

Strategy

DRAFT – 11 November 2019

OVERVIEW

As advocated in the Vet Futures report, veterinary professionals, business colleagues and allied professionals deliver a wide range of sustainability services to society and have an opportunity to increase their prominence and influence even further. There is a growing interest in sustainability issues amongst members of the veterinary profession, including sustainable agriculture, dietary choices, the impacts of medicine usage and the environmental footprint of veterinary practices. We have established an online platform to unite individuals interested in sustainability topics, with a mission to deliver positive ethical, environmental and economic impacts to society by integrating sustainability* principles and practices in to our professional lives, and by influencing others. The online group is convened via a dedicated Facebook group, regular email newsletters, webinars and through a profession-wide network of Champions, and initiatives will be developed and delivered as solutions to our focus issues through partnerships.

VISION

Our vision is for the veterinary profession to be a leading force for sustainability*.

MISSION

Our mission is for the veterinary profession to deliver positive ethical, environmental and economic impacts to society by integrating sustainability* principles and practices in to our working lives, and by influencing others.

OBJECTIVES

1. To inform and inspire a network of **5,000 veterinary professionals** by 2020
2. To integrate sustainability* in to the curriculum of **all UK veterinary schools** by 2025
3. To integrate sustainability* in to the **policy and standards of the key UK veterinary associations and institutions** by 2025
4. To integrate sustainability* policy and practices in to **>50% of UK veterinary practices** by 2025
5. To inform and support **veterinary professionals and vet-led businesses** to influence sustainability* in the **sectors they are engaged with** by 2025

*SCOPE

We are a global network welcoming veterinary surgeons and members of the vet-led team, i.e. appropriately trained and regulated professionals working together under the direction of a veterinary surgeon.

*Sustainable development is defined by the UN Brundtland Commission 1987 as *“meeting the needs of the present without compromising the ability of future generations to meet their own needs”*, or a simpler alternative was proposed by Newcastle University: *“Enough, For All, Forever”*. Vet Sustain will consider sustainability issues as those pertaining to the ethical (animal welfare and social), environmental and economic dimensions of veterinary activities and the sectors we influence.

STRATEGIES

- **To inform** veterinary professionals through a regular email newsletter compiling articles, initiatives and events of interest to the group;
- **To educate and inspire** veterinary professionals via a regular webinar series featuring talks by members and external thought-leaders on sustainability topics;
- **To generate discussion, and motivate and celebrate positive action** amongst veterinary professionals and enterprises through a Facebook group, around emerging topics, events and initiatives;
- **To boost the visibility** of the veterinary profession as agents of sustainability via a public Facebook page;
- **To advocate** policy uptake via a steering group and Champion network;
- **To ensure a scientific and ethical basis** to group content and **generate reference materials** via the steering group, advisory group, partners and research initiatives.

FOCUS ISSUES – in no order *(to be agreed in November at the Masterminds session @LVS)*

Our focus issues are the societal issues in which veterinary professionals have a role, or level of influence. There is much overlap between some of these issues, and they will be addressed accordingly using cross-cutting solutions (see Workplan).

- A. A Good Life and humane death for kept animals [W]
- B. Farm animal production and the environment [F]
- C. Environmental considerations in companion animal ownership [C]
- D. Environmental impacts of veterinary practice [P]
- E. Responsible medicine use [M]
- F. Wildlife and biodiversity [B]

OUR VALUES

We are bold: we are not afraid to challenge norms and drive new solutions to pressing challenges

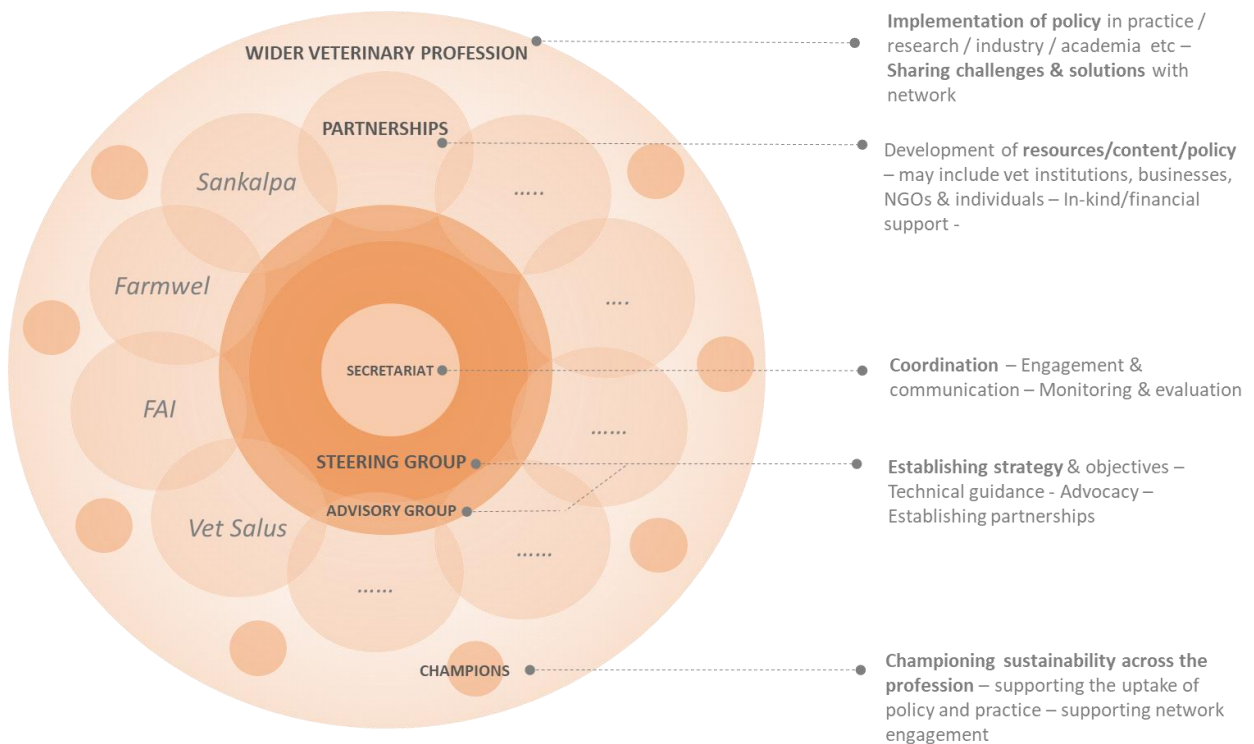
We are kind: we are respectful and open to new ideas in our interactions with each other and the wider community

We are positive: we are solutions-orientated and constructive in our dialogue

We are scientific: we refer to scientific evidence where it exists to progress our ideas

We are non-judgemental: we do not judge the actions of others and recognise our individual differences in culture and circumstance. We allow and support individuals, communities and businesses to change.

VET SUSTAIN ORGANISATIONAL STRUCTURE



ACTION PLAN

OBJECTIVE	KEY PERFORMANCE INDICATORS	DESIRED OUTCOME	ACTIVITY	RESPONSIBILITY OF / PARTNER(S) INVOLVED	TIMELINE
1. To inform and inspire a network of 5,000 veterinary professionals by 2020	Number of members of Vet Sustain Facebook group Number of Champions	Veterinary professionals are equipped to integrate sustainability principles and practices in to their working lives, considering the ethical, environmental and economic impacts of their work	1.1 Establish & build Facebook group (forum) with monthly themes, news, initiatives and network engagement pieces ✓ 1.2 Establish Facebook public page ✓ 1.3 Establish Twitter feed ✓ 1.4 Launch Webinar series 1.5 Create a network of Champions (representatives or promoters of a specified activity) across the profession to advocate policy uptake by practices/vet schools 1.6 Regular monthly column in Vet Practice	<ul style="list-style-type: none"> Secretariat Steering group Veterinary Practice magazine Champions 	2019 - 2020
2. To integrate sustainability in to the curriculum of all UK veterinary schools by 2025	Number of vet schools with curricula featuring sustainability teaching around our six focus issues	Veterinary graduates are equipped to integrate sustainability principles and practices in to their working lives, considering the ethical, environmental and economic impacts of their actions	2.1 Conduct a baseline assessment and gap analysis of current sustainability curricula at UK vet schools featuring teaching around our 6 focus issues 2.2 Develop Curriculum Guides for integration of sustainability in to vet school curricula, and facilitate access to toolkits for use as teaching materials	<ul style="list-style-type: none"> Secretariat Steering group Champions Partners (TBC) 	2019-2025
3. To integrate sustainability in to the policy and standards of the key UK veterinary associations and institutions by 2025	Number of veterinary associations/institutions with sustainability policy/standards featuring relevant focus issues	Veterinary institutions lead by example on the integration of sustainability policies and standards in to their operations	3.1 Identify representatives/key contacts for Vet Sustain within each association/ institution 3.2 Conduct a baseline assessment and gap analysis of current sustainability policies and activities undertaken by the associations/institutions around our 6 focus issues 3.3 Develop our Vet Sustain recommendations for integration of sustainability policy and standards in to the vet associations/institutions	<ul style="list-style-type: none"> Secretariat Steering group Representatives Associations/ institutions Specialist divisions 	2019-2025
4. To integrate sustainability policy	Percentage of UK veterinary practices	Veterinary businesses adopt sustainable practices in to their	4.1 Conduct a baseline assessment and gap analysis of sustainability policies and	<ul style="list-style-type: none"> Secretariat Steering group 	2019 - 2025

and practices in to >50% of UK veterinary practices by 2025	adopting sustainability policies featuring our 6 focus issues	operations and reduce their environmental footprint	practices in veterinary practices across the UK 4.2 Build a Toolkit of resources for vet practices to support the integration of sustainability policy and practices in to the workplace 4.3 Scope out and implement vet practice incentivisation schemes alongside relevant partners, for example, Sustainability Awards or a sustainability pledge campaign	<ul style="list-style-type: none"> Partners (TBC) Associations/ institutions 	
5. To inform and support veterinary professionals and vet- led businesses to influence sustainability in the sectors they are engaged with by 2025	<ul style="list-style-type: none"> Number of Toolkits developed 	Veterinary professionals and vet-led businesses are equipped to advise on sustainability issues in the sectors we engage with	5.1 Identify delivery partners for Toolkits 5.2 Build a series of electronic ' Toolkits ' of 'how to' content for vets, containing <i>solutions</i> to our six focus issues (e.g. regenerative agriculture, medicine use and the environment)	<ul style="list-style-type: none"> Partners (TBC) to help develop toolkits 	2019 - 2025
6. To formalise a governance structure and funding source(s) to sustain the secretariat and implement initiatives between 2019-2025	<ul style="list-style-type: none"> Governance structure formalised Funding secured Number of partnerships 	Vet Sustain is recognised as the global 'go to' organisation for sustainability in the veterinary profession	6.1 Identify a short-term structure and funding channel, Oct 19 => Jan 20 ✓ 6.2 Decide upon and secure a long-term governance structure for Vet Sustain (e.g. Charity or CIC) beyond Jan 2020 6.3 Secure long-term funding from partners to sustain the secretariat (1 day/week) and fund key initiatives (Toolkits) 6.4 Develop Partnership and Champion programmes to harness in-kind support	<ul style="list-style-type: none"> Secretariat Steering group Partners (TBC) Champions Associations/ institutions 	2019 - 2025