

CASE STUDY

New Pets at Work Partners throughout Europe

We are keen to use our experience to see **Pets at Work (PAW)** Alliances expanding to outside companies. So in **Poland**, where PAW started out two years earlier in our own offices, we organised a press conference in October 2018 and invited external companies in. There was a high level of interest from companies eager for help and guidance on joining our PAW Alliance.

In **Spain**, in September 2018 we organised an external, PAW awareness-raising event at Purina Studios, our Barcelona EMENA office, hosting HR directors and managers from more than 20 different companies. We were able to share PAW's benefits such as an increase in productivity and a happier work place.



Promote pets in the workplace



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These companies were able to see live how a pet-friendly environment works and meet some of our colleagues' pets, while an external employee engagement and motivation expert shared how the programme plays a role in supporting companies to improve their own employee satisfaction, retention and productivity.

We are passionate about “improving the lives of pets and the people who love them”, said Mark El Khoury, Head of Purina Spain, so Purina's mission fits perfectly in this initiative because we know life is richer with a pet.

In **Italy**, we made ‘Take Your Dog to Work Day’ an external event to raise awareness and engagement amongst HR and Internal Communications professionals about Pets at Work (PAW) and welfare best practice. We also implemented a media campaign to promote PAW to a wider consumer audience, featuring our employees as project ambassadors. So for our event themed ‘Welfare and Workplace: wellness starts from the workplace’, we invited companies to share their best practices about welfare and we presented ours: Pets at Work. The 33 companies taking part had the opportunity to visit our pet-friendly offices and see PAW ‘live’. 600 PAW toolkits explaining how to implement PAW in the office were also downloaded from our website.



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Our PAW Alliance Partners in this programme now include **Ogilvy in Spain** and **McCann** in the **UK**. Three new Alliances were created in Italy with **Unicredit Italy**, Grand Office and **YAM112003**. Unicredit, the largest member of the Alliance in Italy with around 4,300 employees at their Milan HQ, are now starting to benefit from having pets in their office. Meanwhile, in Germany in 2018, we engaged with **20 organisations that happily joined our alliance to create a total of 28 members**. Our journey to build 200 alliances by 2020 will continue in 2019, convincing more companies to become pet friendly and provide their employees present and future with an even better place to work.

