



"Focus in Animal Welfare"

Progress with competence and special knowledge for animal welfare-oriented,
environmentally friendly and sustainable livestock farming

Gefördert durch



Projektträger



aufgrund eines Beschlusses
des Deutschen Bundestages

fokus-tierwohl.de

Förderkennzeichen 28N419TA01 -17

- Bundling, processing and communicating special knowledge
- Exchange of experience between practitioners, scientists, advisors and other groups
- Enable, promote and maintain knowledge plus networking around animal welfare

The target groups are employees on farms, in the upstream and downstream sectors, advisors, veterinarians and the interested public

We are getting practice-orientated knowledge into practice

Funded by the Federal Ministry of Food and Agriculture (BMEL): Promotion of Animal Welfare Competence Centers within the framework of the Federal Program for Farm Animal Husbandry (announcement/directive: Federal Gazette of May 15, 2019).

Gefördert durch



Bundesministerium
für Ernährung
und Landwirtschaft

Projekträger



Bundesanstalt für
Landwirtschaft und Ernährung

aufgrund eines Beschlusses
des Deutschen Bundestages

Project duration 2020-2023, follow-up application in progress until 31.12.2026

Network Partners



Participation of all federal states for the first time plus co-operation with demonstration project, European Innovation Projects (EIP/Horizon), innovative companies, associations.....

Organizational structure

Coordination

- Project management
- networking
- Controlling
- Public relations



Knowledge transfer, evaluation

- Beef, pork and poultry offices
 - ❖ Improvement of knowledge transfer
 - ❖ Bundling & individual preparation of new expert knowledge
 - ❖ Coordination and contact point
 - Organization of major knowledge transfer events
 - ❖ Writing of technical articles



Cattle

LLH

Expert Advisory Board



Pig

Landwirtschaftskammer
Nordrhein-Westfalen



Poultry

Landwirtschaftskammer
Niedersachsen

Topic setting, evaluation of project progress

Working groups

- Diary cows
- Calves and young cattle
- Milking cows and beef cattle

Working groups

- Production stages across topics

Working groups

- Young and laying hens
- Fattening chickens
- Turkey
- Waterfowl

- Communication expertise and tools
 - Collaborative work spaces
 - Target group-specific communication concepts for the entire sector & the general public
- Agenda management

FiBL



demonstration farms

A network of farms with practice-proven knowledge transfer

- State institutions (experts with experience)
 - Topic input
 - Review and coordination of the elaborations of working groups / offices



- Multiplier (young people in the network)
 - Communication of expertise into practice
 - Knowledge transfer in the context of small & medium events
 - Regional public relations

Target groups

- Agricultural enterprises
- Upstream and downstream sector
- Technical and vocational schools
- Consulting
- Veterinary medicine
- Science
- Interested public

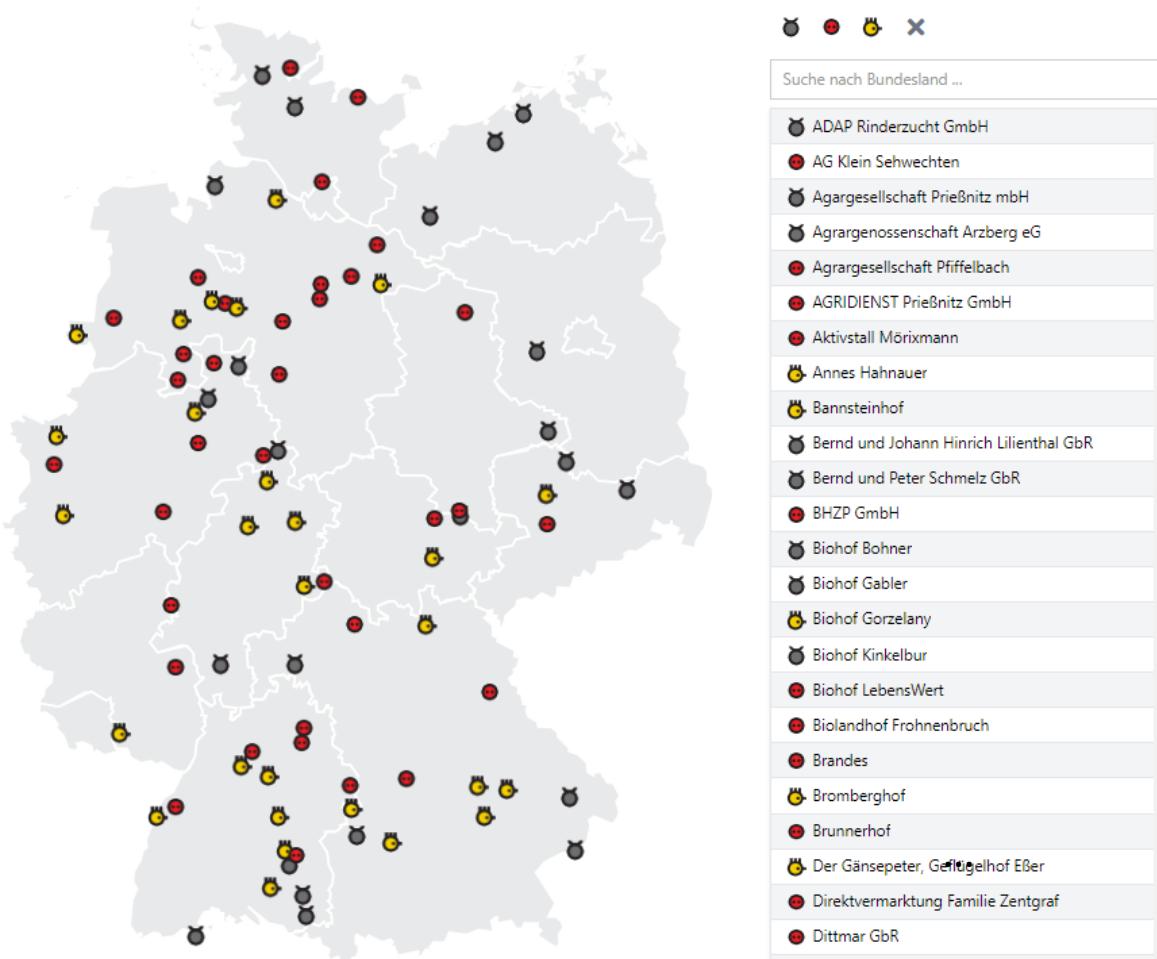
Landwirtschaftskammer: Chamber of Agriculture

LLH: State Office for Agriculture Hessen

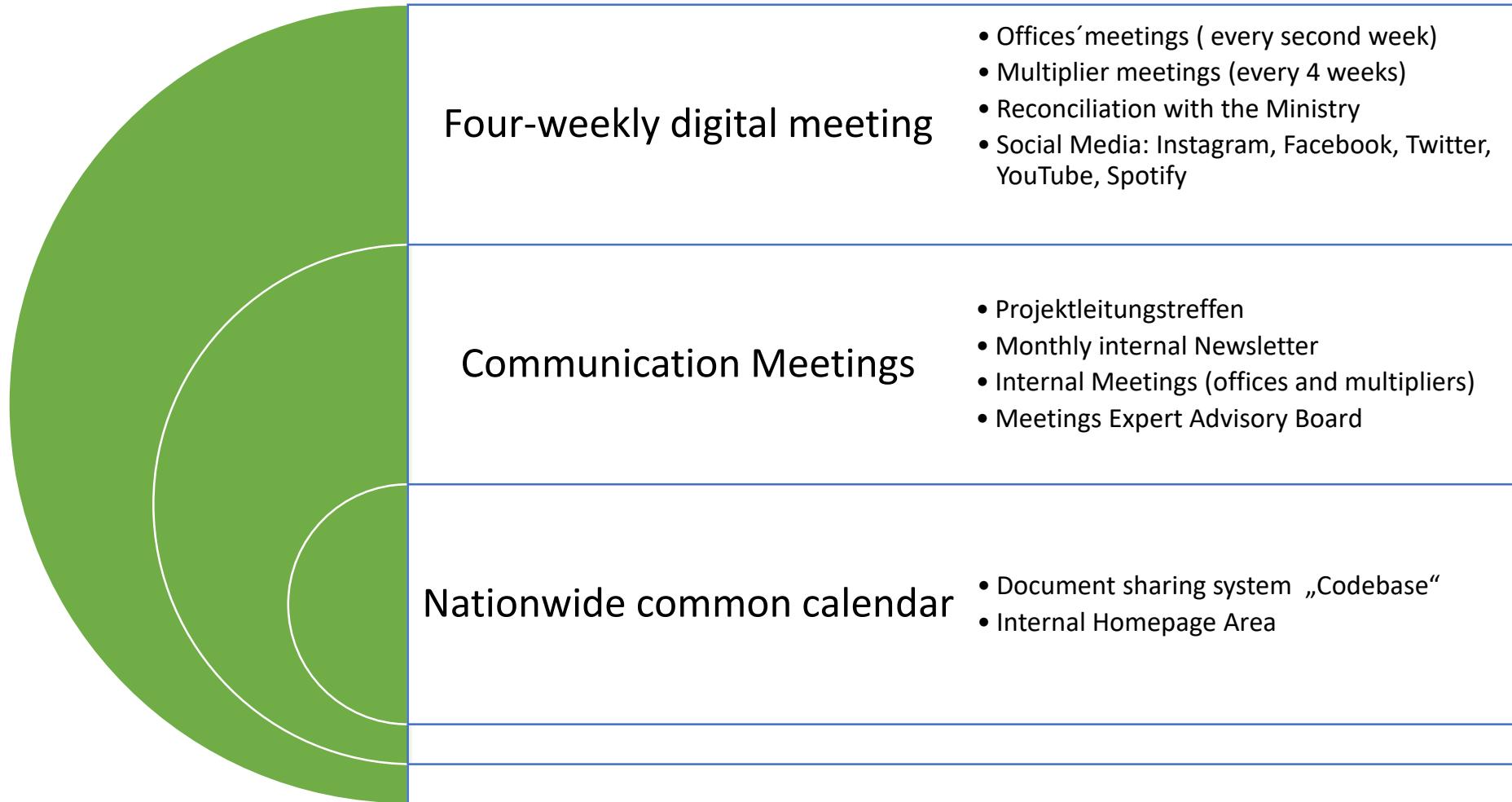
DLG: German agricultural society

FiBL: Research Institute for Biological Agriculture

Demonstration Farms



- Are pioneers in the profession with innovative and sustainable animal welfare concepts
- Present their concepts at trade fairs and events
- Discuss with members of the Bundestag, associations and consultations
- Network with each other, visit farms at home and abroad



Information ways

Webseite

www.fokus-tierwohl.de

Social Media

- Specialist information from the WG (special articles, guidelines, checklists, etc.)
- Offering audio and video formats (podcasts, videos, vodcasts, streaming)
- Nationwide calendar of events
- Overview of the network Impulsbetriebe Tierwohl

Network Demonstration Farms

- Network meeting
- Linking operational practice with working groups
- Practical transfer in events

Events of the network partners

- Nationally coordinated topics
- Broad pool of speakers from science, consulting and practitioners
- Target group specific formats (online & face-to-face seminars, workshops, excursions)

A total of over
2,200 events to
date, reaching
more than
101,000
participants

The challenges

Very different target groups



hafts-

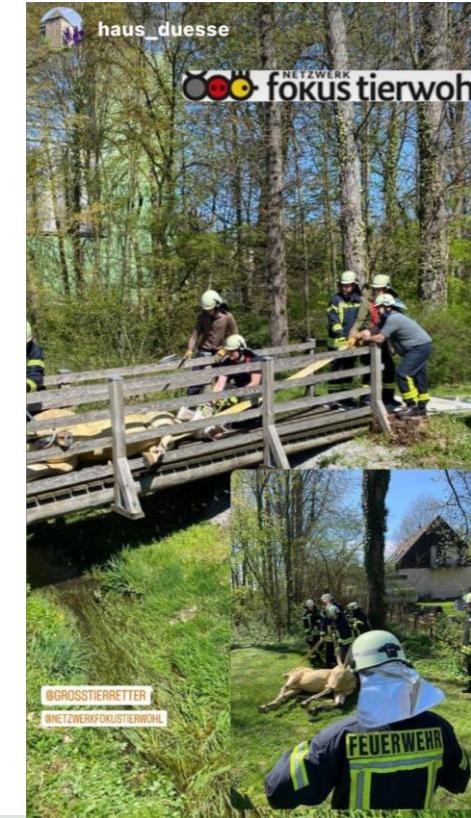
Postcards
VR-glasses
Models
Fairs



Specialist information
Guides/ Checklists
Workshops
Videos
Podcasts
Training documents
Further literature



Jeder Teilnehmer darf unter
Aufsicht selber Hand anlegen



The challenges

How do we cooperate with existing advisors to give them added value

- ✓ Co-operation events
- ✓ Ensure visibility of existing advisors in these events
- ✓ Promoting events organized by existing agricultural institutions
- ✓ Providing training materials Involvement of speakers
- ✓ Participation in the working group and expert advisory board of the Focus on Animal Welfare network



The challenges

Translations

Broschüre (Deutsch) und Druckvorlagen zum Download

 mehr ...

Broschüren zum Download in Fremdsprachen

Englisch

 Umgang mit kranken und verletzten Tieren_ENG

Polnisch

 Umgang mit kranken und verletzten Tieren_PL

Rumänisch

 Umgang mit kranken und verletzten Tieren_RO

Ukrainisch

 Umgang mit kranken und verletzten Tieren_UKR

Microsoft Word - NWF_Tierwohl_1_Einleger_Symbole_druck_UKR.docx

Förderhinweis

+

Stand: Oktober 2022

Pictures and simple icons



Abb. 78, © A. van Asten



Abb. 79, © L. Schönberg



Abb. 80, © BLE



Abb. 81, © L. Schönberg

Reasons for continuation

Nationwide coordination

The results of projects are presented to the farmers in short and understandable pieces (checklists, videos, podcasts, farm visits, workshops, seminars, social media...)

Functioning network for knowledge exchange, evaluation is done (numbers of website clicks, video clicks, participants in the events ...)

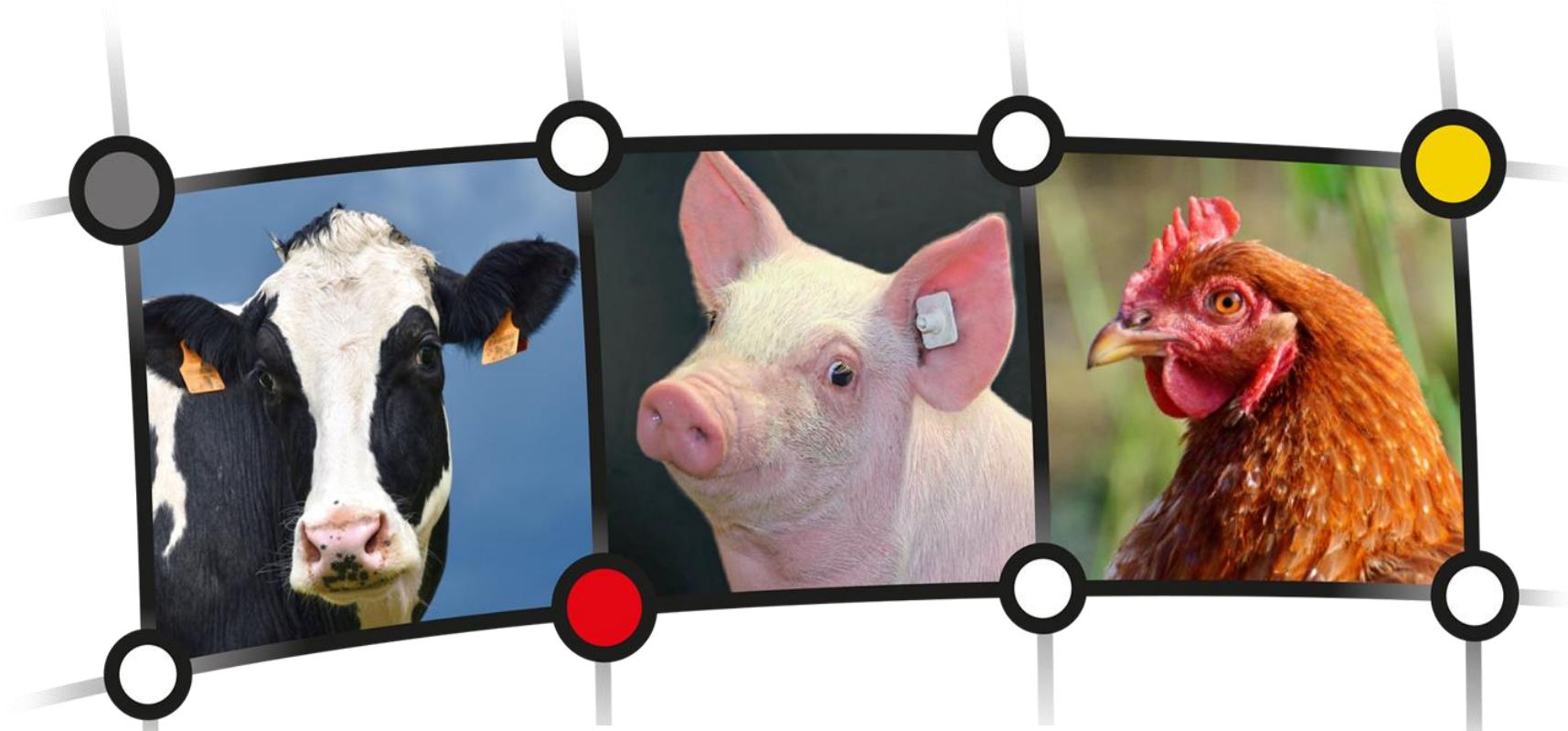
This network can be used as a 'blueprint' for knowledge hubs in other areas

A very well-organized database is available and can continue to be used cross borders (other countries)

The structures are established, the network can be continued with fewer staff

The network can be used as a platform to publicize all projects relating to animal welfare; there are no technical obstacles to expanding it to other topics

Thank you!



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