

CASE STUDY

Government endorsed responsible pet ownership programmes

In **Bulgaria** in 2017 we worked closely with two NGOs, **Eyes on Four Paws** and **AA Training**, to develop a useful, fun programme containing a mixture of lessons and practical sessions. We organised open lessons in nine schools, reaching 1,200 children. In 2018, we strengthened our partnership with the **Ministry of Education and Science**, reaching 116 schools and 12,000 children throughout Bulgaria, with **Pet School** becoming part of the National Programme of **Nestlé for Healthier Kids**. Teachers love the initiative because it teaches children about being responsible and taking care of a pet.



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In November 2017, at schools in Minsk, **Belarus**, we launched the **Kindness Lesson**, an educational programme for children, created in partnership with **OkiDog**. Its main goals are: helping children understand that a dog is more than just a pet; knowing and understanding a dog's body language and behaviour so as to communicate safely and correctly; teaching the need for proper training and helping children to train dogs correctly; and generally instilling a culture of pet caring in future dog owners. In 2017 we held two school lessons, where we educated 88 children. In 2018 we held nine school lessons, where we educated 285 children. Also we had two Family Days. A dog behaviour expert and his friendly Labrador were on hand for every lesson, teaching children the right way to communicate with a dog in simple words. Belarus's Ministry of Education has now officially allowed rolling out such lessons into more schools.



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In **Russia**, the **We Are Your Friends** education programme helps children to become more responsible, caring and mature. It was developed and launched in 2017 together with partners the **Federal Institute of Childhood and Family Studies (Russian Academy of Education)**, the **Moscow Veterinary Academy** and the **Giving Hope Foundation**. Consisting of a study guide for teachers, colourful school books for pupils and posters about pets, it is designed to be taught over 36 school hours. It has received highly positive feedback from teachers, children and their parents. To date 2,500 schools have participated, with 6,400 teachers implementing the programme across 23 Russian regions, reaching 157,000 pupils.

