**Strategic Partnership Selection Framework**

By formalising these criteria and processes, we can ensure a more structured and transparent approach to selecting corporate partners, fostering successful and mutually beneficial collaborations.

1. **Member Consideration:**
   * Consider any impact of partnerships on the broader veterinary community and BVA’s values.
   * Seek partners that will add value to our members through thought leadership, debate, or other means.
2. A**lignment with Values and Policies:** 
   * Prioritise partners who not only share our commitment to evidence-led approaches but also value transparency and open communication in their interactions.
   * Seek partners aligned with BVA's policy agenda, ensuring shared values in animal health, welfare, and environmental sustainability.
   * Look for partners who demonstrate leadership in equality, equity, diversity, and inclusion, fostering an inclusive environment that resonates with BVA's values.
3. **Ethical and Environmentally Conscious:**
   * Ensure partners are ethically sound and environmentally conscious.
   * Prioritise partners who undergo rigorous ethical scrutiny to ensure their business practices align with BVA's ethical standards.
   * Encourage partnerships with organisations that demonstrate a commitment to environmental sustainability, green innovation, and sustainable technologies.
4. **Conflict Avoidance:**
   * Avoid conflicts of interest by ensuring partner business activities and policies align with BVA's values without reputational issues.
   * BVA represents members at every career stage, working for every type of employer in the veterinary sector. For this reason, BVA will refrain from developing direct corporate partnerships with any single veterinary employer, whether or not they provide BVA membership for their veterinary employees.
5. **Long-Term Vision Alignment:**
   * Select partners with a long-term goal that aligns with BVA's strategic aims.
   * Prioritise potential partners that are invested in building a sustainable and enduring relationship, contributing to the long-term success of both organisations.