

GM Freeze Strategic Plan beyond 2019

Agreed by the Management Committee, June 2019



VISION, MISSION AND VALUES

Our vision

GM Freeze is working to help create a world in which our food is produced responsibly, fairly and sustainably.

Our mission

GM Freeze exists to consider and raise the profile of concerns about the impact of genetic modification. We inform, inspire, represent and support those who share our concerns. We campaign for a moratorium on GM food and farming in the UK. We oppose the patenting of genetic resources.

The core values that motivate our work

- 1 We believe that everyone in the world deserves nutritious food that is produced responsibly, fairly and sustainably.
- 2 We believe that people have a right to know what they are eating and how it was produced.
- 3 We believe that farming is a vital and valued part of British life, the landscape and our economy.
- 4 We believe that social factors, justice and ethics are important considerations in food and farming policy.
- 5 We believe that the precautionary principle must be applied when considering the risks of releasing new technology into the environment.
- 6 We believe that genetic resources are a public good and should not be controlled by any individual, group or company.
- 7 We believe that resilience relies on diversity and that global food security cannot be achieved without maintaining a wide variety of crops, animals and farming practices.
- 8 We believe that the cloning of farm animals causes great suffering and is, therefore, unacceptable.
- 9 We work from a strong evidence base.
- 10 We work collaboratively with others to achieve shared goals while respecting each organisation or individual's different perspective and approach.

STRATEGIC AIMS

1. We will **oppose** the cultivation, import, production and sale of GM crops, seed, animal feed and food in the UK, by influencing policy and regulation of all forms of genetic engineering in food and farming.

Work towards this aim may include:

- a. Campaigning for robust regulation of GM in food and farming.
- b. Advocating for the enforcement of GM food and farming regulations.
- c. Engaging with consultations, inquiries and other formal mechanisms.
- d. Supporting individuals and organisations to express their concerns via formal channels and other means.

We will know that we have succeeded when the UK's fields remain GM free and there are no GM products or ingredients on sale in the UK.

2. While GM is present in UK food and farming, we will campaign for greater **transparency** and support people's right to make informed choices about what they buy, use and eat.

Work towards this aim may include:

- a. Campaigning against any dilution of current GM labelling requirements.
- b. Campaigning for transparency about the use of GM across the food chain, including clear consumer labelling of GM-fed meat, eggs and dairy products.
- c. Highlighting good and bad practice to help people avoid GM if they wish to do so.
- d. Working with organisations and individuals who value choice, regardless of their overall position on GM.

We will know that we have succeeded when people in the UK can easily identify and avoid all uses of GM in food and farming.

3. We will change the **narrative** and win public support by effectively presenting the evidence-based case against GM across a range of channels and audiences.

Work towards this aim may include:

- a. Developing and sharing effective messages about the reasons why GM has no place in responsible, fair or sustainable farming or food production.
- b. Continuously improving the impact of our own communications.
- c. Responding to relevant news stories, scientific research, commercial developments and other events.
- d. Working with scientists and other experts to ensure that we keep abreast of relevant scientific, agricultural, political and commercial developments.

We will know that we have succeeded when there is a meaningful, informed debate about GM amongst politicians, the media, regulators, retailers and the general public.

4. We will provide an **umbrella** to support and build the network of organisations, campaigners and individuals that share our vision of a GM-free food and farming system.

Work towards this aim may include:

- a. Growing our membership and the wider network of stakeholders who subscribe to our mission.
- b. Supporting our members, supporters and grassroots campaigners with information, advice and resources.
- c. Fostering cooperation across the GM movement by sharing information, plans and activities.
- d. Working in partnership with, and supporting co-ordination amongst, our members, supporters, funders and other key stakeholders to maximise our collective effectiveness.

We will know that we have succeeded when we see a revival of GM campaigning in the UK.

5. We will **improve** our own effectiveness as an organisation

Work towards this aim may include:

- a. Reviewing progress, seeking feedback and adapting our plans and tactics in response to what we learn.
- b. Operating effective internal systems that are proportionate to our size and strategy.
- c. Being a good employer.
- d. Broadening our funding base while retaining strict ethical standards about how we raise the money that pays for our work.

We will know that we have succeeded when we achieve our other strategic aims and deliver each year's operational plan on time and within budget.

GUIDING PRINCIPLES

The following principles will be used to assess the relative merits of proposed workstreams and objectives. The ten principles are presented in order of priority and should be considered in the context of available resources, including staff time. As this approach is new to GM Freeze, we will review the helpfulness of the principles after a year of use.

1. Everything that we do must contribute to our mission and reflect our core values.
2. Everything that we do must contribute to one or more of our strategic aims.
3. We will focus on the UK, including transnational work that will directly impact on UK food and farming.
4. We will focus on a few key areas of work at a time, rather than spreading ourselves too thin. This means saying no to some work that otherwise meets the criteria set out in these principles.
5. We will leave space in our operational plans for reactive work responding to external events.
6. We will prioritise projects that have attracted specific funding over work that must be paid for from core funds, especially when funded projects must be completed against a fixed timetable.
7. We will prioritise work that has the highest chance of success. We will not continue or repeat work that fails to achieve agreed aims or objectives unless we have a clear understanding of what changes are likely to bring success.
8. We will prioritise activities where our inputs will be amplified by the work of others, or where we can uniquely add value to projects and activities led by others. However, we will avoid duplicating work done by others and will discourage others from duplicating work that we have already completed or committed to complete, other than where such duplication is intentionally employed to increase impact.
9. We will prioritise work that complements and builds on existing commitments and achievements, whilst avoiding duplication, as noted above.
10. The views of our members and supporters are important but must be considered alongside our strategic aims and the interests of other stakeholders (including funders).