

# Memorandum of Understanding between the British Dietetic Association and The Vegan Society

---

## Introduction

1. This Memorandum of Understanding is between the BDA and The Vegan Society. The Memorandum sets out an agreed framework for co-operation between the parties. It is not legally binding nor is it intended to cover every detailed aspect of their relationship. Rather, it is a statement of principles, which will guide relations between the parties and provide a set of workable ground rules.
2. The Memorandum cannot over-ride the statutory duties and powers of the individual parties.

## Organisation Aims and Values

### *The British Dietetic Association*

3. The BDA is the Professional Association for dietitians. Its aims are to:
  - Advance the science and practice of dietetics and associated subjects;
  - Promote training and education in the science and practice of dietetics and associated subjects;
  - Regulate the relations between dietitians and their employer through the BDA Trade Union.

### *The Vegan Society*

4. The Vegan Society is the world's oldest vegan society, whose mission is to make veganism mainstream. They seek to do this through the following long-term goals:
  - Improved vegan catering, nutrition, education and agriculture; encouraging government, public and private sector bodies to adopt and reward sustainable, healthy and compassionate lifestyles.
  - Greatly increase the number of people trying veganism and remaining vegan, because they believe that:
    - Animals have a right to life and freedom.
    - Animal exploitation also negatively affects human justice (global food distribution issues, etc).
    - Animal farming is no longer sustainable and severely damaging to the environment
    - Balanced vegan nutrition is healthy.

## Working Relationship

5. This Memorandum of Understanding will:
  - Build upon the existing working relationship that already exists between the BDA and The Vegan Society by setting out the principles to which both parties will adhere.
  - Enhance co-operation and co-ordination between the BDA and The Vegan Society.
  - Serve to inform the respective members and stakeholders of the BDA and The Vegan Society of our relationship and how we will collaborate.
6. As a result of the memorandum the BDA and The Vegan Society will:
  - Work together to show that it is possible to follow a well-planned, plant-based, vegan-friendly diet that supports healthy living in people of all ages, and during pregnancy and breastfeeding.
  - Promote reliable, evidence based advice on a healthy vegan diet to members of the public, services users and medical professionals.
  - Clearly promote the partnership on their websites and through other appropriate channels.
  - Collaborate on projects and campaigns deemed to be of mutual benefit.
  - Work together to produce resources of relevance to Vegan Society and BDA members and endorse them according to the BDA and Vegan Society endorsement processes.
  - Provide mutual support for initiatives through communication channels including organisational websites, journals and social media.
  - Endeavour to share information, professional advice and resources that are relevant.

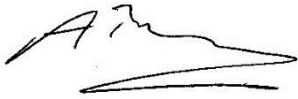
## Working Arrangements

7. The day to day relationship between The Vegan Society and the BDA will be between The Vegan Society Dietitian or Head of Campaigns & Policy and the BDA Public Health Specialist Group via a representative of the Plant Based Nutrition Group. The BDA head office team shall be kept updated on a regular basis, and further support provided as necessary.
8. When appropriate, there shall be at least twice yearly contact meetings or calls between The Vegan Society Dietitian or Head of Campaigns & Policy and the BDA Public Health Specialist Group via a representative of the Plant Based Nutrition Group to provide updates and facilitate future planning. BDA Head Office staff shall support these meetings or calls.
9. Through the course of the co-operation, The BDA and The Vegan Society may, from time to time, be sharing commercially confidential information with each other to the extent that this is necessary for the preparation of specified joint projects. All transactions of information must adhere to each organisation's data protection and information governance policies and be considered by each party's executive. All information must be kept confidential and not be shared with any other third party. The parties agree to inform each other on relevant / related work to the co-operation.
10. Any proposed use of The Vegan Society or BDA logo or references to the project in press releases or publications etc. by the other must be considered by the other's executive. Either party will receive a written response to their enquiry and will be required, if permission is granted, to adhere to the other's corporate identity guidelines.
11. Neither party will be granted any rights over the content of the other's resources or materials.
12. The BDA and The Vegan Society may make such arrangements to financially support one another at events or with specific projects through separate agreements as appropriate. Any such agreements will be developed between the BDA's External Relations and Development Officer and The Vegan Society Head of Campaigns & Policy.

## General Matters

13. Both parties are committed, whenever possible, to solving any disagreements under this Memorandum through normal administrative channels.
14. This Memorandum is effective from July 2017 until July 2020, where it will be required to be renewed. Amendments to this Memorandum may be made at any time in the interim by agreement between both parties. In addition, this agreement will be reviewed on yearly basis and updated, as necessary, in light of experience of its operation in practice.
15. An up-to-date version of this Memorandum will be published on the BDA and The Vegan Society websites.

*Signed by:*



Andy Burman  
Chief Executive, BDA



George Gill  
Chief Executive, The Vegan Society