.5 percent (8.2 million individuals)**
 - **medium-sized businesses 19.8 percent (2.3 million individuals)**
 - large businesses accounted for 9.7 percent (1.1 million individuals)

(Statistics on small businesses as of December 2015 - from ISED)

Who are your stakeholders?

Internal (GoC) stakeholders:

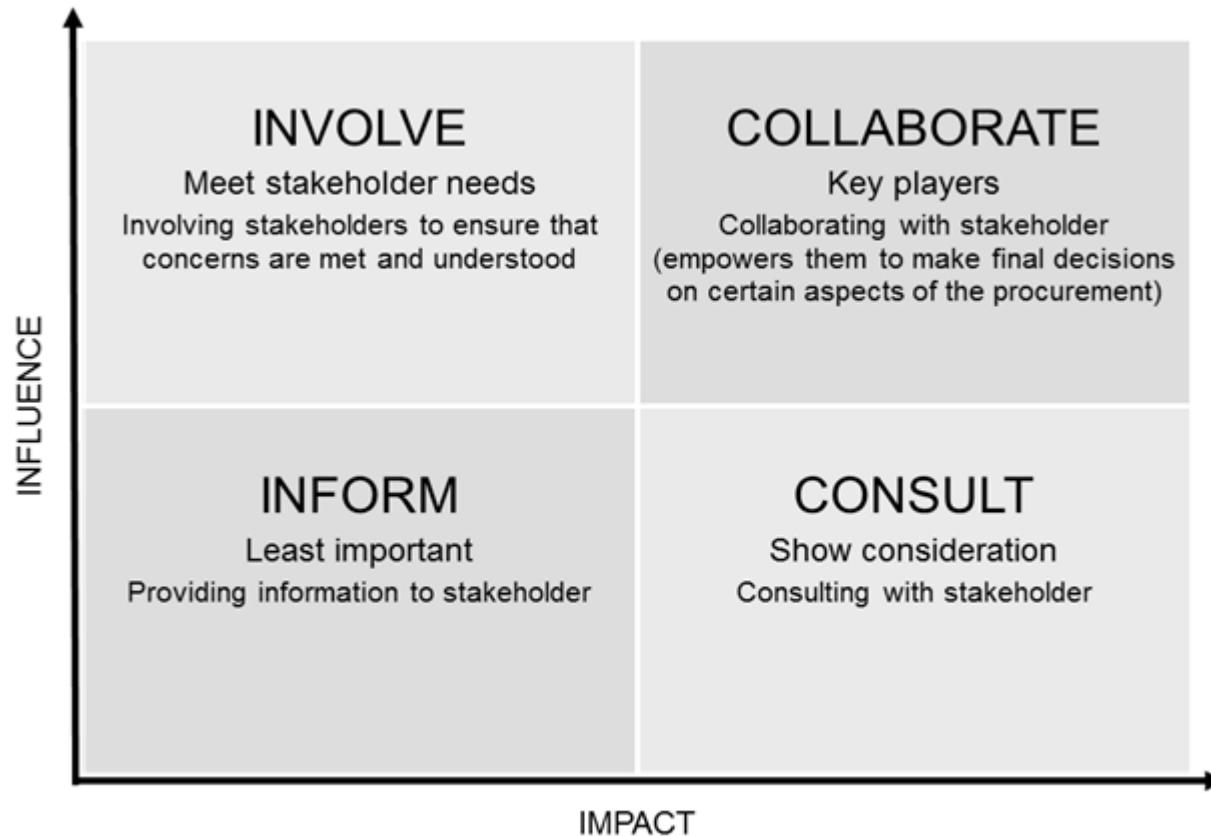
- Your colleagues/clients/management team
- Other departments and agencies
- Other functional units/communities in your department (ex. legal, communications)

External stakeholders:

- Individual suppliers
- Industry associations
- Trade unions
- Other jurisdictions (municipal, provincial/territorial, international)



The stakeholder matrix



Examples of engagement activities

Method	Purpose	Level of effort
<ul style="list-style-type: none">• News item• Presentation	Inform	Low
<ul style="list-style-type: none">• One-on-one meeting• Focus group• Request for information• Online questionnaire	Consult	Medium
<ul style="list-style-type: none">• Industry day	Consult	High
<ul style="list-style-type: none">• Working group• Advisory committee	Collaborate	High

How to engage your stakeholders

The “Why”

Develop your engagement plan:

- Set objectives
- Identify your stakeholders
- Identify the risks and ways to mitigate them
- Establish key performance indicators (what will success look like?)
- Get buy-in

The “What” and the “How”

Create and implement your engagement plan

- Choose the methods of engagement
- Determine rules of engagement

Is it working?

Monitor and evaluate the success of your engagement plan

- Evaluate against your key performance indicators
- Adjust your plan
- Obtain feedback; lessons learned

Helpful resources - just a click away

Policy on Engagement

Engagement Guideline

Activity checklists

Strategy templates

Strategy simulations



Available at GCpedia:

http://www.gcpedia.gc.ca/wiki/SmartToolkit/Engagement#General_Guidance_and_Policy

Supplier consultations - Best practices and findings



OSME consultations

2015 Study of Small and Medium Enterprises in Federal Procurement

- Online questionnaire responded to by 728 suppliers
- Identified barriers and challenges faced by SMEs in participating in federal procurement and their recommendations for improvement

What we heard from businesses

- Reduce administrative burdens related to procurement
- Reduce restrictive requirements related to solicitation(s)
- Technology is outdated and difficult to use
- Possible lost opportunities to buy strategically and advance social and economic policy objectives
- Ineffective communication with the supplier community



What we did

- Defined business requirements for an e-Procurement Solution
- Improved the Build in Canada Innovation Program by allowing innovators to submit proposals at any time throughout the year
- Reviewed processes for electronic payment in preparation for an e-commerce environment
- Reviewed standing offers and supply arrangements in preparation for an e-commerce environment
- Enhanced Buyandsell.gc.ca to allow businesses to join a “List of Interested Suppliers” for any active Government of Canada tender notice, increasing their visibility and networking opportunities with other businesses



Other OSME led consultations

- **Phased Bid Compliance** – developed a questionnaire and conducted a series of one-on-one telephone interviews on behalf of Strategic Policy Sector to obtain supplier feedback on the Phased Bid Compliance process
- **Language Training Services** – conducted a series of online questionnaires to assist with the design and development of a standardized procurement strategy for language training that responds to the needs of all Government departments
- **Real Property RFI for the Embassy of Canada in France** – conducted online questionnaire to solicit feedback from suppliers regarding a property and facilities management solution.

...and more!

How to contact us

- Contact us for assistance with your supplier engagement questions:
BPMEEngagement.OSMEEngagement@tpsgc-pwgsc.gc.ca
- [OSME-SE Regional Offices](#) – our network of regional offices supporting SMEs across Canada
- Your [PSPC Account Manager](#) – provides departments and agencies with procurement advice and solutions
- National InfoLine (1-800-811-1148)
bpmeclient.osmeclient@tpsgc-pwgsc.gc.ca – provides frontline support to businesses who have questions on how to do business with the federal government



**Remember -
supplier
engagement is
your key to
success!**



Alison Campbell, Senior Director
Supplier Engagement and Regional Coordination
Office of Small and Medium Enterprises
Public Services and Procurement Canada
Alison.Campbell@tpsgc-pwgsc.gc.ca
819-420-4085

Andrea Zervos, Manager
Supplier Engagement and Regional Coordination
Office of Small and Medium Enterprises
Public Services and Procurement Canada
Andrea.Zervos@tpsgc-pwgsc.gc.ca
819-420-2877