Follow-Up Questions for ProVeg International, Part One (2018)

How do you measure the outcomes of your most important programs at present?

Currently we are working on a metric to measure our success towards 50by40 (slide 194). For the alignment of interventions to our missions, we will conduct a more detailed needs assessments (slide 192). To identify the key determining factors of our projects, the research department is currently working on Impact Logic Models. These models also allow us to see the various interdependencies of our projects and enable us to more efficiently use them (slide 193). For the monitoring of our projects, we have a KPI list/database. For workshops and events like the Corporate Outreach 50by40 summit, Plant Powered Pupils and others, we are using questionnaires for pre- and post-evaluation.

As an organization, what are your goals for the coming year? Have your long-term goals changed since we last spoke?

Please note that we will have our strategy days at the end of August 2018. There, together with all international ProVeg countries, we will develop our strategy for the next year. All our activities are aligned with our existing 50by40 mission.

What does ProVeg do to create or revise the strategic plan, or to set strategy if no formal plan is used? How often? How is the board involved?

Our strategy is created and revised on a yearly basis in a collaborative process between the leadership, department heads, and external experts.

If you have set specific goals for what you wanted to accomplish in the past, have you achieved them?

After the foundation of ProVeg International in 2017 we have already successfully established national ProVeg branches in the Netherlands, Poland, South Africa, Spain, and the United Kingdom.
Is ProVeg engaged in collaborations with other advocates or advocacy groups?

We address this in slides 233–236 of our Accomplishments. In addition, we cooperate with:

- Climate Alliance Germany
- Food and Climate Alliance
- Climate Action Network Europe
- Albert Schweitzer Foundation
- Berlin Vegan
- BIO.VEG.AN
- HSUS (50by40 Corporate Outreach summit)
- Friends of the Earth Germany (BUND, Federal Volunteership)
- Center for Effective Vegan Advocacy (joint program with Beyond Carnism)
- Center for Effective Altruism
- Effective Altruism Foundation
- Vegan Society Austria
- SwissVeg
- Ethical Vegetarian Alternative
- Sebastian Joy is a vice president of the European Vegetarian Union as well as regional coordinator of the International Vegetarian Union

How do you integrate and encourage diversity practices in your recruitment and hiring process?

We address this in slide 202 of our Accomplishments. Additionally:

- We make an explicit diversity statement in job ads
- We train HR and hiring managers to focus on expertise and job fit, acting in line with the German Equality law
- We ask people to apply without photos (which is still very common in Germany) and also do think about a way to make the process even more anonymous
- In addition to interviews we use trial tasks and online tests (Universal Cognitive Aptitude Test, Big Five) that lead to more objective ways to decide about hires
- We do a diverse spreading of job ads to encourage applications from various backgrounds
- We made sure that our new International Director is a non-German woman, recently hired a woman of color for our South African team (which used to be an all white vegan group previously)
Can you give an example of how your organization benefited from diversity programs, or from having diverse members in their work community?

ProVeg currently has core team members from over 20 different nationalities, speaking about 20 different (native) languages, from all continents (except Australia and Antarctica). They represent a huge variety of backgrounds (former Soviet Union, former war areas like Afghanistan, communist China, progressive Scandinavia, African libertarians, POC/VOC, members from the LGBTTIQ* community, etc.) and therefore bring a wealth of cultural values and ideas to ProVeg, making us a truly international organization and helping us to communicate successfully with our various target groups and stakeholders. In early 2018 we established a diversity/inclusivity working group that is working on making ProVeg even more inclusive.

Does the charity provide employees with a workplace that has policies and serious protocols to address harassment and discrimination?

Our Code of Conduct sets clear guidelines on how we want to treat each other. Acts of discrimination, harassment, bullying or victimization against staff, volunteers or customers are disciplinary offenses and will be dealt with under ProVeg International’s disciplinary procedure. Conduct of this type will often be gross misconduct, which can lead to dismissal without notice. If a team member feels harassed or discriminated against in any way, they have the opportunity to contact different groups of people. This is laid down in our "New at ProVeg" manual. The first contact person is the superior or the HR department. If this is not possible, the Trust Council, a two-person team of one woman and one man elected by the team, is available. In addition, we emphasize repeatedly that the management can also be approached out of line in the event of extraordinary incidents. This ensures that incidents cannot be ignored. Furthermore, our HR manager is trained in dealing with harassment and discrimination allegations. She is also assisted by an experienced labor lawyer who can assess the legal consequences of such misconduct.

In the process of our internationalization, we are currently examining to what extent we can introduce a transnational anti-harassment- and anti-discrimination policy which takes the legal situation of different national jurisdictions into account.