Sustainable Protein Impact Map: A Collaborative Action Framework

Accelerating Innovation to Realize Manitoba's Impact Potential

Sustainable Protein Action Framework*

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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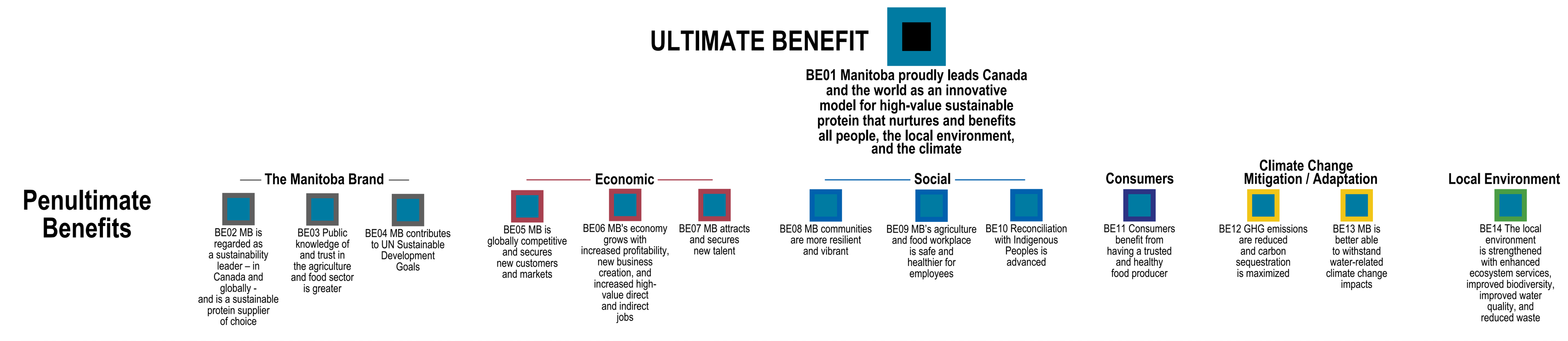
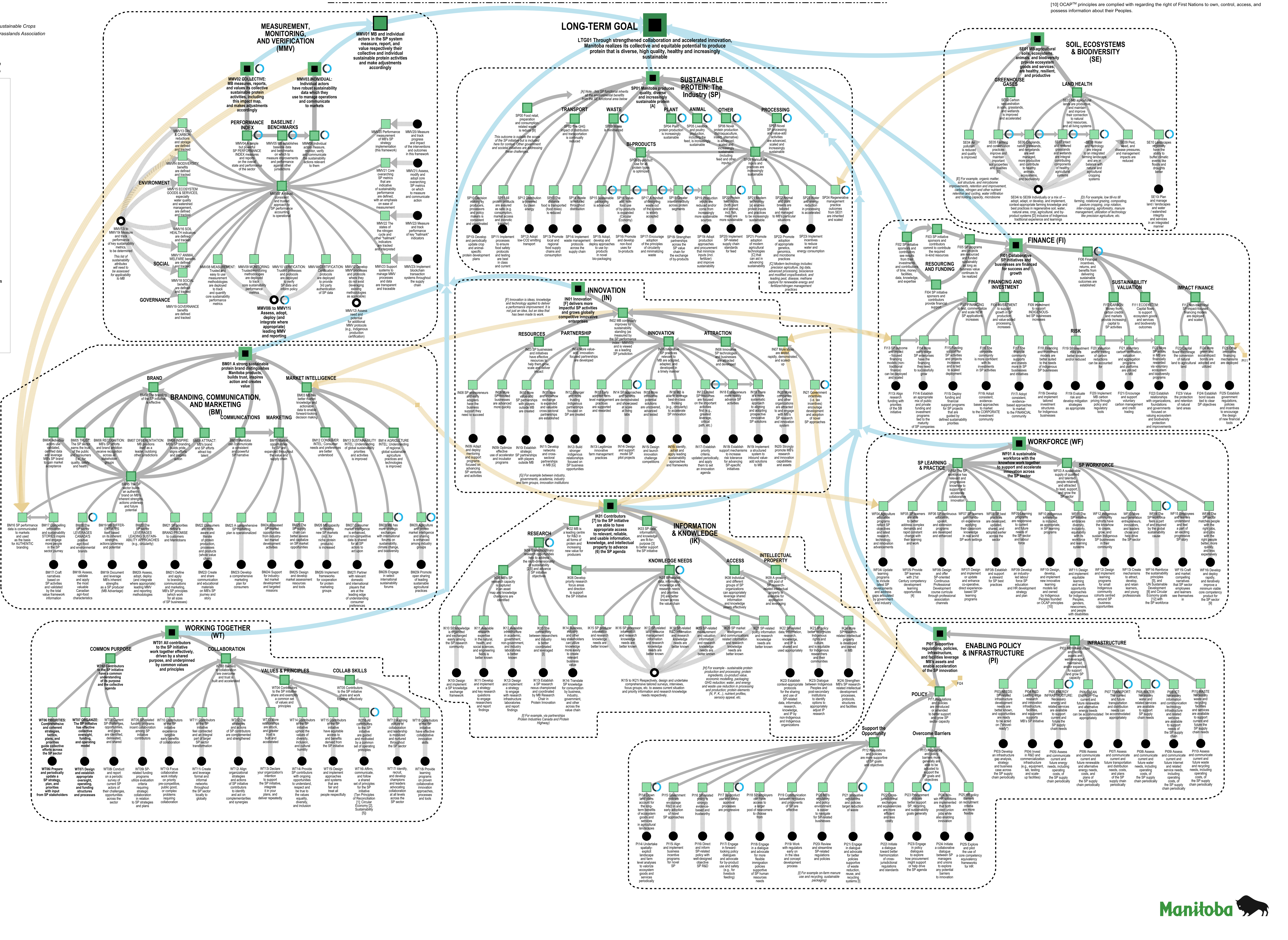
Legend

- Ultimate benefit
- Penultimate benefit
- Penultimate benefit category - e.g., Climate Change
- Long-Term Goal
- Longer-term outcome
- Functional area outcome
- Intermediate outcome
- Early outcome
- Intervention (activity, action, policy, program, initiative, etc.)
- Group of related types of interventions
- Causal connection intervention to outcome or between Functional Areas (orange)
- Causal connection outcome to outcome, and to Long-Term Goal (blue)
- Functional Areas
- Accountability ceiling: limit of attribution and measurement
- Outcome / outcome pathways aligned with Circular Economy principles

Preconditions (Longer-term outcome, Functional area outcome, Intermediate outcome, Early outcome, Intervention)





Important Definitional Notes

SP - Sustainable Protein (as in 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, integratable, 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 on many different complementary of 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 individuals health and well being; (c) be accessible and culturally acceptable; (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 draw on the Conclusions - 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.

This Sustainable Protein Action Framework* has been developed as part of Manitoba's Sustainable Protein Strategy.
Consulting led by **Sustainable Growth Co.**
www.sustainablegrowth.ca
Outcome Mapping led by **R. Keith Jones & Associates**
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*Colllaborative Outcome Change Framework using *Theory of Change* methodology and *Kumu* online system mapping software