

OECM's Strategic Vision



Growth & Transformation

In 2025, OECM's growth and transformation efforts were guided by clear objectives to expand customer participation, enhance service delivery, deepen sector engagement, and modernize our business operations.

Transformation at OECM is not limited to systems or structures – it reflects a mindset.

Across the organization, we are modernizing tools, leveraging data and analytics to inform decision-making, and adopting responsible innovation, including the measured integration of artificial intelligence (AI). These efforts position OECM to remain responsive to evolving public sector needs while maintaining strong governance and accountability.

OECM's Customer-Centric Service Delivery Framework (CCSDF) supports our strategic priority of focusing on delivering unparalleled customer-centric services that position OECM as a Premier Collaboration Partner for the education, healthcare, and other broader public sectors, municipalities, and not-for-profit organizations.

This framework has seven key elements, which have proven successful in driving high levels of customer satisfaction, loyalty, and advocacy in delivering accurate, consistent, high-quality solutions to our customers.

Seven Elements of the CCSDF

- 1 Listen to the customer
- 2 Define service offerings
- 3 Improve customer engagement
- 4 Enhance effective use of technology
- 5 Set standards and measure performance
- 6 Actively involve industry, suppliers and partners
- 7 Engage staff and strengthen culture



Commitment to ESG and Indigenous Reconciliation

OECM's strategic direction is anchored in a strong commitment to Environmental, Social, Governance, and Indigenous (ESGI) principles. We recognize the power of public procurement to advance social value, responsible governance, and inclusive economic participation.

In 2025, OECM adopted a policy that allocates a minimum of 12% weighting to ESG components in the overall evaluation criteria for all sourcing initiatives. This underscores our commitment to responsible procurement by encouraging suppliers to adopt sustainable practices, promote social value, and demonstrate sound governance.

Reconciliation remains a central priority in our journey.

In December 2025, OECM established the Indigenous Strategic Advisory Circle (ISAC) to guide long-term engagement and ensure Indigenous perspectives inform our procurement practices.

Launched in the Fall, OECM's new [Indigenous Marketplace](#) has exceeded expectations:



These outcomes reflect a coordinated, organization-wide effort to embed reconciliation into sourcing strategy, supplier engagement, business development, and sector outreach.

Through continued integration of ESGI considerations into our agreements and partnerships, OECM is advancing a procurement model that delivers economic value and broader, lasting public benefit.

[Learn more about OECM's ESGI commitment and journey.](#)

