

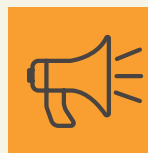
## CASE STUDY

# Promote pet adoption through collaborations and partnerships

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**At Purina we're pet lovers and do whatever we can to help abandoned pets find new, loving homes. We support pet adoption in a number of different ways via partnerships, programmes and campaigns.**

At every step of the adoption journey, we work to raise awareness amongst pet lovers. We establish collaboration partnerships with rehoming shelters and other pet adoption organisations, create and empower adoption platforms and even strive to influence governments and laws all in the cause of helping those who cannot speak for themselves.



We **create awareness** through media coverage, online activations, in-store campaigns and events.



We **partner and collaborate** with shelters and other organisations by donating food and pet merchandise, welcome packs for new owners, via employee volunteering and promoting our partners and their work at our own events.



We **offer support** via adoption platforms where we also develop educational guidelines on the benefits and responsibilities of pet adoption.



We work together with our partners to **influence politicians and decision makers** to create a better life for pets.

## CASE STUDY

# Poland



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In **Poland**, our pet adoption platform **www.adopciaki.pl** has been live since 2015. This website matches homeless pets with pet lovers who can offer them a loving home. We meet with potential owners to promote responsible pet ownership and address the barriers to having a pet.

In addition, we support the adoption process by providing behavioural and veterinary advice and promoting responsible pet adoptions through our media channels. Our campaign 'gotowe do adopcji' (**Ready for adoption**) explains the benefits of safe adoptions to future pet owners and how they can prepare themselves to have a happy and successful adoption.





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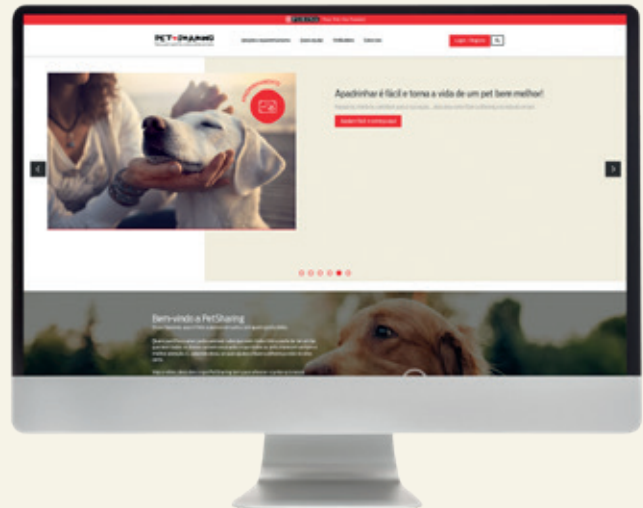


# Petsharing in Portugal

Not only do we have many pet lovers at Purina **Portugal** but we also work with pet welfare associations large and small – and have one employee solely dedicated to pet welfare. We wanted to give these small associations a voice and this led to **Petsharing**.

Petsharing is a consumer platform that lets pet lovers choose what support they want to give (in the form of a blanket, by adopting a pet, or via a financial donation), which pet association they want to help and in which part of the country.

The pet lover enters their data on the web-based platform and we pass the contact on to the relevant association. We likewise promote the platform and registered associations through social media and at events. In 2018, we designed our main event stand around the Petsharing platform. For every picture taken on the stand and shared on social media, we donated pet food and materials to these organisations.



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## CASE STUDY



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# Together, Change Happens – changing laws in Russia

**W**e organised a forum in partnership with four local charity foundations active in the area of animal protection: the international animal protection foundation **Giving Hope**; the Rehabilitation Centre for Temporarily Homeless Animals **YUNA**; the charitable foundation **Obraz Zhizni (Way of Life)** and the **Ya Svoboden (I am Free)** animal welfare foundation.

Our Russian team brought together 176 representatives from animal protection NGOs, socially responsible business and media to raise awareness about the condition of stray animals and unite the animal protection community into building an action plan. **Topics covered at the event included how best to develop a responsible pet ownership culture via educational programmes for kids, best practices in solving the problems of stray animals, and burning questions such as the need to pass a federal law on responsible animal treatment.**

Based on these key discussions with our stakeholders and partners, a Resolution was formally signed with an aligned action plan to be implemented that would offer solutions dealing with the problem of stray animals. We are proud of the role our Purina team played in creating the momentum for this and are delighted to share that on 28 December 2018, the President of Russia signed into federal legislation the **Law on Responsible Treatment of Animals**.





## CASE STUDY

# Friend for Friend

**A**lso in 2018, we launched the **Friend for Friend** ([www.friendforpet.ru](http://www.friendforpet.ru)) digital platform. Friend for Friend is a full service for future pet owners, enabling pets from shelters and people to meet and become lifelong friends.

Key features help ensure a perfect match and a rich, lifelong relationship between pet and owner: consumers can also **learn** how to take care of their new pet and be offered a **support programme to accompany** the new owner throughout their pet's life. Last but not least, the platform offers pet lovers the opportunity to volunteer their services to a rehoming organisation.



Developed in collaboration with key partners who are leading organisations in the field of animal protection, this service was limited to Moscow, but is now being expanded Russia-wide during 2019

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