



Ever Green Recycling is a bottles and materials recycling corporation located in St. John's. It operates four recycling depots and assists companies in developing their recycling programs. Ever Green employs individuals experiencing chronic mental health problems and addictions by providing access to meaningful employment and workforce re-entry. This social mission, however, is not widely promoted because those employed at Ever Green are sensitive to being exposed as having mental-health and addiction challenges. Ever Green, as a social enterprise, is unique in that it holds a number of patents on its technological innovations and has sold royalties to numerous businesses, including more than one provincial government.

## FAST FACTS

**Location:** Newfoundland & Labrador  
**Founded:** 1993  
**Sector:** recycling  
**Annual Revenue (2018):** \$4M  
**Parent Org:** none  
**Website:** [www.greencan.ca](http://www.greencan.ca)

## FINDINGS

- While most social enterprises promote their social mission as a part of their value to customers, due to the sensitive nature of the problems of its employees, Ever Green has been reluctant to do so .
- Instead of viewing its status as an employer of individuals with mental health disorders and addiction as an explanation for lower productivity, Ever Green, rather, sees it as an opportunity to drive for innovation.
- Ever Green's innovation strategy has allowed the social enterprise to identify intellectual property as an unusual and lucrative revenue source.
- Relying on government granting programs and working with local universities and colleges to provide real-world work experiences has been successful in helping Ever Green drive its innovation.
- Strong leadership has helped Ever Green overcome the common tension between financial and social interests faced by many social enterprises.

***Selling Social: Experiences of Social Enterprises with Social Procurement and Social Purchasing*** presents the findings of a three-year (2017-2020), pan-Canadian research project detailing experiences with social procurement and social purchasing from the perspective of social enterprises, as well as their organizational purchasers. These 19 profiles highlight the cases presented in the book and illustrate unique features that make them of interest to practitioners, scholars and students of the social economy.

*This research is supported in part by funding from the Social Sciences and Humanities Research Council of Canada.*

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