

# Sustainable Protein Impact Map: A Collaborative Action Framework

Accelerating Innovation to Realize Manitoba's Impact Potential

## IMPACT MAP\*

Developed as part of Manitoba's Sustainable Protein Strategy, under the guidance of Manitoba Agriculture and Resource Development and the Manitoba Protein Consortium.  
Jan 14, 2021 ver. (35.75 x 29')

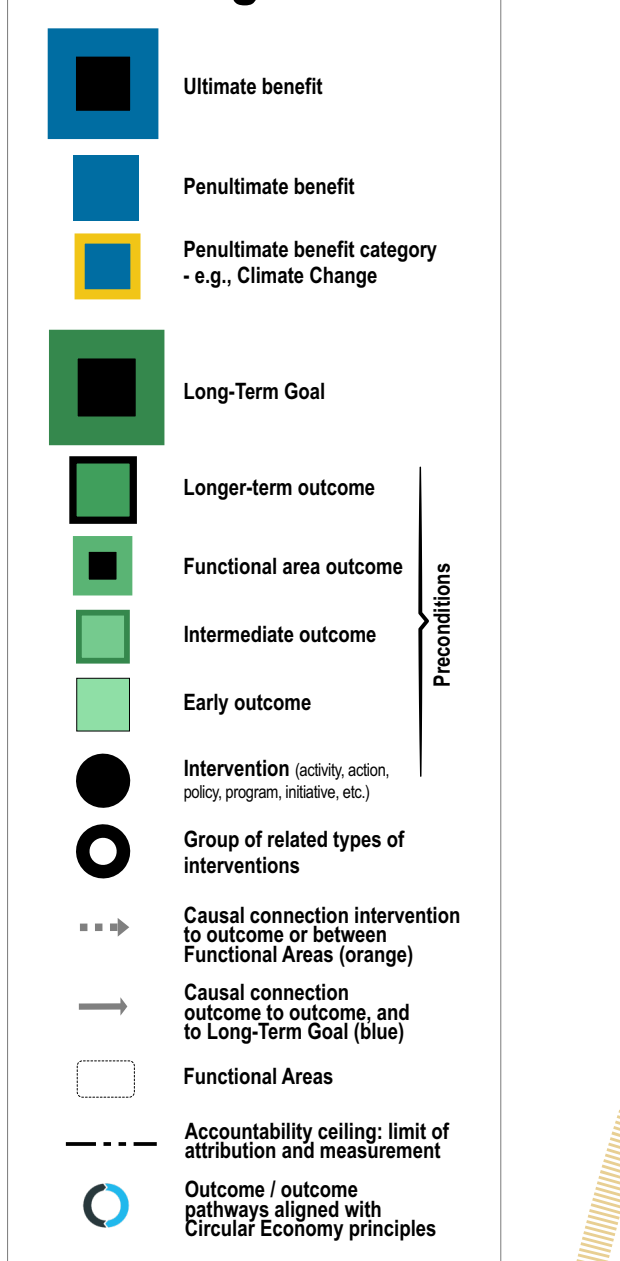
### Members of the Design Team

This Impact Map was co-created through the generous contributions and guidance of a diverse Design Team:

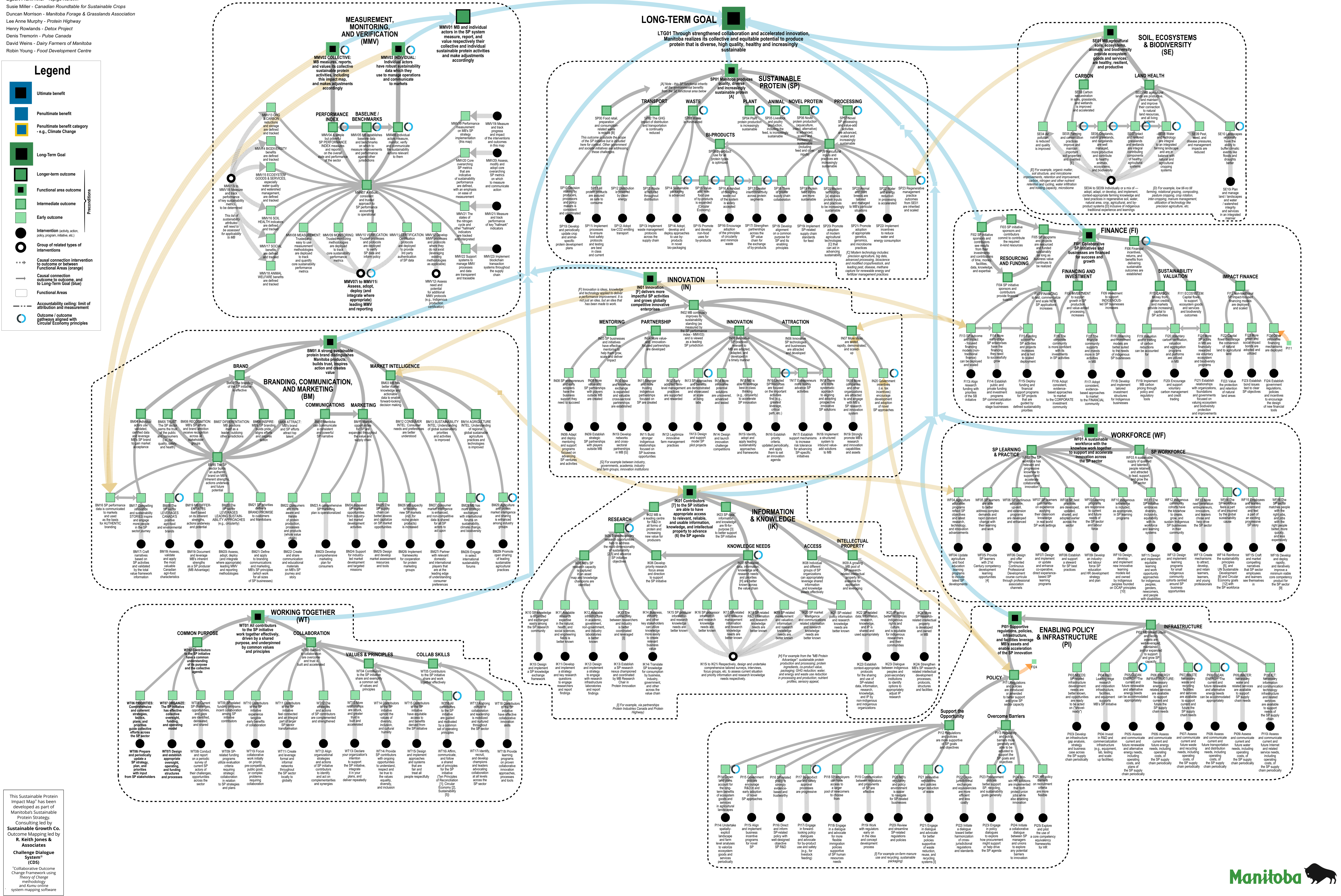
Chris Anderson - Protein Industries Canada  
Dominique Bauman - Roquette  
Sav Bellissimo - Federated Co-op Ltd.  
Carson Clark - Manitoba Beef Producers  
Tim Faveri - Maple Leaf Foods  
Bruce Hardy - Myera Group  
Wayne Hiltz - Manitoba Chicken Producers  
Jim House - University of Manitoba  
Marcel Joaquin - IQFoodCham

Egbert Frank Klot - Topigs Norsvin  
Susan Miller - Canadian Roundtable for Sustainable Crops  
Duncan Morrison - Manitoba Forage & Grasslands Association  
Lee Anne Murphy - Protein Highway  
Henry Rowlands - Detox Project  
Denis Tremorin - Pulse Canada  
David Weiss - Dairy Farmers of Manitoba  
Robin Young - Food Development Centre

## Legend



- ### Important Definitional Notes
- [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 on many 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 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 diagram is based on the 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 Impact Map\* 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)  
\*Collaborative Outcome Change Framework using Theory of Change methodology and Axiom online system mapping software

