

CASE STUDY

How Purina is leveraging events outside schools

In **Germany**, our **Liebe fürs Leben (Love for Life)** programme offered free lessons on responsible pet ownership at primary educational level since 2012. Every year we attend the **Didacta Trade Fair** and **BPT Congress**, reaching new audiences. An additional 2018 initiative has been to launch **Pet School**, an online tool enabling us to reach more families and children digitally.

In **Switzerland**, Purina's **Amis pour la Vie (Friends for Life)** programme has sponsored the **Krax-School** programme on Animal Protection since 2012. They have dedicated teachers who teach children to respect and understand the needs of animals, whether pets, farm or wild animals. We also have our own **Purina Responsible Pet Ownership toolkit** for kids, '**Amis pour la Vie**', which we distribute through our own channels such as in-store events.



Nina Ruge, patron of Liebe fürs Leben and class.

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In the **Netherlands**, Purina has been teaching about owning a pet responsibly with the **Dieren Diploma**. The foundation held a college tour to generate publicity and encourage children to learn about responsible pet ownership. For the World Animal Day, over 100 children from several primary schools were invited to a veterinary training school, where they learnt more about taking care of pets.



In France, during 2018, Purina and Paris's 5th Arrondissement City Hall organised an educational exhibit. Through four play areas families learned about the benefits of responsible pet ownership. As well as learning the correct behaviour to adopt around cats and dogs, they were taught how to educate and take care of pets. Several experts on responsible pet ownership ran the workshops, encouraging questions and exchanges between participants.

