



Evaluation of Vet Sustain: Executive Summary

By Human Behaviour Change for Life (HBCL), March 2025

This impact assessment report evaluates the effectiveness of Vet Sustain in advancing sustainability within the veterinary profession. It consists of three parts: developing a framework to assess Vet Sustain's impact; conducting research through a survey and interviews to gather data, then analysing the results using the framework; and interpreting the findings through various models and theories to gain deeper insights and explore strategies for enhancing Vet Sustain's impact.

The survey (251 responses) comprised open-ended and closed questions, across five sections: Demographics and context; Understanding and awareness; Actions and behaviour; Outcomes and impact; and Experience and satisfaction. Twelve interviews were conducted to explore key emerging themes in greater detail, with three participants selected from each of the following four categories: corporate partners, veterinary institutes and/or associations, course participants, and working group members.

Key Findings

1. Increased knowledge and confidence

- 82% of survey participants reported increased confidence in discussing sustainability after engaging with Vet Sustain.
- 65% of respondents indicated a significant or moderate increase in awareness of sustainability challenges.

2. Positive behavioural and professional change

- Engagement with Vet Sustain leads to direct changes in veterinary practices, including improved waste reduction, carbon footprint tracking, and better use of medicines for parasite control.
- Vet Sustain's carbon literacy training is particularly influential, equipping professionals with practical tools and increasing their confidence in implementing sustainable practices.
- 55% of participants said that their involvement with Vet Sustain prompted them to take more action for the environment, animal welfare, or social wellbeing.
- 74% of participants agree that Vet Sustain will have a lasting positive impact on their work or approach to sustainability.

3. Impact on personal and professional networks

- Interviewees highlighted how Vet Sustain created a supportive professional community, encouraging collaboration and knowledge sharing.
- The ripple effect extended to influencing discussions and fostering broader engagement with sustainability across multiple routes for change.

4. Barriers and challenges

- Time constraints, financial considerations, and lack of leadership support were identified as key barriers to implementing sustainable practices.
- Although many people identify a need to broaden Vet Sustain's reach beyond those already engaged in sustainability, the role of the organisation in up-skilling engaged professionals is significant and reflected in the diagram below.



