



# Ensuring 2026 FIFA World Cup Creates Economic and Social Value in Toronto

## A Letter to the City of Toronto's Council

**Buy Social Canada is writing to commend the FWC26 Secretariat, with the support of Mayor Chow, Deputy Mayor Malik, and the Executive Committee in honouring their commitment to a transparent and robust implementation of a Community Benefits Plan for the 2026 FIFA World Cup that is inclusive of social procurement and employment opportunities for equity-deserving groups.**

The 2026 FIFA World Cup is a major sporting event that will bring together athletes, sponsors, and communities from across the world. The event will be required to come in on-time, on-budget, and offers the opportunity to create community legacies.

Every purchase and investment has an economic, environmental, cultural and social impact. Social Procurement is the intentional effort to leverage the “best value” for money being spent. FIFA World Cup 2026 is more than an economic transaction; it is a means to build healthy and inclusive communities across Toronto that are rich in community capital.<sup>1</sup>

Buy Social Canada is pleased by the recent Executive Committee [Governance, Community Benefits Plan, Legacy and Program Advisory Report](#), and subsequent [Toronto Host City Procurement Plan](#) which highlights the City's commitment to social procurement opportunities for social enterprises, diverse businesses, and local businesses, and employment and skills and training opportunities for equity-deserving groups.

**Buy Social Canada is supportive of the City of Toronto's efforts and encourages the City to take steps to ensure that the benefits from the tournament are experienced equitably across our community. This will require continued intentional planning, implementation and reporting.**

Social Procurement commitments, targets and implementation plans need to be included in early planning discussions to ensure successful implementation and the

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<sup>1</sup> <https://www.buysocialcanada.com/about/>

ability to share the stories of social impacts and legacies from the 2026 FIFA World Cup.

Ensuring a Community Benefits Plan with meaningful community involvement and oversight, clear implementation processes and accountability aligns with the City of Toronto's current policies and frameworks, including the Community Benefits Framework which is guided by principles of social and economic inclusion, engaging and involving the community, and achieving accountability.

Buy Social Canada encourages City Staff to ensure that the Community Benefits Plan is developed and implemented to include:

- Minimum targets for inclusive hiring, local procurement, and social procurement with regular progress reports
- Monitoring, tracking and reporting on outcomes
- Community involvement and oversight in planning and execution
- A plan to build capacity of local social enterprises, small and diverse-owned businesses to respond to the opportunities created by FIFA World Cup 2026.

We look forward to hearing your response,

Sincerely,

A handwritten signature in blue ink, appearing to read 'Elizabeth Chick-Blount', with a stylized flourish at the end.

Elizabeth Chick-Blount  
Chief Executive Officer, Buy Social Canada

## **About Buy Social Canada** [www.buysocialcanada.com](http://www.buysocialcanada.com)

Buy Social Canada's (BSC) social enterprise purpose is to educate, advocate and engage social suppliers and purchasers from across governments, institutions, and corporations, to advance social procurement and community benefit agreement policies and practices, to help build healthy communities.

Buy Social Canada's team has been actively engaged in and focused on social purchasing and Community Benefit Agreements (CBA) research, policy development, implementation, and measurement for over 15 years. BSC has been collecting, analyzing, and applying best practices in multiple jurisdictions, various socio-economic environments, and rural and urban market municipalities.

We support purchasers and suppliers across Canada to Buy and Sell with Impact. We work with public and private sector purchasers across Canada to develop and implement social procurement and CBA policies and offer a national certification for social enterprises. We bring together purchasers and suppliers through social procurement roundtables, trade shows and 1:1 introductions, and provide capacity building support to social enterprises across the country.