



## Terms of Reference

### Vegan Accords Standards Committee

The Vegan Accords is a nonprofit movement dedicated to accelerating the adoption of plant-based living by building the cultural, community, and societal infrastructure necessary to support long-term systemic change. The organization seeks to bring together communities, institutions, creators, advocates, businesses, and individuals to help create environments where plant-based living is more visible, accessible, and widely supported.

One of the organization's primary initiatives is **The Vegan Accords Cities Initiative**, which explores how formal agreements between The Vegan Accords and participating cities, communities, and local stakeholders can help accelerate support for plant-based living through collaboration, public participation, cultural engagement, tourism, and economic activation.

To support the development of this initiative, The Vegan Accords is convening a select group of committee members for the inaugural **Vegan Accords Standards Founding Summit**.

#### 1. Purpose of Standards Founding Summit

The purpose of The Vegan Accords Standards Founding Summit is to bring together 25 Committee Members from across the vegan movement, including advocates, creators, entrepreneurs, business leaders, researchers, community leaders, and other individuals committed to advancing plant-based living.

Working collaboratively, Committee members will help establish the foundational framework that could shape how cities around the world engage with plant-based living for decades to come.

The Summit will serve as a facilitated working session focused on identifying, exploring, and refining the principles, standards, commitments, incentives, and partnership models that will form the basis of future Vegan Accords Standards between participating cities and The Vegan Accords.

#### 2. Objectives

The objectives of The Vegan Accords Standards Committee are to:

- Explore opportunities for cities and communities to support and strengthen plant-based living.
- Identify potential standards, commitments, and measures that participating cities may work toward over time.
- Explore economic, tourism, cultural, business, community, and institutional strategies that could support the initiative.
- Consider approaches for fostering collaboration between municipalities, businesses, institutions, tourism partners, creators, and community stakeholders.
- Identify opportunities, risks, implementation considerations, and areas requiring further research or development.
- Contribute to the development of a draft Cities Standards Framework for future public review and consultation.

### 3. Mandate

The Vegan Accords Standards Committee is an advisory body established to support the development of The Vegan Accords Cities Initiative.

Committee members will play a meaningful role in shaping the recommendations, concepts, principles, and draft standards that emerge from the Standards Founding Summit.

The Committee's role is to provide insight, expertise, lived experience, strategic advice, and recommendations.

### 4. Membership Composition

The Committee will consist of 25 members selected by The Vegan Accords.

The Vegan Accords seeks to assemble a diverse range of perspectives and experiences, which may include:

- Vegan advocates and activists
- Animal welfare leaders
- Entrepreneurs and business leaders
- Sustainability professionals
- Tourism and hospitality stakeholders
- Researchers and academics
- Public policy professionals
- Nonprofit leaders
- Individuals with lived experience and demonstrated commitment to plant-based living

## 5. Responsibilities of Members

Committee members are expected to:

- Attend and actively participate in the two-day Standards Founding Summit.
- Contribute ideas, expertise, lived experiences, and perspectives respectively and constructively in facilitated discussions.
- Review any materials provided before or after the Summit.
- Help identify opportunities, priorities, challenges, and future directions related to the Cities Initiative.
- Contribute to the development and refinement of draft standards and recommendations.
- Participate in post-Summit review activities, where feasible.
- Act in good faith and in support of the objectives of the initiative.

Committee Members are also encouraged to serve as ambassadors for The Vegan Accords by:

- Sharing insights and experiences from their participation.
- Amplifying awareness of the initiative.
- Participating in future advisory activities where possible.

## 6. Travel, Accommodations, and Meals

Reasonable accommodations associated with participation in the Standards Founding Summit can be provided if needed.

Travel support may also be available where required, subject to the resources available to The Vegan Accords and prior approval.

## 7. Media Participation and Content Creation

The Vegan Accords Standards Founding Summit will be professionally photographed and filmed.

Committee members may be invited to participate in:

- Filmed interviews
- Panel discussions
- Social media content
- Promotional content
- Documentary-style storytelling initiatives

- Future communications related to The Vegan Accords and Cities Initiative

By participating in The Vegan Accords Standards Committee, members agree that:

- The Vegan Accords shall retain ownership of content created during the Summit.
- The Vegan Accords may use such content indefinitely for promotional, educational, communications, fundraising, and organizational purposes.
- Participants will receive copies of approved content for their own promotional and educational use.

## 8. Post-Summit Review Process

Following the Standards Founding Summit, The Vegan Accords will prepare a draft Cities Standards Framework based on the recommendations and insights generated during the event.

The draft framework may be shared with:

- Committee members
- Applicants who were not selected for the Committee
- Community stakeholders
- Strategic partners
- Subject matter experts

Feedback received during this review process will be considered prior to finalization and public release.

## 9. Conflict of Interest

Committee members are expected to disclose any actual, potential, or perceived conflicts of interest that may arise in relation to the work of the Committee.

The existence of a conflict does not automatically prevent participation; however, The Vegan Accords may determine appropriate measures to ensure the integrity of the process.

Committee members are expected to participate in good faith and prioritize the objectives of the initiative over personal, commercial, organizational, or regional interests.

## 10. Term of Participation

The formal term of participation as a Committee member will begin upon appointment and conclude following completion of the Standards Founding Summit and associated review activities.

Committee members may be invited to continue contributing to future advisory activities, working groups, governance bodies, pilot initiatives, or board development efforts; however, no ongoing appointment is implied through participation in the Standards Founding Summit.

## 11. Guiding Principles

The work of The Vegan Accords Standards Committee will be guided by the following principles:

- Collaboration over competition.
- Participation over perfection.
- Respectful and constructive dialogue.
- Long-term systems thinking.
- Practical and achievable progress.
- Transparency and accountability.
- Compassion for animals, people, communities, and future generations.
- A commitment to building the cultural, community, civic, and economic infrastructure necessary to support long-term growth in plant-based living.