

# Healthy animals, healthier people and a healthier planet

The European animal health  
industry's sustainability focus



# Introduction

Europe, through its Green Deal, is striving to be the first climate-neutral continent in the world. By turning climate and environmental challenges into opportunities, and making the transition just and inclusive for all, the Green Deal is promoted as the plan to make the EU's economy sustainable, modern and resource-efficient.

We know that we have a responsibility to contribute to a sustainable future. Thus our focus lies on protecting animal health.

We also ensure that our products and services contribute to the three pillars of sustainability: social, economic, and environmental. But we also look at how, as an industry, we can contribute to the Green Deal and support the EU's stated ambition to become the first climate-neutral region in the world. Our members' dedication to science and innovation for animal health goes hand-in-hand with a focus on a clean, fair and circular economy, alongside healthy and sustainable communities.

## Our focus

**Responsible business conduct**



**Responsible sourcing**



**Responsible research**



**Responsible manufacturing**



**Responsible use & disposal**



The challenges we are all facing in the coming decades are significant, but the role healthy animals play in accelerating efforts to fulfil Europe's sustainability goals is paramount. Animal illness negatively impacts the production of fish, meat, milk and eggs, leading to food losses and waste as early as on farm level. Ill health has repercussions not only on the welfare of the animals, but on farm incomes, on food supply and safety as well as on the environment due to resource and land use required in farming.

In addition, in the globalised world we live in, pathogens in wildlife can cross over into vulnerable populations of people and domestic animals, as we saw with Covid-19. There is greater awareness today that people, animals, and our environment, all share "One Health". What affects one, will affect the others. So protecting animal health on both a European and global scale plays a central role in a more sustainable future.



# The European animal health industry's sustainability focus

We know that the well-being of animals in agriculture is a priority for society. And the health of our planet is a top priority for our future. That's why we remain committed to ensuring that animals are cared for and raised in the best possible conditions, while respecting biodiversity and the environment. This means that we support vets, farmers and other animal owners by providing animal health products and services that help to ensure holistic care.

We also believe it is our responsibility to look to where we as an industry can contribute to sustainability through our members' business practices.

On top of providing innovative solutions and services to detect, prevent and treat diseases for the holistic care of animals, our members focus on 5 key principles:

## 1. Responsible business conduct

- We promote equal opportunities and retain employment positions in Europe where possible.
- We invest in training, health and safety and work/life balance.
- Our HQs look to sustainable materials, sourcing and energy use where possible, and we support investments in our local communities.
- 8% of our turnover on average is re-invested in innovative research.



## 2. Responsible sourcing

- Where options exist, we source the ingredients and technologies for our products and services through responsible providers.
- Our companies ensure providers adhere to strict criteria for sourcing which respects local communities and biodiversity in compliance with the Nagoya Treaty.



## 3. Responsible research

- Our members are committed to advancing 3Rs (reduce, replace & refine) in animal research.
- We promote transparency and adherence to Good Laboratory Practices.
- Our members advocate high animal welfare standards for our animal research facilities, and a code of conduct through the EARA.
- We advocate regulatory convergence to avoid duplicate testing requirements.



## 4. Responsible manufacturing

- Adherence to Good Manufacturing Practices is essential to our business.
- Strict safety, efficacy and environmental impact tests determine whether our products are licensed for market.
- We make sustained efforts to reduce emissions from our production plants and use green energy where possible.
- Our efforts for more sustainable packaging continue to preserve protection for health, safety, and the environment.



## 5. Responsible use & disposal

- Through a multitude of awareness programmes we promote the responsible use of all of our products.
- We support transparency in antimicrobial sales as our members report annually to the ESVAC report.
- Our member companies actively contribute to national Pharmacovigilance reporting and EudraVigilance (EU).
- We encourage adherence to national guidelines for the correct disposal of products.



# Delivering on the European Green Deal: The value of animal health

The animal health industry is committed to maintaining a balance in the relationship between animals, people and the environment. Ultimately, we want to help farmers focus on raising animals in a caring and more environmentally sustainable way – without having to worry about the health of their livestock.



1, 2 Future of EU Livestock: <https://op.europa.eu/en/publication-detail/-/publication/b10852e8-0c33-11eb-bc07-01aa75ed71a1/language-en>

## Animal health delivers on objectives set forth in two key policies of the Green Deal:

### The Farm to Fork Strategy and the Biodiversity Strategy

The past decade was the warmest ever on record, with an onslaught of extreme weather events like floods and droughts. Farmers are “highly exposed” to these climate change<sup>3</sup> impacts, as well as a number of new livestock diseases emerging in EU member states (Schmallenberg, Lumpy Skin Disease, African Swine Fever). The OIE estimates that up to 20%<sup>4</sup> of livestock production is lost due to disease each year. Our global population is also expected to grow to 8.5 billion by 2030<sup>5</sup>. This increases the demand for a secure and sustainable food supply. It is clear that simply increasing current livestock production to meet future needs would require unsustainable increases in natural resources and land use.

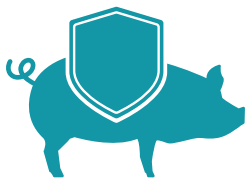
We must instead look to where we can improve animal health and welfare, protect against emerging diseases and increase production efficiencies while drastically cutting food waste from farm to fork. Use

of innovative digital tools and preventive practices for animal health are contributory elements that can help accelerate the transition to sustainable food systems.

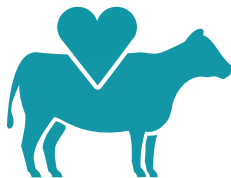
By supporting farmers and veterinarians with the tools to prevent disease and help animals stay healthy, our members not only help ensure the well-being of farm animals, they also help to avoid food waste at source, and reduce resource inputs like feed and water. This contributes to the livelihood of farming communities across Europe, while minimising their environmental footprint, and securing our safe and nutritious food supply.

Our contribution extends beyond the food systems transformation as our industry's sustainability focus also delivers on the wider elements of the Green Deal through the chemicals strategy, the pharmaceuticals strategy, and the industrial strategy, amongst others.

By developing innovative solutions for better and more holistic animal health management our industry contributes to important goals within these strategies:



**Reduce the need for antibiotic treatment for animals**



**Ensure better animal welfare**



**Make sure Europeans have access to healthy, affordable and sustainable food**



**Tackle climate change**



**Protect our environment and preserve biodiversity**



**Shift to more regenerative farming practices**



**Help ensure farmer livelihoods**

<sup>3</sup> European Commission: [https://ec.europa.eu/info/food-farming-fisheries/sustainability/environmental-sustainability/climate-change\\_en](https://ec.europa.eu/info/food-farming-fisheries/sustainability/environmental-sustainability/climate-change_en)

<sup>4</sup> OIE: [https://www.oie.int/fileadmin/Home/eng/Media\\_Center/docs/pdf/Key\\_Documents/ANIMAL-HEALTH-EN-FINAL.pdf](https://www.oie.int/fileadmin/Home/eng/Media_Center/docs/pdf/Key_Documents/ANIMAL-HEALTH-EN-FINAL.pdf)

<sup>5</sup> UN: [https://population.un.org/wpp/publications/files/wpp2019\\_10keyfindings.pdf](https://population.un.org/wpp/publications/files/wpp2019_10keyfindings.pdf)

# A responsible industry: our actions

The sustainability of livestock and aquaculture production has been a key business driver for the European animal health industry for many years. The sector holds a key role in enhancing the sustainability of livestock production, bringing solutions to issues related to emerging infectious diseases, food

safety and security, environmental impact and antimicrobial resistance for example. Alongside this focus, throughout our sector's business practices, our company members and members of national associations make active contributions to all three pillars of sustainability.

## Social



As the world's leading producer of rabies vaccines, Boehringer Ingelheim supports the WHO to eliminate dog-mediated rabies by 2030 ('Zero by 2030') through vaccine donations and sustainable, holistic solutions including immunizing pet and stray dogs.

**Supporting the WHO 'Zero by 2030'**

**Championing evidence-based best practice**

For over a decade, Ceva has worked with assistance dog organizations, researchers and practitioners around the world, providing practical, financial and in-kind support, and championing evidence-based best practice that addresses the wellbeing of both people and dogs.

The Elanco Foundation launched in 2019 is committed to amplify Elanco's impact to advance sustainable growth of communities around the world. For example, in response to the COVID-19 pandemic, it granted \$700,000 (€580,000) to support food banks in Europe and the US.

**€580,000 to support food banks**

**More than 100,000 volunteer hours**

Elanco employees are given 3 full days of paid time off for volunteering per year, in addition to 8 hours for Elanco Global Day of Purpose. Since 2014, Elanco volunteers have committed more than 100,000 volunteer hours in more than 950 disaster relief and community service projects.

MSD was recognised in the Bloomberg 2020 Gender Equality Index as a company that scored above a globally established threshold on gender parity across four distinct areas: company statistics, policies, community engagement, products, and services.

**Bloomberg 2020 Gender Equality Index**

**Empowering girls to pursue STEM careers**

Syva supports the STEM Talent Girl educational project promoted by the ASTI Foundation for the development of talent and the promotion of scientific-technological vocations, empowering girls to pursue STEM (Science, Technology, Engineering, and Math) careers & mentored by female professionals in the field of science and technology.

The Zoetis A.L.P.H.A initiative works to ensure gender balance and inclusion of women in all trainings to transform the livestock sector for wider societal impact. Whilst currently achieving around 40% participation rate of women, Zoetis is committed to aiming for equal gender participation in educational programs by 2025.

**Ensuring gender balance and inclusion**

## Economic



With the support of Bill & Melinda Gates Foundation and GALVmed, Boehringer Ingelheim's Last Mile initiative aims at developing a long-term sustainable model that bridges current gaps in access, availability, and awareness of animal healthcare solutions for smallholder farmers in Sub-Saharan Africa.

### Bridging gaps for smallholders in Africa

#### 2 million additional chickens annually for SMEs

In Burkina Faso, Ceva and local partners, supported by Bill & Melinda Gates Foundation, have established a system to produce more productive chickens by crossing elite local cockerels with a French free-range breed. 2 million additional chickens produced annually provide opportunities for better livelihoods along the value chain for SMEs.

Ceva, in partnership with GALVmed and supported by Bill & Melinda Gates Foundation, is working with 36 medium-sized hatcheries in 8 African countries to extend the benefits of hatchery vaccinated chicks and technical support to 150,000 small-scale producers.

### Technical support to 150,000 small-scale producers

#### Improving the lives of more than 56,000 farmers

Elanco's East Africa Growth Accelerator provides smallholder farmers with training on animal health care and makes available veterinary products in adapted small pack sizes. Since 2017, this Shared Value initiative has helped improve the lives of more than 56,000 farmers in Kenya, Tanzania and Uganda.

MSD's commitment to helping veterinary students pay for their veterinary education saw the company award over \$4.5 million (€3.7 million) in grants across 848 scholarships from 2013 to 2019. And in 2019, they awarded \$1 million (€82,000) in grants and partnered with 11 non-profit organizations.

### Over €3.7 million in grants across 848 scholarships

#### Smaller product packs for smaller farms

Syva supports farmers in developing countries through smaller product packs for smaller farms and participation in official campaigns for the eradication of livestock diseases such as brucellosis, and also rabies eradication.

Zoetis A.L.P.H.A initiative developed and upgraded facilities of nine diagnostic laboratories across Ethiopia, Nigeria, Uganda and Tanzania in collaboration with strategic private and public partners.

### Developing and upgrading facilities in LMICs

#### 500,000 people trained to date in LMICs

Zoetis provides training on animal nutrition, disease detection and other animal health issues - this has so far resulted in around 500,000 people trained to date in LMICs.

## Environmental



### Integrating circular economy principles

Boehringer Ingelheim has committed to integrate circular economy principles in all future product developments through 'Eco-Design' and Green Chemistry –the objective is for 100% of new products to be designed with eco-friendly criteria by 2030.

Since 2012, Ceva has supported the annual Fondation du Patrimoine National Animal Agrobiodiversity Prize, awarded under the patronage of the French Ministry for Agriculture and Food, to recognize the commitment of farmers and organizations to preserve rare French breeds.

### Supporting animal biodiversity

### Extending facilities with energy-saving measures

Dopharma is extending its Sterile Production Facility with several energy saving measurements. The new building will house a state-of-the-art machine room with a new water for injection (WFI) installation which manages cold water WFI generation. Steam production will be managed with the newest energy saving steam boiler.

Elanco 2030 Healthy Purpose™ sustainability commitments (e.g. sourcing 100% renewable electricity) have seen manufacturing sites in Europe deliver results such as: eliminating active pharmaceutical ingredient discharge through installation of evaporation treatment in Huningue, France; and sending only 1% of all site waste to landfill in Speke, UK.

### Sending only 1% of all site waste to landfill

### Building co-generation plants

Huvepharma built co-generation plants to ensure the supply of ecologically generated energy, steam and purified water for its production facilities, reducing CO<sub>2</sub> emissions.

MSD invested \$51 million (€42 million) in 2019 to fund upgrades for the treatment of active pharmaceutical ingredients, upgrades to biological wastewater treatment systems, and upgrades to stormwater collection systems. Approx. 64% of the total water used in 2019 came from surface and groundwater resources.

### Investing €42m to fund wastewater treatment upgrades

### Setting bold renewable energy targets

MSD has set bold renewable energy targets, committing to sourcing 100% purchased electricity from renewable sources by 2040 with an interim goal of 50% by 2025.

Orion invests in addressing environmental impacts through improving wastewater handling, energy efficiency, and hazardous waste management. In 2019 a major first step to use only electricity produced by renewable fuels in all Finnish sites, saw a 55% reduction in CO<sub>2</sub> emissions compared to 2016 by end of the year.

### 55% reduction in CO<sub>2</sub> emissions compared to 2016



## Reducing energy consumption

Syva made several environmental upgrades: installing new HVAC (heating, ventilation, and air conditioning) systems in warehouses and refrigerated rooms to increase efficiency and reduce energy consumption; upgrading the HPW (highly purified water) system to reduce hazardous chemicals usage.

Vetoquinol has a company-wide plan to reduce emissions and water use in manufacturing plants including: use of LED technology, HVAC optimisation, new buildings designed using best environmental practices. The largest site is certified ISO 50001 since 2014.

## Reducing emissions and water use

## Optimising green packaging

Green packaging is being rolled out at Vetoquinol, including: optimising the amount of packaging used on finished products per pallet, to reduce both unused space & transportation needs; using more recyclable materials such as Kraft materials and reducing carton weight.

Virbac Energy Savings Plan includes improved temperature management; installation of a heat recovery unit at water treatment plant; installation of additional insulation on all steam circuits, enabling a 37% reduction in electricity consumption over the last 11 years.

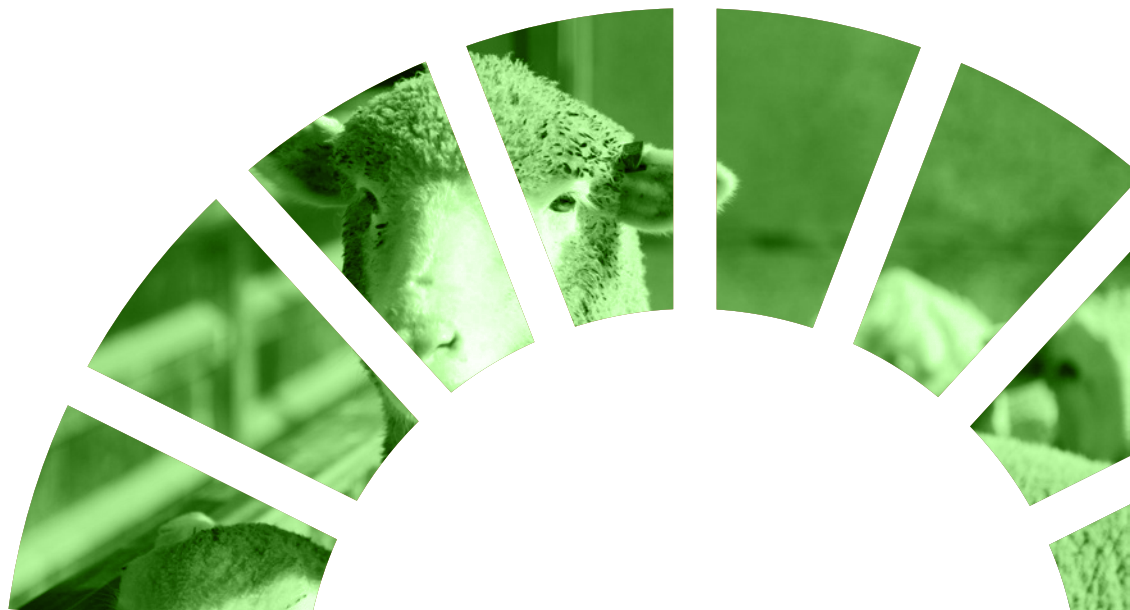
## 37% reduction in electricity consumption

## 100% recycled materials for overpack boxes

Virbac eco-design principles for secondary or tertiary packaging enabled a 40% reduction on new pet food packaging; and 100% recycled materials for overpack boxes used at the main production site in France.

Air demand optimisation in Zoetis Italy manufacturing plants led to a reduction of 600 tonnes of CO2 emissions per year and company-wide efforts have reduced emissions intensity by 4% from 2017 to 2019. Zoetis has committed to sourcing 100% renewable energy by 2050.

## Committed to sourcing 100% renewable energy



# The value of healthier animals in a global society

Sustainable development is a core principle of the Treaty on the Functioning of the European Union and the EU was instrumental in shaping the global 2030 Agenda that has become the world's blueprint for global sustainable development and for transforming our world.

Many of our member companies also operate at a global level supporting veterinarians, farmers and all

other animal owners around the world. The animal health industry makes an important contribution to global sustainability, particularly in those areas of the world that depend heavily on animals for their livelihood.



Better animal health contributes to at least 10 of the 17 Sustainable Development Goals.

|                                                 |                                                                                                                                                                           |                                                         |                                                                                                                                                                                                                    |
|-------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>1 NO POVERTY</b></p>                      | <p><b>5 of the 10 most valuable agri-commodities are animal-sourced foods</b> (milk, eggs, poultry, pork, beef). Reducing animal disease reduces losses in livestock.</p> | <p><b>10 REDUCED INEQUALITIES</b></p>                   | <p><b>Around 70% of the world's "extreme poor" depend on livestock for livelihood.</b> Increasing smallholder resilience and productivity helps reduce inequalities and creates a pathway out of poverty.</p>      |
| <p><b>2 ZERO HUNGER</b></p>                     | <p><b>800 million people don't get enough protein.</b> Animal medicines help improve food yields, contributing to the supply of affordable protein.</p>                   | <p><b>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</b></p> | <p><b>Up to 20% of global animal production is lost to disease.</b> Vaccination ensures higher welfare, less illness and deaths, making more efficient resource use, and reducing the need to use antibiotics.</p> |
| <p><b>3 GOOD HEALTH AND WELL-BEING</b></p>      | <p><b>Livestock provides 18% of global calories and 39% of global protein.</b> Vaccination and preventive animal health care creates more reliable food supplies.</p>     | <p><b>13 CLIMATE ACTION</b></p>                         | <p><b>Healthy animals require less inputs</b> (feed, water, energy and land use) and <b>better management can mean a 30% reduction in emissions.</b></p>                                                           |
| <p><b>5 GENDER EQUALITY</b></p>                 | <p><b>2/3 of livestock keepers in poor countries are women.</b> Animal medicines can positively impact their livelihoods through increased incomes from farming.</p>      | <p><b>14 LIFE BELOW WATER</b></p>                       | <p><b>Sustainable aquafarming provides over 50% of the global fish production.</b> Fish vaccination enables more resource-friendly aquafarming.</p>                                                                |
| <p><b>8 DECENT WORK AND ECONOMIC GROWTH</b></p> | <p><b>Livestock is one of the fastest-growing economic sectors</b> in the developing world and innovation in animal health can increase livestock production.</p>         | <p><b>15 LIFE ON LAND</b></p>                           | <p>The use of animal medicines <b>prevents the spread of animal diseases</b> and supports sustainable agriculture protecting biodiversity.</p>                                                                     |



# The additional value of healthier pets

Central to a sustainable future, alongside protecting our planet and ensuring healthy diets is the need for healthy and active people. And an increasing number of people recognize the positive role that pets and assistance animals can play in healthier lives. Numerous scientific studies back up what we already know: pets can play a very positive role in our lives.

Europe now counts 85 million households owning at least one pet, and an increasing number of associations are training dogs to help people with health-related challenges such as diabetes, autism, sight and mobility issues, amongst others. Pets also

help address growing mental health challenges and loneliness in a society that is increasingly disconnected.

The health and well-being of our pets and assistance animals is of great importance for the many families and individuals that care for them. Taking good care of pets in all aspects of their lives means ensuring good health, appropriate nutrition, exercise, and general care of their safety. Part of our sustainability focus centres on providing the tools for vets to advise pet owners on the best possible ways to ensure the care they deserve.



Research among elderly pet owners shows that pets help reduce loneliness. Some say their pet helps them connect and socialize with others.<sup>6</sup>



Research has found pet owners tend to have lower levels of blood pressure, cholesterol and obesity.<sup>7</sup>



Healthier owners reduce the burden on healthcare systems. A study carried out in Germany<sup>8</sup> showed that pet owners make about 15% fewer annual doctor visits than non-owners.

## Healthy animals, healthier people and a healthier planet

The transition towards a more sustainable future requires the integration of both policies and thinking that connect the environment, the economy and society. It also requires greater concerted action from each and every actor in our eco-system – human, animal and environmental. We know that people are rightly concerned with environmental impacts of many industries, and so the animal health industry is already taking action to ensure our positive contributions for our collective health in the future.

Tackling tomorrow's challenges requires hard work and investment today. Working together towards common ambitions and realistic objectives in the context of

sustainability will be instrumental in achieving Europe's Green Deal and the Sustainable Development Goals.

As we increasingly realise this interconnection of human, animal and environmental health, our members drive advances in animal health and well-being to support vets in their work with all the different species of animals, and to support farmers with the care of their livestock. Innovative tools and new practices to address a multitude of challenges necessitate years of research, effort, coordination and above all cooperation, but the collective results can change the world.

6 HABRI: <https://habri.org/research/healthy-aging/mental-health/>

7 HABRI: <https://habri.org/research/healthy-aging/cardiovascular-health/>

8 [https://www.econstor.eu/bitstream/10419/66146/3/Headey\\_2007\\_Pets-Human-Health.pdf](https://www.econstor.eu/bitstream/10419/66146/3/Headey_2007_Pets-Human-Health.pdf)

AnimalhealthEurope represents companies that research, develop and manufacture animal medicines in Europe.

It represents innovators and generics alike, as well as large, medium-sized and small companies.

AnimalhealthEurope's membership covers 90% of the European market for animal health products.

## **AnimalhealthEurope**

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