

Communications Discussion Document

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DRAFT 2

PROPOSAL FOR DISSEMINATION OF INFORMATION

SUMMARY

The present document contains proposals for improved dissemination of information on Service-ICAR (SI) products and services. Since the establishment of SI information on its products and services were mentioned in President's reports and in some issues of the ICAR Newsletter. The proposal includes several options with calculation of costs (presented in working time of the members of the ICAR governing bodies and the ICAR – SI executive team). Option 3 contains a more ambitious proposal for the establishment of a technical journal on animal recording.

OBJECTIVES

Objectives of the systematic presentation and dissemination of information through ICAR or SI Newsletter on SI products and services should contribute to

- The transparency of ICAR operations,
- Better visibility of ICAR family,
- Improved understanding of specific tasks of SI as a commercial entity,
- Increase in number of users of SI products and services.

SERVICE ICAR PRODUCTS AND SERVICES

OPTION 1 – INCLUSION OF INFORMATION ON SI INTO THE ICAR NEWSLETTER

Content

- CoQ - summaries of auditors' reports
- recording devices – information on newly certified products, short description of technical characteristics of the product (prepared by a manufacturer?)
- Information from governing bodies and SI management
- Information on other products and services

Frequency

- 4 times a year

Contributors - persons involved

- Milan - drafting NL on the basis of info received
- Jussi – to provide info on ID and recording devices,
- Charl – to provide CoQ auditors' reports,
- Cesare – info on other products and services such as accreditation of labs, presentations of accredited labs; finalization and distribution,

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- CEO SI – clearance before distribution

Strength

- Integrated flow of information from ICAR and SI
- Easy to implement without significant additional costs

Risks

- Confusion with regard to functions and responsibility of ICAR and SI (e.g. the report prepared by auditors for CoQ is a product produced by SI and sold to related ICAR Members as a basis for their claim to the Board for approval of CoQ).

Costs

- Additional 5 to 6 WD per one issue

Source of funding

- SI budget

OPTION 2- SI NEWSLETTER

Content as above expanded by

- presentation of Members which received CoQ
- presentation of producers of newly certified devices

Frequency

- two to three issues per year

Contributors - persons involved – as above plus Elena – admin work and arrangements for linguistic editing.

Strength

- better visibility of SI

Risks

- overlapping with ICAR NL (e.g. isn't it more appropriate to include info on Members which received CoQ in the ICAR NL?)
- potential conflicts with manufacturers – why presenting manufacturers of new devices and not all manufacturers; this could be avoided by introducing a system which would guarantee equal position of all manufacturers (e.g. random selection or first come first served or presentation of manufacturers and their products as a new paid service).

Costs

- 10 WD per one issue

Source of funding

- SI budget
- Income from manufacturers

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ANIMAL RECORDING AND SI PRODUCTS AND SERVICES

OPTION 3 – SERVICE ICAR BULLETIN or ICAR JOURNAL

Objectives of a new periodical publication would be dissemination of information on

- recording and ID techniques and practices, including papers and documents (or abstaracts) presented at biennial sessions and ICAR technical workshops,
- recording and and other relevant devices, tools and appliances certified by ICAR,
- recording devices which are not subject of ICAR certification (e.g. instruments for mesuring of GHG emissions),
- SI products and services.

SI Bulleting or ICAR Journal would be a new product of SI aimed at distributing technical and commercial information on products and services for animal identification, recording and evaluation. It could also include information on activities of ICAR governing and technical bodies (in this case their would be no need for a separate ICAR Newsletetr). It would be published in the electronic form as free access magazin with the same distribution techniques used for distribution of the ICAR NL. Target users would be some 2 000 professionals that read the ICAR NL. If the idea is accepted it would be necessary to form a small TF composed of members of the SI management board and the executive team to developpe a business plan and the program of action.