

# Standard Operating Procedure (SOP) on Collaborative Relationships

World Small Animal Veterinary Association (WSAVA)

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This document determines the definition of MOU (Memorandum of Understanding), Partnership, Endorsement and Support.

## 1. MOU

to be used for non-contractual agreements between WSAVA and parties that shares the same missions/goals with the aim to enhance or support current activities of each

- a. The mission and profile of the outside party must be scrutinized to ensure it is in alignment with WSAVA
- b. No conflict of interest foreseen
- c. Signing the MOU must be followed by specific action plans to validate the purpose of agreement (this should be in the form of “letter of agreement”)
- d. Publicizing the relationship can be done from PR outlets of each group but does not need to be present on long standing online or offline resources (e.g., website, stationary, shared logo space etc.).

## 2. Partnership

to be used for relationships that share mutual benefits e.g., shared profit from sales, shared database, shared resources.

- a. There is a clear exchange of benefits to each party (financial in return for sales through members, member outreach in return for resources to members – GE/CB)
- b. The relationship is to be non-exclusive. (e.g., Educational partnerships: JSAP and GE/CB)
- c. For an exclusive partnership- this should be viewed as outsourcing services to brand under WSAVA or equal logo presence if a quid pro quo benefit determined.
- d. Either contract or letter of agreement required
- e. Publicizing the relationship should be on PR outlets of both parties (if relevant) for the duration of the partnership or activity

## 3. Endorsement

to be used if the WSAVA is approached or requested to endorse certain parties, activities or products. In this context the board must determine:

- a. That the party, activity, product to be endorsed must be scrutinized to ensure its objectives are in alignment with the WSAVA





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- b.** That the endorsement carries benefit to both the WSAVA and/or its members and the endorsed

#### **4. Support**

- a.** WSAVA provides Financial support such as CE activities
- b.** WSAVA provides resource support such as speakers, guideline templates
- c.** WSAVA provides letters of support such as position statements, guidelines for members activities
- d.** A supporting relationship requires a letter of agreement
- e.** If WSAVA provides support, acknowledgement of this support needs to be visible through logo presence, PR outlets, and other channels according to agreements.

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