



Socio Economic Studies - A call for proposals to fulfil work-package 4.5.3 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 4.5.3 - Socio Economic Studies

Task 4.5.3 Socio-economic impact of the product information system (Months 36-60) (May 2007 – May 2009)

Objective of task 4.5.3: To quantify the likely socio-economic impact of the product information system

Description of the work

This task involves liaison with work partners in a number of areas of the WQ project so that information required to assess the socio-economic impact of any system or scheme which may follow the WQ project can be assessed. The labelling system proposed in WQ will use the animal assessment systems created in SP2 and refined in WP2.4, along with the aggregation and interpretation system created in WP2.3. to create a product information standard developed in WP 4.1. A key factor affecting the implementation of both the product information system and the husbandry strategies will be the socio-economic context in which they operate.

These studies will quantify the potential costs and benefits of work developed in earlier WP's.

The primary work task in 4.5.3 is an assessment of the socio-economic impact of a potential implementation of an EU labelling system, examined by exploring various approaches that can be made to product information through labelling and linked information, e.g. compulsory or voluntary. This study will include an estimation of the socio-economic impact of implementation, compatibility with current WTO rules, and the relative advantages/disadvantages in terms of market competitors will be carried out.

The need to link to existing work partners.

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

Milestones

Month 36. Agreement with work partners after tender process and agreement with MC / SC - Initiation of subproject.

Month 40. Interim report and meeting to determine direction and effectiveness of activity in planned actions to assess socioeconomic impact of the product information system

Month 45. Delivery of guide to activities to be carried out within this SP and activities to ensure linking of these activities with those planned in standard planning, product placement trials and the development of the on farm monitoring scheme.

Month 52. Publication of a report detailing the potential socio-economic costs and benefits of work developed in described in the WQ project. The structure and format of this report to be linked to reporting activity and needs of WP 4.8 (*Formulate recommendations for policy makers on the potential implementation of the animal welfare assessment system, the product information system and the improvement strategies. To produce recommendations for policy makers on the potential implementation of the animal welfare assessment and product information system and the improvement strategies.*)

Deliverables

Month 40. Interim report detailing activity in planned actions to assess socioeconomic impact of the product information system.

Month 45. Delivery of guide to activities to be carried out within this SP and activities to ensure linking of these activities with those planned in standard planning, product placement trials and the development of the on farm monitoring scheme.

Month 52. Publication of a report detailing the potential socio-economic costs and benefits of work developed and described in the WQ project.

Expected results

An assessment of the socio-economic impact of a potential implementation of an EU labelling system, and publication of a report on the potential socio-economic costs and benefits of work developed and described in the WQ project.

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 4.5.3 is **349,000 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