

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.



We **create awareness** through media coverage, online activations, in-store campaigns and events.



We **partner and collaborate** with shelters and other organisations by donating food and pet merchandise, welcome packs for new owners, via employee volunteering and promoting our partners and their work at our own events.



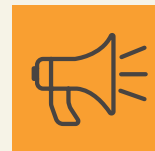
We **offer support** via adoption platforms where we also develop educational guidelines on the benefits and responsibilities of pet adoption.



We work together with our partners to **influence politicians and decision makers** to create a better life for pets.

CASE STUDY

Happy Paw in Ukraine



In **Ukraine** during 2018, we worked with the **Happy Paw Fund** to encourage adoption of dogs in two shelters we support. First, we wanted to tackle public concerns surrounding adoptions from animal shelters. So together with the Happy Paw Fund we produced a set of videos that showcased the benefits – for both pets and people – of adopting from shelters.

As a result of our video campaign, 50 dogs from the two shelters found new, loving homes. To help the dogs get off to a good start, we also provided their first supplies of pet food. The success of this campaign means we will repeat it and in future provide food for cat adoptions too.



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