

Vet Sustain's Strategy 2025–2028: KPIs across our Strategic Pillars

Strategic Pillar 1 - LEARN: enabling through development of tools and resources		
Activity	KPI	Measurement
<p>1. To generate peer-reviewed, evidence-based toolkits, guidance and reference materials.</p> <p>2. To enable veterinary professionals and vet-led teams to adopt sustainability principles and practices themselves and to influence others in a transition to sustainable animal care.</p> <p>3. To further embed sustainability across the 6Ws within the UK veterinary curriculum.</p>	<p>1. Number, scope, quality, and impact of tools and resources generated per year.</p> <p>2. Number of UK veterinary practices benchmarked using the Carbon Calculator.</p> <p>3. Case studies of curricula incorporating sustainability principles and practices at UK veterinary schools.</p>	<p>1a. Internal monitoring of <i>number and scope</i> (across 6Ws and species groups) of Vet Sustain outputs shared on our website</p> <p>1b. Community feedback on <i>quality and impact</i> of Vet Sustain outputs through surveys, interviews, or focus groups.</p> <p>2. Internal monitoring of carbon calculations completed via our online tool.</p> <p>3. Internal monitoring of number of UK case studies showcasing sustainable curricula on the Vet Sustain website.</p>
Strategic pillar 1 - LEARN: enabling through training		
<p>4. To educate veterinary professionals and allied professionals via regular webinars, events and training courses featuring our expert network and external thought leaders on sustainability topics. (N.B. Online training will be prioritised to minimise environmental impacts and maximise participation.)</p>	<p>4a. Number, scope, quality, and impact of training courses, webinars and events held per year.</p> <p>4b. Number of our expert network involved in webinars, events and training per year.</p> <p>4c. Number/proportion of veterinary practices and workplaces with sustainability policies and practices.</p>	<p>4a. Internal monitoring of <i>number and scope</i> (across 6Ws and species groups) of Vet Sustain training, webinar and event outputs.</p> <p>4b. Community feedback on <i>quality and impact</i> of these training outputs through surveys, interviews, or focus groups</p> <p>4c. Surveys of veterinary professionals/ workplace representatives regarding sustainability policies and practices.</p>

Strategic pillar 2 - CONNECT: enabling and inspiring through developing our community, working groups and network

<p>5. To reach a wider target audience of Veterinary professionals, by expanding our reach beyond the 'Converted' to engage with the 'Early Majority' across the professions.</p> <p>6. To build people's confidence, knowledge and skills to affect positive change within their spheres of influence: at individual, practice, wider organisational / sector and societal levels.</p>	<p>5. Size and reach of our social network.</p> <p>6. Levels of confidence, knowledge and skills to advocate for and enact sustainability at individual, organisational, sector, and societal levels, <i>and</i> the role of Vet Sustain in developing these amongst veterinary professionals.</p>	<p>5. Internal monitoring of the size and scope of Vet Sustain's social media following and network subscriptions.</p> <p>6. Feedback on confidence, knowledge and skills in sustainability, and the role of Vet Sustain in developing these, measured using surveys, interviews, or focus groups.</p>
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Strategic pillar 3 – LEAD: Inspiring through communication

<p>7. To engage veterinary professionals, members of the veterinary team and interested individuals through regular blogs, articles and best practice case studies, and a quarterly newsletter.</p> <p>8. To generate discussion, motivate and celebrate positive action through the Facebook group, LinkedIn and Instagram posts.</p> <p>9. To boost the visibility of the veterinary professions as a force for sustainability via initiatives we launch through the Veterinary Sustainability alliance, articles written in the</p>	<p>7. Number and engagement with blogs, articles, case studies and quarterly newsletters per year.</p> <p>8. Level of engagement with and impact of Vet Sustain's digital marketing.</p> <p>9. Visibility and impact of the veterinary professions as a force for sustainability.</p> <p>10. Reputation of Vet Sustain as an evidence-based, compassionate, and impactful organisation,</p>	<p>7. Internal monitoring of number and engagement with Vet Sustain blogs, articles, case studies and quarterly newsletters.</p> <p>8. Internal monitoring of Vet Sustain's social media engagement by followers and network subscribers.</p> <p>9. Feedback on perceptions of veterinary professionals and the veterinary sector on our approach and contribution to sustainability, using surveys, interviews, or focus groups.</p> <p>10. Community feedback on Vet Sustain's communications and tone of 'voice', using surveys, interviews, or focus groups.</p>
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mainstream media and journal articles published in scientific journals.	amongst veterinary professionals.	
10. To communicate in a manner that is evidence-based, compelling and compassionate whilst effectively conveying the urgency and seriousness of sustainability issues.		

Strategic pillar 3 – LEAD: Enabling and inspiring through thought leadership and advocacy

<p>11. To advocate for veterinary leadership in sustainability issues, for example by launching sector-level campaigns to tackle key issues across welfare, the environment or wellbeing.</p> <p>12. To advocate policy uptake and local actions across the professions via the Vet Sustain Team, Directors, Working Group members, network and Champions network.</p> <p>13. To build a strong business case for change, with a compelling argument for the economic and social elements driving these changes.</p>	<p>11. Number, scope and impact of sector-level projects and campaigns tackling key issues across welfare, the environment and wellbeing.</p> <p>12. Visibility of sustainability at veterinary events, conferences, congresses,</p> <p>13. Number and impact of interventions (e.g., resources, tools, events) to demonstrate a strong business case for sustainability.</p>	<p>11. Internal monitoring of sector-level alliance outputs and community feedback via surveys, interviews, or focus groups.</p> <p>12a. Number of conference presentations / workshops delivered by Vet Sustain representatives.</p> <p>12b. Number of conferences/congresses showcasing sustainability in their programmes.</p> <p>13a. Internal monitoring of Business Case outputs.</p> <p>13b. Feedback on Vet Sustain's leadership and impact using surveys, interviews, or focus groups.</p>
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Sustaining Vet Sustain: ensuring our financial health, viability and wellbeing as an inclusive and impactful place to work.

14. To track and measure financial performance, to keep our organisation financially healthy and viable.	14a. Number of course sales per year.	14a/b/c/d. Internal monitoring of sales and partnerships.
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<p>15. To promote a culture of learning and improvement, so that we can continually assess what's working well, what's not, and where we need to adapt to achieve better outcomes to sustain the health and wellbeing of our team and our key stakeholders, including other species and nature.</p>	<p>14b. Number of carbon calculations sold per year.</p> <p>14c. Number of commercial supporters / Alliance members.</p> <p>14d. Number of non-commercial partners.</p> <p>14e. Other income sources: Number of consultancy projects completed, and grant won.</p> <p>15. Vet Sustain's performance as an impactful, compassionate, and inclusive place to work.</p>	<p>14e. Internal monitoring of consultancy projects and grants won.</p> <p>15a. Employee, Board, Working Group, Network and key stakeholder feedback.</p> <p>15b. Attraction and retention of talent, including growing the team to provide adequate resources.</p>
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