



**ANIMAL TRANSPORT GUIDES**

# Progress report

| Animal Transport Guides | 25 June '18

## 0. Introduction

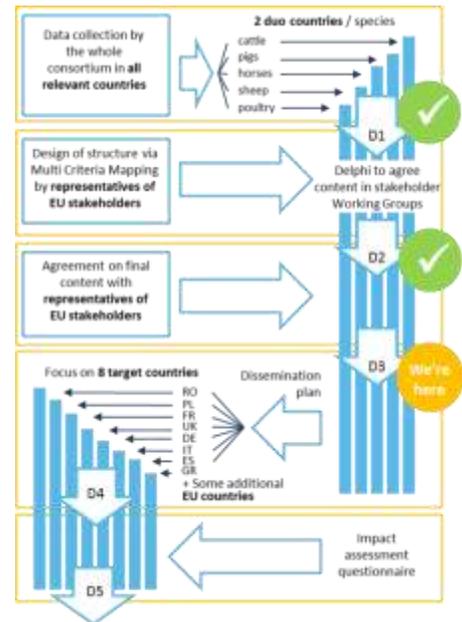
This report presents the status in June 2018 of the Transport Guides project, commissioned by DG SANTE under contract SANCO/2015/G3/SI2.701422. On the 10<sup>th</sup> of May, the project was exactly two-thirds through its agreed lifetime.

The Animal Transport Guides project develops **good and better practices** for the transportation of livestock. The first two years of the project were devoted to developing the guides, the final year was used to disseminate the practices among stakeholders and to do a modest impact assessment.

The end of the third year marks the delivery of the fourth and fifth report, called Deliverable D4 and D5. These deliverables are:

**D4:** Report including all support materials developed and translated, plus report on each national event which will include the agenda, the number of participants, their profile and their level of satisfaction.

**D5:** Report showing the results from the consultation and analysis of the effectiveness and efficiency of the action performed, plus recommendation for the future.



This progress report presents the activities.

### 1. WRITING THE GUIDES

The Guides and fact sheets are the core of the output of Animal Transport Guides. Their foundation was produced in the first project year, through an extensive literature search and the resulting Deliverable D1. This deliverable can be found on the Animal Transport Guides website: <http://animaltransportguides.eu/>. In the second year, we progressed this overall list of available practices into a list that stakeholders can agree to, first via Deliverable D2 (a “draft Guide”) and then the final deliverable D3. An intensive process of stakeholder consultation was used for this.

#### 1.1 MAIN NATIONAL STAKEHOLDERS CONSULTATION

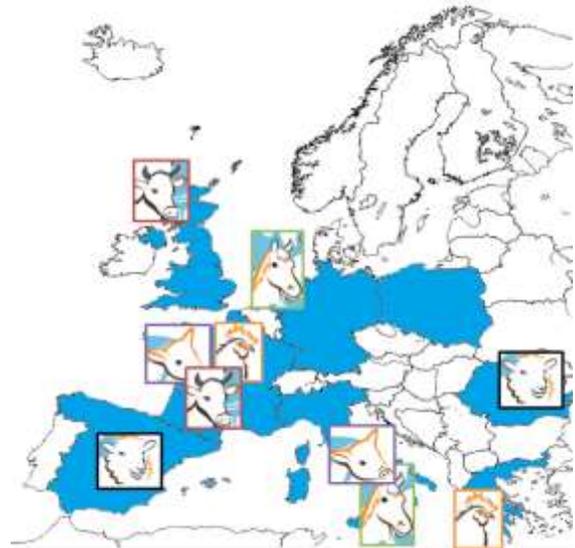
In order to move from the collection of practices in D1 to a draft set of Good Practices, teams of consortium members identified what they considered to be practices which are at the level of current EU legislation (‘Good Practices’) and practices that are aspiring more (‘Better Practices beyond EU

legislation’, or simply ‘Better Practices’). The teams consisted of academic partners from the following two countries per species, the so called ‘duo countries’:

- ✓ Sheep: Spain and Romania
- ✓ Poultry: Greece and France
- ✓ Pigs: Italy and France
- ✓ Horses: Italy and the Netherlands
- ✓ Cattle: United Kingdom and France

In the next step, the teams asked national stakeholder groups in their own countries to reflect on these initial ideas for good and better practices. An iterative Delphi procedure of anonymised input collection was used.

The stakeholders in the duo countries represented a variety of backgrounds, as shown in the table below:



**Table 1** – The composition of national stakeholder groups consulted to write the Draft guides D2

	Sheep		Poultry		Pigs	Horses			Cattle		Total
	ES	RO	EL	FR	IT	FR	IT	NL	UK	FR	
<b>Farmers</b>	3	1		9	1	1	2	1	1		19
<b>Vehicle manufacturers</b>	2				1	1		1	2		7
<b>Animal traders</b>		1			1			1	1	2	6
<b>Transporters</b>	1	5	1	7	2	6	1		2	2	27
<b>Slaughterhouses</b>	1	1	1	4	3		1		2		13
<b>Official veterinarians</b>			1	2				1			4
<b>Animal scientists</b>		5	1	1		1	2	1			11
<b>Animal welfare organisations</b>	1		1	2	1	2	1		1	3	12
<b>Competent authorities</b>	1		4	5	2	4	3	1	3	4	27
<b>Total</b>	9	13	9	30	11	15	10	6	12	11	<b>126</b>

The final result of these Delphi rounds was Deliverable D2 “Draft guides of Good practice”.

## 1.2 EUROPEAN FOCUS GROUPS CONSULTATION

The final Guides for each of the five animal species was created with the help of European focus groups, consisting of animal welfare scientists, official veterinarians, farmers, animal traders and transporters, slaughterhouse operators, vehicle manufacturers and animal welfare organisations. These focus groups had a European basis: the delegates were asked to represent the knowledge, experience and opinions beyond those of their own country. The table below shows the composition of these five focus groups.

**Table 2**– Composition of European focus groups for final guides (task 3)

	Sheep	Poultry	Pigs	Horses	Cattle	Total
<b>Farmers</b>	3	5	3	1		12
<b>Vehicle manufacturers</b>			2			2
<b>Animal traders</b>	1				2	3
<b>Transporters</b>		3	2	3	5	13
<b>Slaughterhouses</b>	2	5		1		8
<b>Official veterinarians</b>		2	1	2	2	7
<b>Animal scientists</b>	2	3	2	2	2	11
<b>Animal welfare organisations</b>	2	3	2	4	5	16
<b>Total</b>	10	21	12	13	16	<b>72</b>

A first series of meetings of the five focus groups was organised at the end of May 2016. In this first series, the draft guides were presented and illustrated by the academic partners and a road map was designed to rewrite the Draft guides towards their final version. All focus groups held subsequent meetings in Brussels to discuss the wording of and to reach consensus on each single practice. Different species groups had different numbers of meetings. The last ones were held in March 2017. The process was laborious and time consuming, as different views on many issues had to be discussed thoroughly in order to find agreements.

## 1.3 STAKEHOLDER PLATFORM

A third level of consultation was set up as a Stakeholder Platform. This group of people provided advice throughout the first two years of the project on how to tackle issues which affect all five species guides. The Platform is composed of the IRU, FVE, Eurogroup for Animals, Copa-Cogeca, AVEC, the German Breeders Organisation, Eyes on Animals, the Irish Ministry of Agriculture, vehicle manufacturer Pezzaioli, UECBV, European Forum of Farm Animal Breeders (EFFAB), the German Transporters Organisation (BDT), and the Greek Ministry of Agriculture. The Platform met 4 times in Brussels, and a fifth and final meeting was held in June 2017.

## 2. Factsheet writing

The first factsheet was developed in February 2016 and illustrated the overall aims of the project. It was translated in all project languages in May 2016 and published on the website.

Based on the texts of the 5 Guides, another 17 factsheets were presented in June 2017. Their aims was to summarise in short simple wording and with illustrations the most important Good and Better Practices for the most critical aspects of the journey or for the most vulnerable species (e.g. end-of-lay hens, un-weaned calves).



During the course of the project it was decided to develop 17 factsheets instead of the foreseen 5 originally foreseen factsheets (1 per species). The factsheets were prepared in collaboration and with agreement of the species experts and the stakeholders of the Focus groups and Stakeholder Platform.

The factsheets were translated in the 8 project languages and also some additional languages such as Russian. All are available on the website and were spread extensively.

In March 2018, the consortium was asked to move the factsheets from the consortium template into the EC template. This was done for all 136 factsheets (17 factsheets in 8 languages).

## 3. Additional communication materials

Crucial to the success of the project is **clear, relevant and timely communication** to get **end-users aware** of the practices, consider them, adopt and **implement the good and better practices** in their daily activities.

A **full dissemination strategy** was prepared before December 2016, and was updated regularly since.

It identified the following **target audiences**:

- Primary audiences: transporters, drivers, organizers, Official Veterinarians inspecting transports, farmers, keepers and training centers for drivers
- Secondary audiences: traders, slaughterhouses, retail, assembly centers and Control Posts, truck-, trailer- and equipment building companies, service companies and policy makers

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### *General aims of the dissemination*

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1. Effective communication of the Guides
  2. Maximize output of the project
  3. Maximize accessibility of the information to optimize the uptake
  4. Bring information to the end user
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## Dissemination tools used and elaborated underneath:

- a. Website
- b. Newsletter
- c. Social Media: Twitter and Facebook
- d. Short videos
- e. Roadshows
- f. Embedding the Guides in existing training
- g. Conferences/Workshops/Publications
- h. Liaison with ministries and official veterinarians
- i. Other tools

### a. Website

A dedicated project website was developed to easily reach a wide audience. The website in particular will include a **toolbox per species**, where all the materials can be easily found and will act as a **portal** to give information on all the **roadshow events**. It has been regularly updated and advertised to our followers on social media.

#### **Milestones:**

- A dedicated project website went live on June 2016
- The first factsheets were added to the website in Oct 2016
- The website became multi-lingual with all pages translated in the 8 project languages in March 2017
- Final Guides uploaded by Aug '17
- Final factsheets and translated versions uploaded by Oct '07
- The roadshows were advertised and information given about them on the website.
- Templates in EC format were uploaded in April '08
- Pig video was uploaded in Dec '17, cattle video in Feb '18, horse video in March '18, sheep video in May '08 and poultry video in June '08.



#### **Aims:**

The website has two main functions: (1) to be a 'public window' for the communication about the project and (2) to have all materials easily available in one place organized per species ('Knowledge Library').

The website includes pages about the **project**, the **partners** and **relevant news**. Interested persons can

also inscribe to our ATG Newsletter.

**Stats:**

Total users up to 15 June 2018: 15 587, of which 15.8% are returning users. Average pages visited is 2.98. Often users came through Facebook, Twitter or the EC website.

The most popular languages were English, Italian, French, Spanish and German.



## b. Newsletter

On regular intervals, we keep interested people informed about the latest developments regarding the project via our Newsletter. We use MailChimp to send it around which allows tracking of users who open and read the articles in our newsletter.

### Milestones:

- Development template April '16
- Launch first Newsletters May '16
- Launch second Newsletter Jan '17
- Launch third Newsletter April '17
- Launch fourth Newsletter June '17
- Press release Guides Aug '17
- Launch fifth Newsletter Oct '17
- Launch sixth Newsletter Nov '17
- Press release pig video Dec '17
- Launch seventh Newsletter Jan '18
- Press release cattle video Feb '18
- Press release horse video March '18
- Launch eighth Newsletter April '18
- Press release sheep video May '18
- Press release poultry video June '18



### Stats:

- Persons could subscribe themselves to the Newsletter subscription list. In total, **701 persons** auto-subscribed them.
- Average open rate 61.4%, average click rate 30.6%



## c. Social media

To reach out as far as possible we invested a lot of time communicating via social media (Facebook and Twitter mainly). This way we build a large **community of followers** interesting in improving animal welfare around transport and an easy way to interact with them.

### Milestones:

- Setting up and updating Facebook account
- Setting up and updating Twitter account
- Setting up and updating LinkedIn account
- Link between website, Twitter and Facebook set up

### Stats:

- Facebook: 112 posts, reach per post between 110 and 3105, 282 followers
- Twitter: 72 posts, 167 followers



## d. Videos

To illustrate more visually the most important good and better practices, we developed short animated movies for each of the 5 species. All videos had subtitles in the different project languages. They are all available on the Project Youtube channel. They were shown at many events and the overall feedback on them was extremely positive.

### Milestones:

- Development framework storyboard Oct '16
- Decision taken to go to animated drawings instead of life situation movies Jan'17
- First storyboard has been developed Feb' 17
- Contractor selected out of 5 offers May' 2017
- All video storyboards completed by Oct '17
- All video storyboards translated by Nov '17
- Pig video published on 12<sup>th</sup> Dec '17
- Cattle video published on 20 Feb '18
- Horse video published on March '18
- Sheep video published on May '18
- Poultry video published on June '18
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### Stats:

The videos were viewed by more than 9400 persons from the ATG Youtube channel. In addition, they were circulated via other means.

Table: Nr of times the videos were viewed in the different languages.

	ENGLISH	FRENCH	GREEK	GERMAN	ITALIAN	POLISH	ROMANIAN	SPANISH
CATTLES	341	152	142	25	515	293	72	1610
PIGS	413	119	53	134	236	121	163	2177
HORSES	67	15	7	14	18	15	22	48
SHEEP	146	81	18	22	169	27	34	1017
POULTRY	236	19	27	31	87	21	46	673

## e. Roadshows

See dedicated roadshow overview report for more details.

## f. Embedding the Guides in existing training

For **long lasting result** of the project, the project would like to embed the Guides into the **existing training** for drivers. Therefore, we tried to identify all the different training institutes per country, got in contact with them and invited them to the workshops. This proves easier for some countries and more difficult for others (due to amount of training institutes nominated, competitive nature between some of them). The project deliverables will also be used in the future **BTSF trainings**.



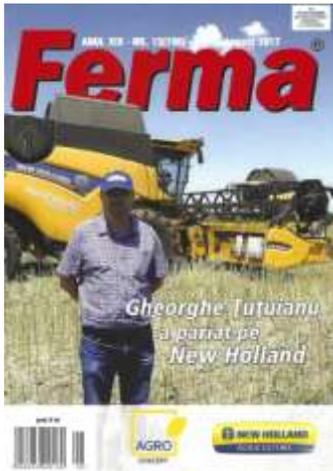
## g. Conferences / workshops / publications

The project was presented by project partners in many conferences. A dedicated generic ‘abstract’ and ‘poster’ was developed.

### Examples of publications in journals:

- Hellenic Journal, *Greece*
- “Agriculture – Livestock Magazine”, *Greece*
- newspaper XX, *Germany*
- Agricultural website “Plein Champ”, *France*

- Website "Reussir Lait", France
- "Porc Magazine", France
- "Emilia-Romana" publication, Italy
- Ferma Magazine, Romania



## h. Liaison with ministries and official veterinarians

Throughout the project; **ministries and official veterinarians** are very much involved in **developing the Guides** (e.g. participating in 'Stakeholder Advisory Group'), as well as the **dissemination** of the Guides in the roadshows. The consortium is also very grateful for having already been invited twice to the national contact points for transport meeting in Grange, Ireland. These meetings and the workshops done during these meetings have provided invaluable input.

## i. Other tools

To make the dissemination of the project more easy and attractive, the project also made use of USB's. The **USB's** were given to all participants of the roadshows, and it included a total '**Knowledge Package**': all Guides of the 'Animal Transport Project', all factsheets and additional guides (e.g. Fitness guides) and leaflets (EC Turkey leaflet) as well.

