



## U.S. Roundtable for Sustainable Beef (USRSB) Guiding Principles and Guidelines for Project Support

The U.S. Roundtable for Sustainable Beef (USRSB) is a multi-stakeholder initiative developed to advance, support and communicate continuous improvement in sustainability of U.S. beef production. The USRSB achieves this through leadership, innovation, multi-stakeholder engagement, and collaboration.

***Vision:** The U.S. beef value chain is the trusted global leader in environmentally sound, socially responsible and economically viable beef.*

***Mission:** To advance, support and communicate continuous improvement in the sustainability of U.S. beef production by educating and engaging the beef value-chain through a collaborative multi-stakeholder effort.*

As a transparent effort focused on shaping the sustainability framework for the U.S. beef value chain, the USRSB encourages and promotes continuous improvement through several actions, including:

- Identifying sustainability indicators
- Establishing verification methodologies
- Generating field project data to test sustainability concepts
- Providing a forum for open discussion, information exchange and program development
- Offering stakeholders an equal opportunity through membership participation

To promote and encourage continuous improvement in sustainability of the U.S. beef value chain, the USRSB has developed the following guiding principles and guidelines for project support through the efforts of the Engagement, Measurement & Progress Working Group (EMPWG) to recognize, as appropriate, other sustainability initiatives whose aims are consistent with our mission and vision.

### **Guidelines for Project Support:**

The EMPWG will develop and manage processes to review and support external projects, field trials, pilot projects and resources that align with the USRSB vision and mission to further advance, support and communicate continuous improvement in sustainability of the U.S. beef value chain. For a project to be considered the following requirements must be met:

1. Project must align with the USRSB Mission, Vision, and one or more of the priority indicators and related metrics
2. Project must have components that allow for continuous improvement
3. Project should report on any recorded or identified gaps that may exist
4. Project must contribute to the US Beef value chain being the trusted global leader in environmentally sound, economically viable and socially responsible beef production

Projects that meet these requirements are eligible for consideration for USRSB project support and/or recognition based on their alignment to the USRSB priority indicators and metrics as well as their intrinsic contribution to the U.S. beef value chain. Project proposals under consideration will then be evaluated based on the guiding principles and criteria for selection outlined below.

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## MISSION

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To advance, support and communicate continuous improvement in the sustainability of U.S. beef production by educating & engaging the beef value-chain through a collaborative multi-stakeholder effort.



## Guiding Principles:

Projects under consideration will be evaluated by the Project Proposal Review Committee based on their alignment to the USRSB priority indicators and metrics as well as their intrinsic contribution to the U.S. beef value chain. Projects will be considered based on submitted proposals and accompanying documentation, with priority given to projects that meet multiple objectives. For reference, projects must meet the requirements outlined in the guidelines for project support above and score at least a “medium,” based on the specifications provided below in the criteria for project selection to be admissible for consideration for USRSB project support and/or recognition.

## Criteria for Selection:

For reference, projects under consideration will be evaluated by the Project Proposal Review Committee based on the following discoveries:

### Opportunity for Improvement

		Low	Medium	High
Aligns with USRSB indicators and metrics	Low			
	Medium			
	High			

Criteria	Low	Medium	High
Number of indicators measured			
Number of metrics measured			
Number of sectors evaluated across the value chain			
Potential impact			
Adoptability/practicality			
Plan for education/ dissemination			
Leveraging of support			
Status of Funding			
Likelihood of success			
Multi-stakeholder			
Ongoing initiative			
Industry or market driven			
Science based			
Ability of the proposing team to execute			
<b>TOTAL</b>			

For more information on the management and development of processes to review and support external projects, field trials, pilot projects and resources that align with the USRSB vision and mission USRSB please [click here](#) or visit [www.usrsb.org/projectsupport.aspx](http://www.usrsb.org/projectsupport.aspx).