

How our factories play a role in our communities

Our Vorsino factory in **Russia's** Kaluga region has supplied pet food to many local shelters and during 2018 they donated over 35 tonnes of pet food in the region.

In Ermolino the team ran a recycling competition for a local school, the '2nd Life of Things', with one of the prizes being a visit to the Museum of Recycled Things.

In **Germany**, our **Euskirchen** factory employees volunteered with two non-profit organisation **Vita e.V. Assistenzhunde** (Vita Assistance Dogs, whose work in animal assistance therapy) and a local animal protection organisation **Tierschutzverein Mechernich e.V.**



Employees volunteering with Vita e.V Assistenzhunde in Germany

In **France**, at our **Aubigny factory**, we have an ongoing programme running a yearly event for a local children's society, while at our **Quimperle factory**, ten employees visited a company that has made its facilities disabled-friendly so as to educate our employees on disability. We have also set up partnerships with the **Association Jeunesse et Entreprise** and the National Association of Human Resources (**ANDRH**) to support training for young people in job skills.

Our **Veauche** factory team contribute in a different way: volunteer firefighters account for nearly 80% of all firefighters in France. In order to resource this need, the SDIS de la Loire meets with public and private employers to propose a 'win-win' partnership agreement.

Employee volunteers are sought and trained in First Aid and fire hazards, which are also an asset to employers as they can act as the first link in a chain of emergency if there is an accident in their workplace. Nine volunteer firefighters come from our Purina factory in Veauche and are assigned to the Périgneux, Saint-Romain-le-Puy, Jonzieux, Saint-Just-Saint-Rambert and Chazelles-sur-Lyon, local fire stations.



Food donation Russian shelters.



PURINA

Your Pet, Our Passion.

CASE STUDY

Our **Sudbury UK** factory holds an annual volunteering day at **SeeSaw** animal rescue centre. Employees can volunteer and help complete tasks such as painting, building kennels, general maintenance and tidying. Alongside this, the factory team also donate pet food to the charity and promote their fundraising events.

At our **Wisbech** factory, the team continue to support the Read to Succeed Campaign, launched by the local schools' association. Furthermore, we are now one of the main sponsors of the **Fenland Business Awards**, which promote young talent and assist local businesses.

In addition, two days of volunteers' time was donated to the local RSPCA animal rescue centre where we also provided pet food.



Local offices and factories in the community



CASE STUDY

Our **Portogruaro** factory colleagues in **Italy** developed an innovative way of sharing our expertise by volunteering to increase awareness of what we do and build trust among the local community. The team, consisting of 23 employees who became product ambassadors, held promotional days on two local, dog-friendly beaches, throughout the summer. They shared information on our products with consumers and talked about our common passion: pets. Each day culminated with a dog show, held on the beach alongside a PURINA® PRO PLAN™ stall.

Also in **Portogruaro**, continuing the work started in 2015, colleagues in HR, Quality and Maintenance set up training sessions with 29 students at a local high school and on the shop floor to help introduce young people to the factory environment.



Local offices and factories in the community



CASE STUDY



In **Castellbisbal, Spain**, many of our employees help us train future assistance dogs. Our **GUAU III programme**, a collaboration with CTAC, consists of socialising therapy dogs to work with disabled children. Volunteers take turns weekly to educate, socialise and prepare these dogs for their big mission.

Additionally, our employees volunteered as Santa through the NGO **Soñar Despierto** social group, which supports children with family issues. At Christmas, all employees had the chance to become 'Santa' for one child, receiving the child's 'letter to Santa' and buying them a gift.

Watch the story of Arnau and his best 4 legged friend Bruc.

