

# Sustainable Protein Impact Map: A Collaborative Action Framework

## Accelerating Innovation to Realize Manitoba's Impact Potential

**Important Definitional Notes**

SP - Sustainable Protein (as an Initiative/ Sector / System including often the closely associated agriculture and food system / sector)

[1] Principles of Reconciliation as described in "What We Have Learned - Principles of Truth and Reconciliation (pp3-4), 2015. Truth and Reconciliation Commission of Canada.

[2] Circular Economy principles: A circular economy is based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems.

[3] Fit-for-purpose means tabular, spatial, meta and are forms of information and knowledge that are relevant, authoritative, complete, accurate, integrable, inoperable, and affordable.

[4] 21st Century competencies involve the ability to meet complex demands, thrive in a world where change is constant and continuous learning draws from a more different complementary skills such as: learning - critical thinking, creativity, collaboration, innovation, self-direction, accountability, and communication; literacy - digital information, media, technology, and life skills - flexibility and adaptability, leadership, initiative, productivity, and social skills and cross-cultural interaction.

[5] Sustainability strives to attain balance across four dimensions: (a) place minimal pressure and impact on the environment; (b) promote all aspects of an individual's health and well-being; (c) be accessible and culturally appropriate; (d) be economically viable and affordable (source FAO, WHO).

[6] For example, to inform, advance, and communicate policies, practices, research, innovative enterprise, industry, marketing, measurement and valuation, consumers, and the public.

[7] For example, Indigenous People with traditional knowledge, scientists and researchers, analysts, marketers, practitioners, policy-makers, communicators, management-planners, etc.

[8] UN SDG goals, and in particular #4 - Quality Education; #5 - Gender Equality; #8 - Decent Work and Economic Growth; #10 - Reduced Inequalities; and #16 - Peace, Justice, and Strong Institutions.

[9] This intervention and outcome drawn on the Conditions - Other Considerations section of a 2017 report titled "Matchup: A Case for Pan-Canadian Competency Frameworks" by the Canada West Foundation.

[10] OCAP™ principles are complied with regarding the right of First Nations to own, control, access, and possess information about their Peoples.

### Sustainable Protein Action Framework\* — ACTIVITIES

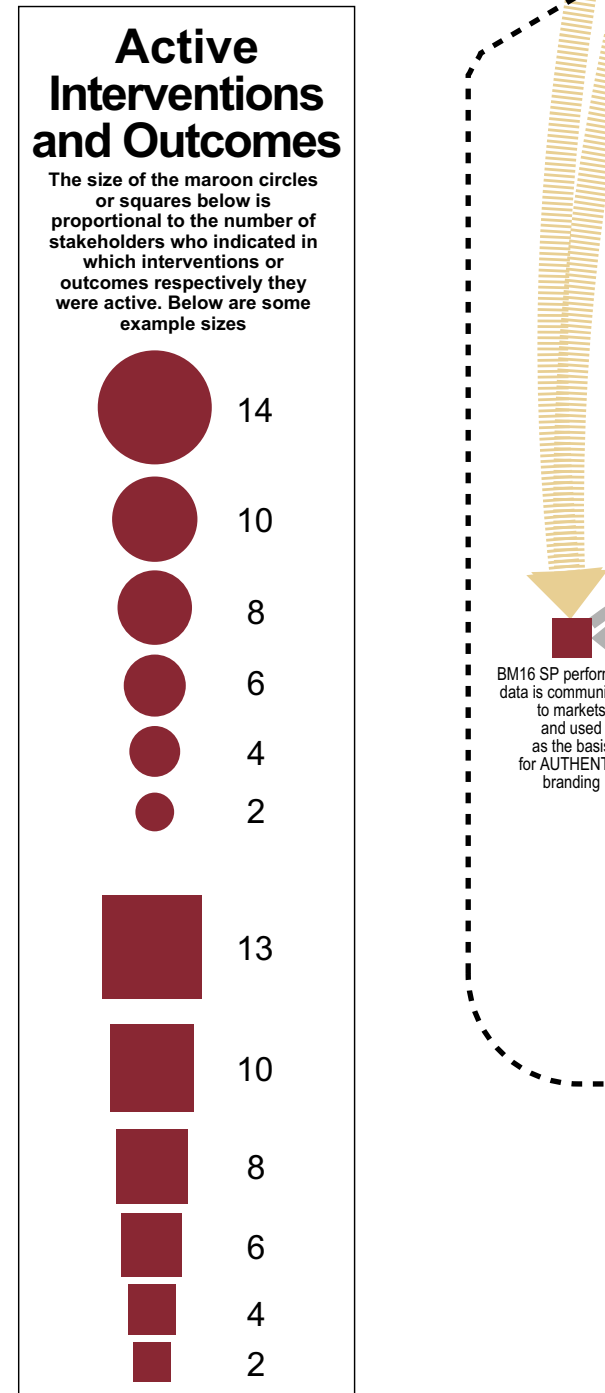
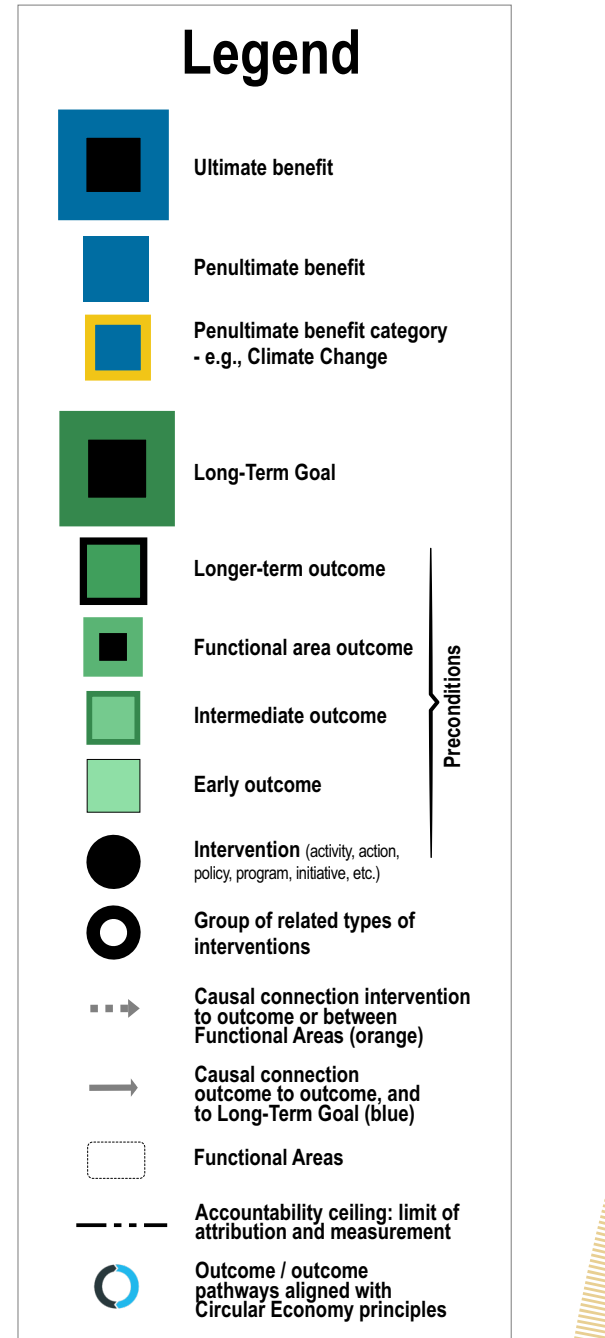
This version of the Sustainable Protein Action Framework indicates where stakeholders in the agriculture and food sectors are already active. The work was undertaken by the more than 85 participants who attended the Sustainable Protein Innovation Forum on January 28, 2021. Participants were asked to identify where they work along with the interventions and outcomes in the Map.

Developed as part of Manitoba's Sustainable Protein Advantage Strategy, under the guidance of Manitoba Agriculture and Resource Development and the Manitoba Protein Consortium.

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#### Members of the Design Team

- This Sustainable Protein Action Framework was co-created through the generous contributions and guidance of a diverse Design Team:
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  - Henry Rowlands - Detox Project
  - Denis Tremorin - Pulse Canada
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This Sustainable Protein Action Framework\* has been developed as part of Manitoba's Sustainable Protein Strategy. Consulting led by Sustainable Growth Co. Outcome Mapping led by R. Keith Jones & Associates. Challenge Dialogue System™ (CDS) [www.challengedialogue.com](http://www.challengedialogue.com) Collaborative Outcome Change Framework using Theory of Change methodology and Activity Outcome system mapping software

