

# ALL INCLUDED: BUY SOCIAL PLATFORM - DRIVING IMPACTFUL PURCHASING

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**Social procurement is reshaping how businesses approach purchasing decisions by integrating social impact goals alongside traditional financial objectives.**

In the B2B landscape, this approach goes beyond merely seeking the best product or service at the most competitive price. It also evaluates the positive effects that purchasing decisions can generate for society.

By adopting social procurement, companies aim to maximize value — not just in economic terms, but also in terms of social impact — by selecting suppliers that promote workforce inclusion, especially for disadvantaged groups, and support other social causes.

Companies that embrace social procurement become pioneers in fostering equity, diversity, and inclusion, while enhancing their reputation and aligning with sustainability principles. This practice doesn't just reinforce corporate social responsibility, it sparks innovation by addressing social and environmental challenges through strategic partnerships with social enterprises.

Moreover, social procurement helps create shared value for local communities, improving quality of life and creating a more favourable environment for business growth and investment.



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# THE BUY SOCIAL PLATFORM: PROFIT, SOCIAL, ALL INCLUDED

The Buy Social platform is an experimental portal, designed to promote and enhance the visibility of social impact enterprises, initially focusing on the circular economy sector, with plans for future expansion. The project is implemented by Torino Social Impact, a project of the Chamber of commerce of Turin, involving social enterprises in the specific target territory of the Turin Metropolitan Area: an emblematic territory, characterized by the presence of a multitude of organizations that promote social impact.

The platform was launched in June 2024, taking inspiration and contributing to the mission of international best practices in social procurement, such as Buy Social Canada and Buy Social UK. Its primary objective is to facilitate connections between social enterprises and companies interested in supporting **initiatives with a positive social impact**, fostering greater awareness and encouraging fruitful collaborations within the sector.

## HOW TO USE THE PORTAL



Whether you are a for-profit company or social impact provider, the platform is the right place to engage in new collaborations that contribute to the common good. The homepage offers a concise introduction to the Buy Social initiative, outlining its objectives and mission.

The portal showcases models of social entrepreneurship, including cooperatives, social enterprises, benefit corporations, and socially-driven start-ups.

Users can use **filters**, identifying businesses by the general services they offer (professional services, industry and manufacturing, technology and IT, etc.); specific products and services (educational and cultural services, employment services, business development); type of social enterprise (Social Cooperative, Innovative Startup with a social vocation, Benefit Corporation, B-Corp); the Social



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Mission (Environment, Social Inclusion, Community Development etc.) and the location.

In this way, users can explore the platform and identify specific enterprises, which possess a **detailed profile** showcasing information about their offerings, type of enterprise, social mission, and other pertinent details. Contact information and links to the enterprise's website or social media pages are included.

Currently, the platform features **52 social enterprises**, allowing users to explore resources, identify potential collaborators, and contribute to the growth of the social economy.



## A CAMPAIGN FOR LONG-TERM IMPACT

One of the platform's most innovative and enduring features is its ability to foster collaboration between mainstream businesses and social enterprises (SEEs). With the support of a targeted **digital campaign**, the project has raised awareness about the importance of social procurement, demonstrating how integrating social impact into business operations can drive tangible benefits.



The campaign, titled *All Included*, carries a dual message: on one hand, it emphasizes that everything is accounted for (profit and social value), and on the other, it highlights inclusivity — everyone is part of the solution.



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The slogan **"Break the chain, Buy social"** calls on businesses to rethink their procurement practices, encouraging them to support social enterprises and consider the societal impact of their purchasing decisions.

In summary, the Buy Social campaign highlights the crucial role that social enterprises can play in transforming business practices. As awareness grows, so do opportunities for meaningful impact, not just locally but across Europe. This initiative is a catalyst for long-term change, setting the stage for a future where business success is measured not only by profit but by positive contributions to society and the environment.



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