



Let's Work Atlantic (LWA) serves clients who are living with developmental, intellectual, psychiatric and/or physical disabilities. They assist clients in learning the necessary skills to obtain employment and adapt to different work environments outside the organization. LWA consists of five divisions: employment services, social and community programs, one-on-one support services, residential assistance and a social enterprise - Market Wizards (MW). Market Wizards specializes in branded marketing and promotional materials. It offers job skills training and employment opportunities to individuals with disabilities. In addition to programming benefits, revenues from Market Wizards help to support and sustain the other divisions of Let's Work Atlantic.

FAST FACTS

Location: Major Centre, Atlantic Canada
Founded: Incorporated in the late 60's, opened its doors in mid-70's
Sector: marketing & promotional materials
Annual Revenue (2018): \$5M
Parent Org: none
Website: N/A

FINDINGS

- This case is an anomaly among others in this project as it has both experience and success submitting procurement proposals to all three types of organizational purchasers — governments, businesses and other non-profit organizations.
- Success in procurement bidding is unusual for social enterprises as most do not have the human resources or experience to engage in the complicated bidding process.
- Given the difficulty in leveraging social value as a competitive advantage, social enterprises, such as Market Wizards, tend to shy away from it and focus rather on promoting quality, environmental impact and community impact.
- This case demonstrates the current approach in social procurement policies is still insufficient in helping many social enterprises overcome hurdles.

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.

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For further information:

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