



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

A Letter to the City of Toronto's Executive Committee

Buy Social Canada is writing to request that the Executive Committee ensure a transparent and robust implementation of a Community Benefits Plan for the FIFA World Cup 2026 that is inclusive of social procurement and employment opportunities for equity-deserving groups.

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, with the added goal of creating community legacies. A Community Benefits Plan, including social procurement is an opportunity to ensure these goals are met in the planning, execution and legacy of the FIFA World Cup in Toronto, by the key delivery team, contractors and sponsors, showcasing the city's diversity and inclusivity to the world.

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.¹

The FIFA World Cup is a once in a generation opportunity to create social, economic, environmental and cultural impacts and legacies across Toronto.

City of Toronto staff estimates show that the tournament could generate more than \$392 million in GDP and create over 3,000 jobs. It's anticipated that the tax revenues generated by the games will total \$118.9 million in the Toronto region.

Ensuring that these benefits are experienced equitably across our community will require intentional planning, implementation and reporting. Opportunities include

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

ensuring local sourcing, supplier diversity, purchasing from social enterprises and ensuring inclusion and diversity in employment.

Following through on Commitment to Community Benefits Plan

Social Procurement commitments, targets and implementation plans need to be included in early planning discussions to ensure successful implementation and the ability to share the stories of social impacts and legacies from FIFA World Cup 2026.

In 2022, City Council voted in support of the inclusion of a Community Benefits Plan on FIFA World Cup 2026. Directions from Council to City staff included:

- Develop a Community Benefits Plan that includes minimum targets for local and equity hiring and social procurement with regular progress reports;
- Develop and implement a Supply Chain Diversity Policy to ensure opportunities for local businesses, and prioritizes purchasing from diverse suppliers that are at least 51 percent owned, managed, and controlled by equity-deserving community group members or social purpose enterprise; and
- Ensure the Community Advisory Circle includes representation of equity-deserving groups.

Ensuring a Community Benefits Plan with meaningful community involvement and oversight, clear implementation processes and accountability aligns with many of the City of Toronto's current policies and frameworks, including the Community Benefits Framework, and objectives including taking action on Indigenous reconciliation, poverty reduction, gender equity, fair wage, economic development, equitable economic recovery, and confronting anti-Black racism.

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

- Minimum targets for local and equity hiring 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

About Buy Social Canada

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.

About Vancouver Olympics CBA

A Community Benefit Agreement, was attached to the athletes' village construction, creating inner city jobs and local purchasing. The CBA supported inclusive hiring and purchasing from social enterprises:

- 1800 bouquets made by Just Beginning, a social enterprise that teaches the floral art to women who are leaving prison, or who have been victims of violence;
- Wooden stages and podiums were built in collaboration with a major sponsor by women enrolled in a social enterprise trades training; and
- A total of 120 jobs for targeted inner-city residents and \$42 million in procurement to inner-city businesses.

Achieving Supply Chain Diversity - 2015 Pan Am Games

The Toronto 2015 PanAM games purchased over \$9.9M through supply chain diversity initiatives (approx. 10% of total procurement) which supported Indigenous-owned, women-owned, visible-minority owned, persons with disabilities-owned, LGBT-owned businesses.

Sincerely,



Elizabeth Chick-Blount
Chief Executive Officer, Buy Social Canada