



Norecopa
Norway's Centre for the 3Rs
adrian.smith@norecopa.no
tel. (+47) 41 22 09 49

Would you like to display your commitment to the 3Rs?

The 3Rs (Replacement, Reduction, Refinement) have become the cornerstone of modern Laboratory Animal Science. This focus on humane and scientifically valid science appeals to both researchers and the general public!

You and your organization do a lot of hard work to advance the 3Rs. Make sure your efforts do not go unnoticed!

We can help you demonstrate this commitment to a large targeted audience!

Norecopa is the Norwegian 3R Centre. It has one of the largest websites in the world dedicated to global 3R resources, built up over a 25-year period in collaboration with colleagues in many countries (<https://norecopa.no>). The website has over 7,500 pages and is growing steadily. It attracts at present approx. 150,000 page views a year. This number has increased by 50% since the launch of the new website in June 2016.

The screenshot shows the Norecopa website interface. At the top, there is a blue header with the Norecopa logo and the text 'norecopa'. To the right of the logo, there are language options 'NORSK' and 'ENGLISH', and a search bar with the text 'Search: Q'. Below the header is a navigation menu with the following items: About Norecopa, Alternatives, Databases & Guidelines, Education & training, Legislation, Meetings, More resources, News, PREPARE, Species, NAL. Below the navigation menu is a list of topics: Anaesthesia and analgesia, Animal facilities, Animal welfare organisations, Blood sampling, Email discussion lists, Environmental enrichment, Ethics, Experimental design and reporting, Harm-Benefit Assessment, Health and safety, Health monitoring, Humane killing, Journals, Literature searches and systematic reviews, Organisations, Severity classification, Suppliers. Below this list is a section titled 'Animals in research:' with six icons and labels: Fish, Farm animals, Laboratory animals, Wildlife and wild fish, Cephalopods, and Other aquatic animals.

Number of users since the launch of Norecopa's new website in June 2016:



You can read reviews of the website at <https://norecopa.no/about-norecopa/website-reviews>

Norecopa also arranges international meetings on Laboratory Animal Science and the 3Rs, issues an English-language newsletter 7-8 times a year to subscribers in over 40 countries, and attends many scientific meetings.

Norecopa has produced a number of guidelines for animal research, the latest being **PREPARE: guidelines for planning animal experiments** (<https://norecopa.no/PREPARE>). A paper about PREPARE published in *Laboratory Animals* in August 2017 has already been downloaded *over 4,400 times*.

We aim for consensus between the stakeholders. Norecopa's Board represents regulators, industry, academia and animal welfare organisations. This approach is of great value in increasing dialogue and understanding between these groups.

Norecopa receives a small amount of core funding from the Norwegian government. Income from Norecopa's members (research institutions and individuals) is very modest. Norecopa is therefore seeking additional funding to allow expansion of its activities.

Will you support the work of Norecopa?

For the first time in its 10-year history, Norecopa is now inviting companies to become Supporters of Norecopa. We feel that this is an attractive proposition, given the good reputation which Norecopa holds internationally.

Norecopa can offer:

- *Exposure on a website currently attracting the equivalent of approx. 150,000 pageviews per year*
- *Exposure on a sponsor webpage showing an overview of all Norecopa's sponsors*
- *A separate webpage where you can describe your company (with links to company web pages)*
- *Collaboration with an internationally renowned 3R organisation, demonstrating your company's involvement with 3R initiatives*
- *Visual presentation of your sponsorship, in the form of your company's logo, in presentations given by Norecopa at scientific meetings*
- *Links to Supporters will be visible in all our newsletters*
- *A Diploma from Norecopa indicating your level of Sponsorship*

Supporters can display our logo and text about Norecopa on their own websites and publicity material

We will supply Supporters with high-resolution files of Norecopa's logo and text describing the work of Norecopa, which may be used freely to publicise the relationship between the Supporter and Norecopa.

Here are examples of ways in which we have profiled sponsors who have supported specific tasks of Norecopa during the last 10 years:

1) Powerpoint presentation:



2) Website: <https://norecopa.no/Sponsors> This page will be updated when Supporters respond to this invitation.

Norecopa offers four levels of support:

- **Platinum Supporter:** 5,000 euros per year
- **Gold Supporter:** 2,000 euros per year
- **Silver Supporter:** 1,000 euros per year
- **Bronze Supporter:** 500 euros per year

The condition for this title is a 5-year commitment. The company may change the level of support at any time during the period.