



A technical information resource - A call for proposals to fulfil work-package 4.3.2 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 4.3.2

Main objective: To disseminate improvement strategies to potential industry and research users.

Task 4.3.2 Technical information resource on improvement strategies **Months 36-60)(May 2007 – May 2009)**

Objectives of task 4.3.2: To produce a resource of information that will enable advisors and farmers to identify appropriate improvement strategies for welfare concerns.

Description of the work

A web-based resource with open access, but designed for advisors of livestock farms, will be created to provide technical information on novel improvement strategies identified in SP 3 and additionally using existing information from other sources. The web resource will enable users to gather the appropriate information including that on financial, food safety and environmental implications. The system will also link to appropriate external references such as legislation and codes of practice.

This task (4.3.2) links directly with the aims of task 4.3.1.0 - *To produce a resource of information that will enable advisors and farmers to identify technical information on novel improvement strategies identified in SP3 and information derived from other sources.*

The need to link to existing work partners.

Because the data that will be displayed in this information resource 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 the area of information and web presentation will be considered advantageous.

Deliverables

Month 52: Trial running of the 'model' information resource, and training material as a web based resource linked to the WelfareQuality® web tool.

Month 58: Active web based resource on the WelfareQuality® web tool promoting the uptake and dissemination of the information derived from the strategies developed in SP3 and from other sources. Available for use by farming & producer organisations and by legislators seeking information on improvement strategies and the current status of farm animal assessment techniques.

Milestones

Month 52: Creation of first 'model' information resource, and training material delivered as a web based resource linked to the WelfareQuality® web tool.

Month 58: Active implementation of the collated knowledge database on the WelfareQuality® web tool.

Expected results

An active web based resource on the WelfareQuality® web tool promoting the uptake and dissemination of the information derived from the strategies developed in SP3 and from other sources. Available for use by farming & producer organisations and by legislators seeking information on improvement strategies and the current status of farm animal assessment techniques.

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 4.3.2 is **24,000 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/or biological 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