



## Challenge:

**How could we redesign the beef cattle registration process as a first step to improve the experience of cattlemen and cattlemen when processing telematically, thus encouraging self-management?**

## Sub-challenges:

- How could we **take advantage of the capabilities of the mobile device** and the channels most used by farmers and ranchers for telematic processing?
- How could we generate a **simple process that avoids unnecessary visits** to the office?
- How could we **automate the reading and digitization of data** using technologies such as image recognition?
- How could we **automate the creation of valid documents** for the administration?
- How could we **scale the use of this technology to other processes** and procedures of the department?

## Context:

The Department of **Agriculture, Livestock and Rural Development** manages services and procedures related to the sector: subsidies, animal and plant health, regional offices, agrotourism, etc. We are currently exploring how to continue fostering a relationship of trust and assistance to citizens. The current models of relationship with the administration present important barriers when it comes to encouraging self-management and adaptation to people's needs. Among these barriers, we have identified the opportunity to redesign a recurrent and simple procedure that can be improved with the incorporation of technology.

Livestock farmers, the end users of this challenge, are increasingly using their cell phones with WhatsApp type applications. Telematic processing in this context is, however, an area with many opportunities for improvement.

The "Notification of birth and issuance of the BID (Bovine Identification Document)" procedure is carried out around 18,000 times a year, mostly in person. Although there is the possibility of processing it telematically, it has a very low volume of use associated with the difficulty of the process.

It is a recurrent and limited procedure with great potential to add value for this sector of the population. That is why it is proposed as a workspace for this challenge.

The following are the basics of what the new discharge process might look like:

1. Birth of the animal on the premises.
2. Placement of the BID on the animal.
3. Scanning and reading of the BID of the animal and the mother to validate that it corresponds to the farm.
4. Identification and validation of the animal's breed.
5. Confirmation of dates and location.
6. Recording of the data
7. Sending the data to the Electronic Headquarters

There are 3 main areas where the application of new ideas and digital solutions could help the team:

- The **identification** of the user person using the cell phone.
- The reading and **recording of data** from a physical artifact.
- The **creation of a document** that can be integrated in the Electronic Office.

In addition, the administration needs to lay the groundwork and reflect on how to export the possibilities of this technology to other procedures and services.

## Objectives:

We seek solutions that meet at least two of these objectives:

- Introduce mobile device compatible technology that simplifies the transaction process, making it more accessible.
- Automate the process to minimize human intervention, validating the information and avoiding possible errors or allowing correction if necessary.
- Explore the possibilities of tools such as WhatsApp for telematic processing.
- Incorporate new technologies such as image recognition, which can be extrapolated to other procedures of the department.

## What are we looking for?

The following aspects will be positively evaluated:

- A clear and relevant value proposition for the challenge.
- A market-proven technological solution.
- A user-friendly experience with minimal burden on internal staff.

- Ease of adoption and implementation
- Accessibility and simplicity: A solution suitable for users with varying levels of digital literacy.
- An interoperable solution.

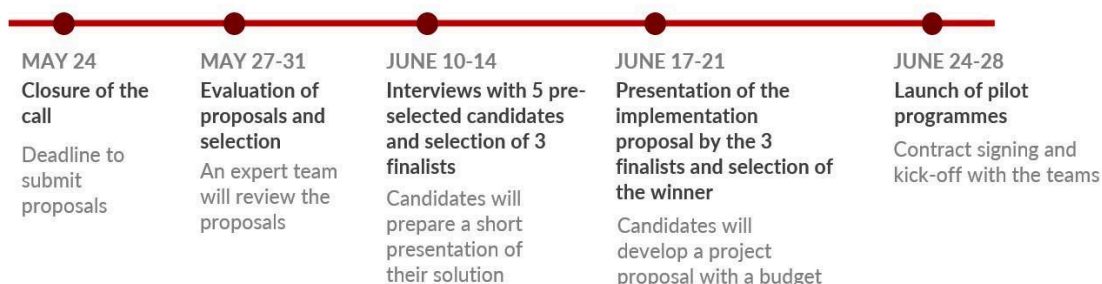
## Process and key dates:

Deadline to submit the proposal is: **05/24/2024**.

The selection process consists of the following steps:

- Selection of 5 candidates companies based on the relevance and fit of their solution with the challenge
- Interviews with the 5 selected companies to learn about their activity and differential value
- Selection of 3 finalist companies out of the 5 interviewed
- Presentation of the pilot programme proposals by the 3 finalists
- Selection of the winning company and solution

The pilot programme to implement the winning solution will take place **between June and October 2024** with a **duration of 4 months**:



In case of having any question about the challenge or the process, write an e-mail to [info@bizkaiaok.eus](mailto:info@bizkaiaok.eus)

## What do you get?

Pilot programme will pay a maximum of 15,000 euros.