

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.



Creating awareness of the pets out there waiting to be adopted and loved.



Establishing partnerships and collaborating with pet adoption shelters.



Empowering pet adoption platforms.



Influencing governments and laws to ensure the responsible treatment of animals.

Empowering pet adoption in Finland



In **Finland**, we are the sole sponsor of **Kodittomat.info**, a website and app that enables shelters to upload information whenever there is a pet that needs rehoming, giving the animal visibility so they can be easily matched with interested pet lovers. A future goal is to expand this service into Norway.

In Finland we also support **SEY**, a federation of 38 animal welfare associations that saw more than 1,700 cats and dogs adopted in 2018.

Adopted in Finland 2018

1,700
cats & dogs



‘We are very happy to collaborate with Purina. Purina has made it possible for us to help more cats and dogs in need, than we otherwise could. We wish to continue the work with Purina in the future and make the world a better place for animals’

Kati Pulli

Executive Director at SEY, Finnish Federation for Animal Welfare Associations

Also in **Sweden**, Purina has several charity partners that we support with food donations, charity events and advocacy messages. Amongst others the nationwide federation, Djurens Vänner [\[LINK\]](#)



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Partnership in Norway



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In **Norway**, we support **Dyrebeskyttelsen Norge**, a federation of animal welfare associations. In 2018 the number of relocated or adopted pets was well over **3,000 cats and nearly 100 dogs**.

Another initiative we support every year is the **‘summer cat campaign’** in the Nordic region (Finland, Denmark, Sweden and Norway), raising awareness on responsible pet ownership and homeless cats during a season where some people tend to abandon their cats. We ensure that we include our partners in these videos, placing their logos prominently to help pet lovers find them. Some of our successful slogans have include: *“Are you ready for a lifelong commitment?”* *“Why not adopt an elderly cat?”* and *“Love, don’t leave”*.



Dyrebeskyttelsen Norge

Summer cat campaign video

