

## **EARA looks ahead with strategic objectives for next five years**

EARA has set out the association's vision and mission and its strategic objectives up until to 2023, following its General Assembly in Munich, Germany.

The Strategic Review looks at the background to EARA's founding in 2014 and its achievements. The association now has more than 70 member organisations from private and public research as well as professional bodies across 15 countries in Europe.

EARA was founded following recognition of the need to develop, establish and implement proactive communication strategies to improve public understanding and acceptability of animal research, and to help co-ordinate the sector to speak with a unified voice to decision makers in Brussels and with the national advocacy organisations.

Among EARA's achievements are the forming of formal and informal networks, particularly in Belgium, Germany, Italy, Portugal and Spain, engagement with the EU on regulation and consultation, a social media presence in seven languages and support for the supply chain in Europe.

EARA Executive Director, Kirk Leech, said: "EARA has come a long way in a short time, but there is still much more to do and our core objectives for the next five years will help us stay on track to raise awareness of the important work being done in the life sciences across Europe."

### **EARA has now reiterated its vision and mission statements:**

**Our vision** is that the understanding and recognition of the importance and benefits of research involving animals across Europe is acknowledged by a significant majority of society, allowing for a more constructive dialogue with all stakeholders and a more efficient and dispassionate climate for research.

**Our mission** is to become the leading European voice for the life sciences sector (academic institutions, associations and industry) that use animals in research for human, animal and environmental benefit. EARA will provide a European platform for public and other external stakeholders to be informed and learn about animal research, its benefits and limitations.

To meet the ambitions of its vision and mission statements and to reach its key audiences EARA has now identified five core strategy objectives for the next five years.

- Adapt the existing framework of policies, practices, procedures, and responsibilities for the effective management of EARA and manage the association's growth through the creation of a new governance structure.

- To represent the European life sciences sector at EU institutions and at European national authority level
- To improve public awareness and acceptance of the importance of the use of animals for biomedical research for human, animal and environmental benefit.
- To facilitate choice and sustainability in the supply chain for animal research
- To ensure the expansion of the EARA network across Europe. To assist in the formation of national advocacy networks.

End

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