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Evaluation of Guides to Good Practice

Final report Task 5 of Animal Transport Guides Project



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Final Report of Task 5 of Animal Transport Guides project

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List of abbreviations

Abbreviation	Description
EU	European Union
FVE	Federation of Veterinarians of Europe
Guides	All materials developed during the Animals Transport Guides Project, e.g. guides, factsheets, presentations and videos
IRU	International Road Transport Union
MS	Member State
N or n	Number of observations (responses)
SD	Standard Deviation
T0	First measurement
T1	Second measurement
ToR	Terms of References
USB stick	Universal Serial Bus Stick

Summary

The Animal Transport Guides project aims to design and disseminate guidelines to end-users in the sector of transport of live animals. The objective of Task 5 is to evaluate the impact of the guides on behaviour of stakeholders. We used an ex-ante impact assessment to execute the verification.

Based on the results of this impact assessment, we see indications for a positive impact of the materials developed in the Animal Transport Guides project and forecast the acceptance of the guides to be moderate to high. This is amongst others supported by the fact that both the direct and indirect evaluations showed a positive trend (scores on second measurement (T1) were higher than scores on the first measurement (T0)) and for several items the difference is significant, the Guides on average are seen as helpful and practical and respondents have positive expectations of the guides and are motivated to use them. The following characteristics of the information provided received a warm welcome:

- In own national language,
- easily understandable content (concise, simple, pictures, checklist, well-ordered) and
- dissemination via paper and digitally.

Albeit this will not apply to every stakeholder and we like to refer to some points for discussion.

1. Introduction

1.1 Background

This report describes the results of Task 5 of the Animal Transport Guides project, which started in 2015. The project was initiated following the European Parliament's finding that practices regarding the transportation of 40 million farmed animals differ considerably across Member States.

Within the project, Guides to Good Practice on the transportation of livestock species (horses, poultry, pigs, sheep and cattle) in the European Union were developed. The guides and factsheets were presented on the ATG website (see animaltransportguides.eu/materials) and advertised via its Newsletters. They were also disseminated through roadshows in 8 EU countries (Italy, Germany, Spain, Romania, Greece, France, United Kingdom¹ and Poland). These dissemination activities aimed to stimulate the implementation of the Guides to Good Practices in everyday practice of animal transport.

1.2 Goal

During the final phase of the project an assessment of the impact of the Guides developed in Tasks 1, 2 and 3 and implemented by a dissemination strategy (Task 4), was conducted. The assessment aimed to evaluate the impact of the Guides on the behaviour of several stakeholders.

1.3 Readers' guide

Chapter 2 presents the methodologies used for the impact assessment while in Chapter 3 the results are described. The report ends with the main conclusions in Chapter 4.

¹ The roadshows in the UK are not part of this evaluation.

2. Method

2.1 Introduction

The development and dissemination of guides, factsheets and videos will raise the attention to welfare of transported animals, as is the focus of the project. The final part of the project assesses the impact of the guides on the behaviour of stakeholders involved in the transport of live animals. This chapter informs you about the methodology used and explains the design, the data collection and the development of questionnaires and interview protocol used. Finally, also the response received is described.

2.2 Design and questionnaires

An ex-ante impact assessment was used to evaluate the impact of the Guides. Results were compared before and after the Guides were disseminated to respondents. We assume that the differences between before and after are the result of the development and dissemination of the Guides. We took into account several stakeholders and countries and used repeated cross-sectional studies with only open-ended questions in the interviews and close-ended questions in the questionnaires (Likert scale) to find out if there was any observable change in behaviour.

The measurements have been executed sequentially; before (baseline, T0) and after (T1) the dissemination of the Guides. The period between two measurements was set at 6 weeks. The reason for the relative short period is that we would like to give respondents some time to become acquainted with the information received at the roadshows. At the same time, we chose to divide the evaluation into manageable pieces. As the overall project was drawing to a close, it was not possible to expand the period to e.g. a couple of months.

This resulted in a design consisting of a direct and indirect evaluation;

Direct evaluation:

1. Attendants of roadshows have been questioned;
2. Transport companies (managers and drivers) have been interviewed on the strengths and weaknesses of the materials that support animal welfare during transport;

Indirect evaluation:

3. Stakeholders not directly involved in the project have been questioned like the attendants of the roadshows;

Figure 1 gives an overview of the type of evaluations and the methods used.

Evaluation		Method	
Direct	Roadshows	Questionnaire	Paper or online
	Transport companies	Interviews	Face-to-face or by phone
Indirect	Stakeholders	Questionnaire	Online

Figure 1: Types of evaluation and the methods used.

Guides developed in the project aim to raise the welfare of transported live animals. As such, the Guides are intended to be used (i.e. to change behaviour). Therefore we used the Theory of Planned Behaviour (Ajzen, 1991), which helps to understand changes in behaviour. It is a well-established and often used methodology into a wide variety of different domains and commonly accepted as the best estimator of behaviour. Key in this theory is that the combination of three factors leads to the formation of intention which determines behaviour (see also Figure 2):

1. Attitude²,
2. Subjective norm³ and
3. Perceived behavioural control⁴.

As a general rule, the more favourable the attitude and subjective norm, and the greater the perceived control, the stronger should be the person's intention to perform the behaviour in question.

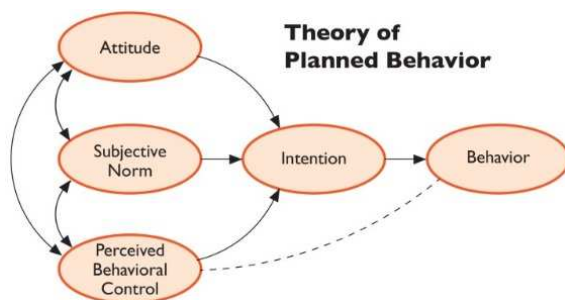


Figure 2: The theory of planned behaviour

In addition to this, we know that people who are motivated will perform the desired behaviours more easily than people who are not motivated. Therefore we also included motivation in line with Tabarnero and Hernandez (2011). They divide motivation into intrinsic, extrinsic and a-motivation. We believe other personal factors like personal norm and subjective knowledge can contribute to the daily usage of Guides, and are therefore included in the questionnaire. Other questions we have included asked for respondents' expectations and use of guides.

To conclude, the questionnaires we used contained the following blocks of questions:

- Theory of Planned Behaviour;
- Motivation;
- Use of guides;
- Expectation of guides and
- Socio-demographic indicators.

The first questionnaire also contained a request for an email address, so we were able to send a second questionnaire after six weeks.

Other conditions for the development of the questionnaires were its length and the ease of filling out, in order to increase the response rate. We therefore developed a short questionnaire with mainly closed questions, and we made use of validated scales as much as possible. Validated scales are used to get comparable results over time and countries. As a result, country differences reflect a different impact of the guides and are not due to a distinct perception of the items.

² Attitude can be defined as evaluations of ideas, events, objects, or people. Attitudes are generally positive or negative.

³ Subjective norm is used to determine others' approval or disapproval of the behaviour. What would others think if you perform the task/activity?

⁴ Perceived behavioural control refers to the perceived influence one has over the task to perform/environment.

The process of developing the questionnaires started with a literature search followed by a stakeholder consultation. Based on the gathered information and feedback a draft questionnaire was developed and reviewed by IRU, FVE, Eurogroup for Animals and the project team. Finally, the questionnaires for the impact assessments were completed (see Appendix I). The English questionnaire was then translated into seven other languages corresponding to the countries where the roadshows took place. Once translated, the questionnaires were programmed in the online tool 'Qualtrics' and respondents were able to fill in the questionnaire in their national language.

For the interviews with the transport companies an interview protocol was developed (see Appendix II) and reviewed by the project core team and the team members that did the interviews. The interviews were held before and about 6 weeks after the dissemination of the materials by the roadshows in a country.

2.3 Data collection

For the **direct evaluation** of the guides, the opinions of the attendants of the roadshows were assessed. A roadshow is one or more national events organised in one of the eight target countries: France, Germany, Italy, Poland, Romania, Spain, United Kingdom and Greece. These roadshows promote the guides for all species and target especially transporters and official veterinarians. However, also other relevant stakeholders like slaughterhouses, farmers, traders, etc. are welcome. Per country at least 100 participants were reached by the roadshows. All roadshows were held in the national language. Attendees of the roadshows were invited to fill in a paper version of the questionnaire on the spot, and in most cases the respondents were given with a USB stick to increase the response. The answers on the paper questionnaires were entered in the online tool by the project team members. Approximately six weeks after the roadshow the attendants were approached again by email. The email contained a link to the online questionnaire which was more or less the same as the first questionnaire. Most respondents managed to fill in the questionnaire in seven minutes or less.

For the direct evaluation six transport companies were approached for a more focused study of a qualitative nature. They were interviewed using open-ended questions based on an interview protocol. This part was envisaged to add information by means of highlighting strong points and shortcomings in the guides and their usefulness and practicality. Reports of the interviews were written by the interviewer and verified by the interviewee. We interviewed six companies. These had volunteered to participate at an initial stage of this project or were approached during the course of the project.

In addition to this, **an indirect evaluation** was carried out across a randomly selected number of stakeholders. For the first measurement (T0) stakeholders with no experience with the Guides from the Netherlands and Poland were invited to fill out the online questionnaire and for the second measurement (T1) the transport guides website (animaltransportguides.eu) was used. Visitors of the website were asked to fill out the online questionnaire. Announcements via social media were made. The online tool was extended with a Dutch version of the questionnaire. People from other countries than the ones represented by project consortium members, were presented with an English version of the questionnaire. On the website of Animal Transport Guides (<http://animaltransportguides.eu/>) a button was placed to facilitate this process. The questionnaire was the same as the one used in the direct evaluation. Again, the results of the second measurement (T1) were compared with the results of the first measurement (T0).

2.4 Responses received

According to the Terms of References (ToR) “the assessment of the impact from the work should be performed via contact with the participants by carrying out interviews with all stakeholders”. The research proposal put in a description of the tasks to perform later. Table 1 lists the activities and number of responses to the impact assessment phase, and compares them to the activities and numbers specified in the Terms of References and the project proposal.

Table 1: Number of responses per type of evaluation compared with the requested number of responses in the Terms of Reference and the project proposal

Type of evaluation	In Terms of References or the project proposal	Total Number of respondents
Direct, Attendees of roadshows	Ask all attendants of roadshow before and after the event of dissemination.	First questionnaire: 411 Second questionnaire: 154
Direct, Transport companies	3 transport companies in 3 countries	6 transport companies in 4 countries
Indirect, visitors of animaltransportguides.eu website	Visitors of website in various countries	First questionnaire: 69 Second questionnaire: 16 Number of countries: 8
Indirect, Stakeholders in the Netherlands	-	10

At the time of writing this report, the evaluation of the roadshows in the UK had not been carried out, as the roadshow took place after the deadline of this task. The UK roadshows were on 22 and 23 March 2018 while the draft report had to be finalised by 10 March 2018). The delay in timing of the UK Road shows was due to illness of the lead UK investigator. However, as can be deduced from Table 2, the consortium made up this deficit through the following **additional** activities;

- Instead of 3 transport companies in 3 countries, 6 transport companies in 4 countries were interviewed twice to get insight in the strengths and weaknesses of the disseminated Guides;
- Dutch stakeholders were asked to fill in the questionnaire on the website of animal transport guides.

3. Results

3.1 Sample size

We invited people to give their opinion about livestock transportation, by completing questionnaires and taking part in interviews (see Chapter 2 for more details about method). Responses were included in the analysis when more than the first three blocks of questions were answered, showed a degree of variance (so not all answers were the same) and when respondents had given their consent. This resulted in 650 responses, respectively 565 responses for the direct evaluation, and 85 responses for the indirect evaluation. More information can be found in Tables 2.

As expected, both evaluations showed a higher response to the first questionnaire - especially during the direct evaluation (roadshows). Albeit not everyone who responded to T0 also responded to T1. We do not know if the sample is biased e.g. due to the more interested and positive responders made the effort to fill it in for a second time. The response to the second questionnaire was lower due to several reasons. For instance, people refused to give an email address for privacy reasons, or had no email address or refused to join a second round. Specifically for the indirect evaluation, it is relevant that in general sending out a questionnaire instead of direct contact receives lower responses.

In addition, we have carried out some interviews with transport companies: one transport company in Spain, Italy and Germany was interviewed twice and three transport companies in Poland were interviewed.

Table 2: Number of responses in total and per type of evaluation

	Total	T0	T1
Total			
Responses	650	480	170
Countries	9	7	8
Direct			
Responses	565	411	154
Countries	7	7	7
Indirect			
Responses	85	69	16
Countries	9	2	8

3.2 Results Direct Evaluation

The data collected (n=565) is analysed and the differences in the before and after figures have been calculated to assess the impact of the direct dissemination of the Guides on behaviour of stakeholders.

As mentioned in Chapter 2, the questions and impact analyses are clustered in groups, namely Behaviour, Motivation, Use and Expectations of Guidelines. This classification will be followed when describing the results.

In general, we see relatively high scores^{5 6}, see Table 3. This applies to items regarding Behaviour, Motivation, Use and Expectations of guidelines. Nevertheless, the scores for all

⁵ Likert scale 1-5.

⁶ Please note that some items are and should be read reversed, e.g. "I expect nothing will change".

items in the second measurement (T1) are equal or higher. However, not all differences are significant. The ones that are significant are: attitude, social norm and perceived behavioural control (behaviour); familiarity, helpfulness and practicality (use) and the expectation that there will be a better alignment of animal welfare with other legal obligations and business aspects (expectations of guides).

In addition, we asked for the current level of application in terms of animal welfare during transport. Based on answers in the first measurement (T0), just more than half of the respondents is interested to do more:

- 39% indicate that they apply the EU rules, but are interested to do more and could use the new guidelines and
- 17% indicate they already apply more than the EU rules, but are interested to learn about other practices.

The remaining respondents do not have such an interest, do not apply anything or did not answer the question.

*Table 3: Mean scores (mean); standard deviation of the scores (SD) and the number of respondents (N) for the first (T0) and the second measurement in the **direct** evaluation per question; (significant differences between T1 and T0 are indicated with a “**”)*

	T0			T1		
	Mean	SD	N	Mean	SD	N
<i>Behaviour</i>						
Attitude*	4.5	0.7	352	4.6	0.6	139
Social norm*	3.5	1.1	336	3.7	0.9	144
Perceived behavioural control*	3.8	1.0	393	4.0	1.0	150
Intention	4.0	1.0	378	4.1	0.9	139
<i>Motivation</i>						
Subjective knowledge	3.4	1.1	356	3.7	0.9	151
Personal norm	4.0	1.0	397	4.1	1.0	150
Extrinsic motivation	3.0	1.1	334	3.1	1.1	139
Intrinsic motivation	3.8	1.0	339	3.9	0.9	145
A-motivation	1.8	1.1	330	1.7	1.1	147
<i>Use</i>						
Familiarity*	3.3	1.3	382	3.8	1.1	152
Helpful*	4.1	1.0	389	4.3	0.9	153
Practical*	4.0	1.1	386	4.2	1.0	152
<i>Expectations</i>						
Improvement of AW	4.2	1.0	395	4.3	1.0	146
Better knowledge to perform AW friendly behaviour	4.1	1.1	350	4.2	1.0	144
Better skills to perform AW friendly behaviour	4.1	1.1	374	4.1	1.0	141
Better understanding of AW issues	4.1	1.0	383	4.2	1.0	141
Improvement of planning phase	3.9	1.1	373	3.9	1.0	139
Change of my behaviour along the road	3.8	1.2	359	3.8	1.1	128
Better image	3.8	1.2	339	4.0	1.1	117
Better alignment*	3.9	1.1	375	4.1	0.9	135
Nothing will change	1.9	1.3	373	1.8	1.2	141

*Scores based on number of questions answered, and 5 point Likert scale (Disagree (---) to Agree (+++)); * t-test, sign. P=0.10*

To this, we can add the findings of the interviews with six transport companies. These companies, in Germany, Poland, Spain and Italy were interviewed to give more information

regarding strengths and weaknesses of the guides. In general the Guides receive a positive response. There is a need to support daily activities, in particular along the road.

The following characteristics of the information provided received a warm welcome:

- In own national language,
- easily understandable content (concise, simple, pictures, checklist, well-ordered) and
- dissemination via paper and digitally.

The Transport Guides materials are perceived as a good step in relation to Council Regulation (EC) 1/2005, contributing to knowledge and a level playing field. They are also regarded especially useful for new people in the business and for discussions with competent authorities.

Other comments received relate to the fact that truck drivers should not be seen as bookworms. This means that they are keen on pictures and dislike a lot of text. On the other hand, a wish for more information was also expressed: the guides should contain more information, e.g. about bio-security or critical points related to disinfection. Finally, the interviews with the companies highlighted practical problems when applying the legislation too strictly, in particular when a driver or transport company refuses to load unfit animals.

3.3 Results Indirect Evaluation

The data collected (n=85) were analysed and the differences in the 'before' (T0) and 'after' (T1) figures were calculated to assess the impact of the indirect dissemination of the Guides to Good Practice. This time with respectively 69 (T0) and 16 (T1) respondents.

Again, we found relatively high scores^{7 8}, see Table 4. This applies to the items regarding Behaviour, Motivation, Use and Expectations of guidelines. As before, the results show higher means when comparing T1 with T0. The results show nearly all differences between T0 and T1 are significant. The ones that are significant are: all Behaviour-items, all Motivation-items, all Use-items and with 2 exceptions all Expectations items.

In addition, we asked for the current level of application in terms of animal welfare during transport. Based on answers in the first measurement (T0), many respondents are interested to do more:

- 32% indicate that they apply the EU rules, but are interested to do more and could use the new guidelines and
- 16% indicate they already apply more than the EU rules, but are interested to learn about other practices.

The remaining respondents do not have such an interest, do not apply anything or did not answer the question.

⁷ Likert scale 1 - 5.

⁸ Please note that some items are and should be read reversed, e.g. "I expect nothing will change."

Table 4: Mean scores (mean); standard deviation of the scores (SD) and the number of respondents (N) for the first (T0) and the second measurement in the **indirect** evaluation per question (significant differences between T1 and T0 are indicated with a "**")

	T0			T1		
	Mean	SD	N	Mean	SD	N
<i>Behaviour</i>						
Attitude*	4.1	0.8	50	4.8	0.4	15
Social norm *	3.4	1.2	66	3.9	1.0	16
Perceived behavioural control (*)	3.7	1.0	68	4.2	0.8	16
Intention*	3.9	1.0	66	4.5	0.8	16
<i>Motivation</i>						
Subjective knowledge*	3.5	1.0	69	4.2	0.7	16
Personal norm*	4.0	1.0	69	4.4	0.8	16
Extrinsic motivation*	3.2	1.1	69	3.6	0.8	16
Intrinsic motivation*	3.5	1.1	69	4.3	0.7	16
A-motivation*	2.2	1.3	69	1.6	0.7	16
<i>Use</i>						
Familiarity*	3.3	1.4	69	4.1	1.1	16
Helpful*	3.8	1.2	69	4.6	0.6	16
Practical*	3.5	1.2	69	4.4	0.8	16
<i>Expectations</i>						
Improvement of AW*	3.9	1.2	66	4.5	0.7	16
Better knowledge to perform AW friendly behaviour*	3.7	1.3	67	4.6	0.6	16
Better skills to perform AW friendly behaviour*	3.7	1.3	67	4.6	0.6	16
Better understanding of AW issues*	3.6	1.2	67	4.5	0.6	16
Improvement of planning phase	3.4	1.3	65	3.8	1.6	16
Change of my behaviour along the road*	3.2	1.4	65	4.3	0.9	16
Better image*	3.7	1.2	60	4.4	0.9	15
Better alignment*	3.5	1.2	58	4.2	1.0	16
Expect nothing will change at all	2.4	1.4	56	2.1	1.6	16

Scores based on number of questions answered, and 5 point Likert scale (Disagree (---) to Agree (+++)); * t-test, sign. P=0.10

4. Conclusions

The Animal Transport Guides project aims to design and disseminate transport guidelines to end-users in the sector of transport of live animals. The objective of Task 5 is to evaluate the impact of the guides on behaviour of stakeholders. We used an ex-ante impact assessment to execute the verification. This chapter presents the conclusions for the process and the impact.

4.1 Process

The following conclusions can be drawn regarding the process of impact assessment. Overall, the response to the questionnaire was satisfactory. We have noticed during the roadshows that:

- Paper questionnaires result in a higher response compared to online questionnaires;
- Providing a reward, e.g. a USB sticks or a certificate of attendance, increases response rates;
- Many respondents hesitated to share their email address. This could be due to privacy considerations, or lack of having an the email address; This potentially affected the response rate to the second questionnaire in a negative way.
- Considerable efforts is needed to obtain a reasonable response rate to the second questionnaire (e.g. sending reminders or phoning respondents).

Transport companies were willing to join an interview. The second interview was in most cases relatively short because the factsheets more or less reflect their wishes (national language, lot of pictures, almost no text and availability on paper and digitally) and time needed to discuss the changes in their opinion was limited.

4.2 Impact

Based on the results of this impact assessment we see in general indications for a positive impact of the materials developed in the Animal Transport Guides project and forecast the acceptance of the guides to be moderate to high.

Both the direct and indirect evaluations showed a positive trend (scores on second measurement (T1) were on average higher than scores on the first measurement (T0)) and for several items the difference is significant. All three factors influencing the intention of stakeholders (attitude, norm and behaviour) scored high and slightly increased after the dissemination of the guides.

This is also supported by the fact that the Guides on average are seen as helpful and practical and respondents have positive expectations of the guides and are motivated to use them. And, in terms of animal welfare during transport, many respondents are interested to do more than their current level of application. The following characteristics of the information provided received a warm welcome:

- In own national language,
- easily understandable content (concise, simple, pictures, checklist, well-ordered) and
- dissemination via paper and digitally.

Another benefit of the guides as perceived by the stakeholders is the promotion of a level playing field, i.e. a similar interpretation of Council Regulation (EC) 1/2005 across the EU being discussed. Finally, in the course of time we have noticed a high involvement of different stakeholders, and also saw some interest from outside the EU.

Finally, please be aware that losing respondents is well-known when carrying out questionnaires during some period. We do not think this project is an exception. Concerning the direct evaluation not everyone who responded to the first questionnaire also responded to second one. Following this line of argument, it could be that the more interested and positive responders made the effort to fill it in for a second time and subsequently that the average increase is due to a biased second (T1) sample. Next to this, it not for granted that a person's intention always will become actual behaviour. Moreover, we were not able to include all factors influencing behaviour into the evaluations. Again, we do not think this project is an exception. But in general we know the more favourable the attitude and subjective norm, and the greater the perceived control, the stronger should be the person's intention to perform the behaviour in question.

References

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Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.

Tabernerero, C., & Hernandez, B. (2011). Self-Efficacy and Intrinsic Motivation Guiding Environmental Behavior. *Environment and Behavior*, 43, 658-675.

Websites

Animal transport guides: <http://animaltransportguides.eu/>

Qualtrics : <https://www.qualtrics.com/uk/>

Appendix I : Questionnaire

- On request of the European Commission a set of guidelines will be prepared which could help live animal transport practitioners (*including farmers, transport organisers, transport operators, keepers and drivers*) to further improve animal welfare during transport. They will be designed for 5 species: cattle, horses, pigs, sheep and poultry and will be published in different types of materials: factsheets, guides, video clips and website.
- We would like to consult you and receive your feedback on live animal transport, welfare during the journey and use of these guidelines to further improve welfare. Answering the questions below will only take very little of your time (5 min). Your answers will be processed anonymously.
- Please tick the box or circle the option that best describes your answer. And please bear in mind that there are no wrong answers - any answer is okay and welcome!
- When you feel questions are not applicable, e.g. due to profession, you can skip the question and continue the survey at the next question.

Guidelines which improve animal welfare could be used in each of the transport phases, during preparing, planning, loading, travelling or unloading and post-journey handling of farmed animals.



1. Using such guidelines (for me) during the coming journeys is:

Bad	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	good
Negative		positive
Unfavourable		favourable

2. Please indicate to what extent you agree or disagree with the following statements

1 2 3 4 5

I am familiar with such guidelines

I know pretty much about guidelines which could improve animal welfare during transport.

Compared to most other people, I know a lot about such guidelines.

I feel a moral obligation to use such guidelines during animal transport.

I feel that I should such guidelines during transport.

Most of my colleagues think I should use such guidelines during transport.

Most of my clients/customers think I should use such guidelines in animal transport.

3. Please indicate to what extent you agree or disagree with the following statements

For me to use such guidelines during animal transport is possible.

If I wanted to I could use such guidelines during animal transport.

It is mostly up to me whether or not I use such guidelines during animal transport.

My intention to use such guidelines during animal transport is strong.

I intend to use such guidelines during animal transport.

Such guidelines are helpful to me.

Such guidelines are practical to me.

4. To what extent are you motivated to (will) use the guidelines? Because

I have the possibility of receiving a reward.

I have the possibility of avoiding a penalty.

I have the possibility of gaining social acceptance.

I have the possibility of contributing to something worthwhile.

I have the possibility of doing something good for society.

I enjoy doing it.

It helps me in my work/in my business.

Because I am forced to do it, I do not do this on my own initiative.

I don't really know. I truly have the impression that I'm wasting my time trying to take care for animal welfare.

I can't really see I'm getting anything out of using such guidelines.

If you professionally have practical experience with transport of live animals, what are the relevant countries for your work/business?

.....
(or drop down list).

Are you **aware** of the Research Project Transport Guides?

Yes, very much / yes, a little / no

Are you **involved** in the Research Project Transport Guides?

Yes, very much / yes, a little / no

Are you interested in receiving a GGP for your information (expected Spring or Summer 2017)?

yes

no

Are we allowed to send you an invitation for this questionnaire again (second half 2017)? As short as this one!

yes

no

If you have answered "yes" above, please note your email address here:

.....

Optional: see for more information about the project the website <http://animaltransportguides.eu/>

Appendix II Interview protocol

To be able to highlight strong points and shortcomings in the dissemination process, as agreed in the project proposal, transport companies will be interviewed. This will be done in the forthcoming period, twice. You should use this protocol.

Introduction / general

- 1. In general, what do you think of the development / presence of GGPs? OR**
- 2. What is in your opinion the added value of a GGP?**
3. Do you think a GGP benefits animal welfare during transport. Why (not)?
- 4. What areas do you think will improve by introducing a GGP in your company?**
5. What do you expect to find and/or read a GGP?
 - a. What sort of information should be in the guide?
- 6. In your opinion, what are strong points of a GGP?**
- 7. And shortcomings?**

Use of GGP

- 8. Are you intended to use a GGP? Why (not)?**
9. Why would you use a GGP anyway?
 - a. And your colleagues /employees?
- 10. Do you think you would be able to use a GGP? Why (not)?**
 - a. What are the preconditions for using a GGP in daily practice? In general? Along the road? For the different species?**
11. Do you feel that you should use a GGP? If yes, by whom or what?
- 12. What barriers do you expect for usage in daily practice?**
13. Who or what can support you to bring a GGP into use easy as possible?
 - a. What do you need to get a GGP used in your company? Along the road?**
 - b. How do you make sure a GGP will be used?**
 - c. What might cause you problems, now or in the future? And how? (any solutions?)**

Concluding questions

- 14. In your opinion, what will be major developments in animal transport in the next 5 years? If (improvement of) animal welfare is not mentioned, ask why not?**
15. Who or what can support you to use a GGP as easy as possible? Do you have any suggestions (for improvement)?

Thank you and closing, and reminder for second interview later on.

Name, function of interviewee

Interview round and **first time (T1)** **second time (T2)**

Date