

Consultation system on welfare assessment results - A call for proposals to fulfil work-package 4.7.2 of project area SP4 (Implementation) of the Welfare Quality[®] project

Background: The Welfare Quality[®] project

Welfare Quality[®] (WQ) is an EU funded project focusing on the integration of animal welfare in the food quality chain: from public concern to improved welfare and transparent quality.

Animal welfare is of considerable importance to European consumers. Nowadays food quality is not only determined by the overall nature and safety of the end product but also by the perceived welfare status of the animals from which the food is produced. This project aims to accommodate societal concerns and market demands, to develop reliable on-farm monitoring systems, product information systems, and practical species-specific strategies to improve animal welfare. Thirty-nine institutes and universities (representing thirteen European countries) with specialist expertise participate in this integrated research project. The project started in May 2004 and will be completed by May 2009. More information on the project is available on our website www.welfarequality.net.

The call

Sub Project 4 (SP4) is tasked with drawing together some of the work already carried out in the first 3 years of the WQ project to create information resources, to assess ways of maximising the benefit of the findings of the WQ project, and to train those who may use it in the future. We invite written proposals to carry out the specific work package described below. Proposals are welcomed from existing and new partners. (*The latter are advised to contact and/or liaise with research groups already within the WQ consortium to ensure integration of their proposed activity with the ongoing WQ effort*). All proposals received by the deadline will be scrutinised by a panel appointed by the steering committee (SC), and evaluated for timeliness, relevance, quality and added value.

All persons who have submitted a proposal will be notified of the panel decision immediately after the evaluation process has been completed. Enquiries regarding the process can be directed to the SP4 co-ordinator Dr Andy Butterworth +441179289652 andy.butterworth@bris.ac.uk.

Description of task 4.7.2 – Stakeholder consultation on assessment results

Task 4.7.2 Establish an on-going consultation system on welfare assessment results (Months 36-60)(May 2007 – May 2009)

Objective of task 4.7.2: To produce a consultation system that would be available after the project has been completed

Description of the work

The WQ project will produce a system which collects welfare assessments on farm. These assessments will be used by different authorised bodies (only after agreement and consultation), and to enable this use, an interactive system will be required which can permit stakeholders and users to input responses, views and information of the welfare assessments which have been carried out. This system clearly links to work carried out in WP2.2, WP2.3 and 2.4 and so it is considered essential that the successful applicant can demonstrate the ability to make and maintain links with these WPs.

This system will take the form of an interactive web based resource (perhaps based around the existing WQ web tool) and the system should be available for use after the WQ project is completed and linked to the current / updated results database. Although access to the interactive web system will not be controlled after the project it should be continuously available as a vehicle for consumers to inform the scientific community of their views. The Eurobarometer carries out some of the tasks <http://ec.europa.eu/public> outlined in this WP, and clear links with the tasks to be carried out in WPs and with the potential European Centre for Animal Welfare are apparent. These links will be explored and the description of this task modified in line with the needs of the project at month 42. Additionally, this WP may link advantageously with WP4.7.1 which aims to Identify the thresholds for acceptability of each welfare assessment measure according to consumers, producers, retailers and relevant experts. (Please see the separate description of WP4.7.1). If the successful applicant can demonstrate that a linking of WP4.7.1 and 4.7.2 would offer increased value, then this may be considered an advantage.

The need to link to existing work partners.

Because the welfare assessment system which will be the basis of this work package will have been compiled in existing areas of the WQ project, the successful proposal will demonstrate a clear plan for communication links with the existing teams in WQ operating in these areas, and demonstration of previous knowledge or experience in this area will be considered advantageous. Because of the interlinking of work packages in this work package, it is strongly recommended that the applicant make contact specifically with the WP leaders in work packages WP2.2, WP2.3 and WP2.4, and consider a linked application with WP4.7.1.

Milestones

Month 40. Structure of the interactive consultation tool described

Month 50. First trial use of the interactive tool using assessment reports / information (artificial or anonymised real information) to create the most user friendly interaction between authorised stakeholders and the assessment findings.

Month 54. Demonstration of the operation of the system.

Deliverables

Month 50. The first draft of the web-based system developed in task 4.2.2 and linked to an interactive system will be demonstrated to provide a mechanism for assessing the acceptability of welfare assessment results.

Month 54. Web based system in place and output from this resource available for use in WP4.8

Expected results

The views of consumers, producers, retailers and relevant experts gathered using interactive web-based techniques will be used to create a report summarising stakeholder views on the assessment scheme results.

The output from this WP will be of value in creating the summary reports in WP4.8.

Foreseen budget

This overall budget for tasks within this work area has been fixed, and so a guide amount that can be made available to perform task 4.7.2 is **21,000 EUR**.

It is recommended that proposals are structured to fit within this amount.

The overall value of the proposed work will be a key component of the decision on the suitability of the proposal – the reviewers will be looking for proposals which offer maximum value in terms of coverage (in both depth and extent) of the area to be covered along with evidence of planning to ensure delivery of the requested outcomes within the timescale.

Guide to writing the proposal

The proposal should, as a minimum, state why the applicants expertise, resources, facilities and background make them the most fitting applicant, and should cover the following areas;

- Description of the approach to carrying out the work task.
- Timetable and milestones for activities which will be carried out.
- Proposal for establishing and maintaining links between this work package and others specified in the description of the work task. This should include a timetable for planned meetings with these linked groups.
- Management structure for the team carrying out the work.
- Financial outline for allocation of the funds to areas of the work package.
- Qualifications of the personnel who will carry out the work.
- Description of expected deliverables and their dates of delivery.

Procedure and timetable

	Date
Descriptions of work packages and tender process released	Friday February 16 th '07
Closing date for receipt of proposals	Friday March 30 th '07
Participants to be informed of decision of panel	Friday April 20 th '07
Start of research activity	May '07

Submission of proposal should be by post and by email by the closing date;

a) **By post** – to the SP4 co-ordinator Dr Andrew Butterworth, University of Bristol, Clinical Veterinary Science, Langford, N Somerset, SB49 5DL, UK

b) **By email** to andy.butterworth@bris.ac.uk