



INTRODUCING PETS AT WORK



PURINA

Your Pet, Our Passion.®



People can't stop talking about the benefits of **Pets at Work!**



1 WHY PETS AT WORK?

Employees say

- › Dogs help to reduce workplace stress
- › It improves work/life balance
- › Pets at Work creates a more relaxed environment
- › Having dogs in the office improves company image
- › It improves collaboration, facilitates connection and motivation

Companies say

- › Pets at Work is seen as a privilege and benefit
- › Pets at Work increases attraction and retention of talent
- › To have Pets at work is perceived as forward-thinking and people-centred
- › Creates a inclusive and interactive atmosphere
- › A way to differentiate from other companies
- › Proof of higher performance, productivity and inspiration among employees

2

BOOSTING EMPLOYEE WELLBEING & ATTRACTING MILLENNIALS

Studies have shown that there's a huge appetite amongst European employees for Pets at Work – but very few companies are pet-friendly.

Likewise, the millennial workforce has new expectations for what makes a good work/life balance, and they rank Pets at Work as the 3rd most important work benefit. A Pets at Work scheme can help to boost wellbeing and satisfaction amongst your current employees attracting and retaining the next generation of talent.

39%

of employees would accept a new job if the company offered a pet-friendly work environment. This was seen as almost as important as health insurance contributions (41%).

68%

of employed dog owners would bring their pets to work, if given the choice.*



12%

of employees in Europe currently work in pet-friendly environments.*

3 BUILDING YOUR REPUTATION & ATTRACTING TALENT

We surveyed dog-owning Europeans about pet-friendly workplaces, and this is what they told us:



5th

When choosing a new employer, bringing a pet to work ranked as their 5th top benefit **

41%

of millennials would prefer to take a job with a pet-friendly work environment. This ranked even higher than health insurance contributions (39%) on their list of priorities *



31%

said having dogs in the office improves company image **



39%

would favour a company that allowed dogs in the office **

4

MAKING PETS AT WORK A REALITY

At Purina, we believe that people and pets are better together. That's why we've made Pets at Work a reality in our own offices. It's why we've started the 'Pets at Work Alliance' and made our 'Purina in Society' commitments — to help make a pet-friendly workplace possible for everyone.

We've broken the process down into six easy steps, and we can offer a personalised service to help guide you through them. Plus, our free toolkit contains lots of supporting assets to help you successfully launch your own Pets at Work scheme.



1



DECIDE
TO BECOME
PET-FRIENDLY

2



GET YOUR
EMPLOYEES
ON BOARD

3



WELCOME DOGS
INTO YOUR
WORKPLACE

4



MAKE YOUR
OFFICE
DOG-FRIENDLY

5



LAUNCH
AND
CELEBRATE

6



MAINTAIN
AND
PROMOTE



5 — DON'T LET ANYTHING STOP YOU

Overcoming the possible barriers to a successful Pets at Work scheme

Allergies

We contacted Professor Richard Powell – an independent allergy specialist – who helped us address employee concerns about allergies. Here's what he recommends:

Proximity

It's a good idea to maintain a distance of about five metres between dogs and people with allergies, if you can. You may also want to keep dogs close to their owners' desks while they're inside.

Air-conditioning

Don't worry about your air-conditioning causing a problem. Air-con systems won't disperse dog allergens around the building, so you can use them as normal.

Visitors

You should let all your visitors know that dogs are welcome in your building. People with a dog allergy might want to stick to dog-free areas and, if necessary, take an antihistamine before their visit.

Hygiene

Public areas

In the interests of hygiene, certain areas like toilets and canteens should always be kept dog-free. You may also want to give people dog-free and dog-friendly options for frequently used areas like lifts and meeting rooms, so they can avoid dogs if they'd prefer. Signpost each area clearly and remind all dog owners that they need to be responsible.

Cleaning

It's important to deep clean all dog-friendly areas at least once a week. This can usually be done by your existing cleaner.

Proper training

Before bringing them into the office, employees must ensure that their dogs are properly toilet-trained, flea-treated and clean. Owners should also be ready to clean up after their dogs if necessary — however this will rarely happen if they're suitably trained. In the unlikely event of a dog having an accident, the area should be deep cleaned straight away.

Vaccinations

We'd recommend that your staff ensure their dogs are vaccinated and treated against canine diseases, and are able to provide certificates on request.



Safety

Being responsible

Employees should only bring their dogs into work if they're confident that the dogs will behave in a friendly way. Employees should be responsible for their dogs at all times, unless left with a colleague or a dog-friendly buddy. They should respect dog-free areas and meeting rooms, and ensure their dogs are given adequate food and water, and exercised regularly. At the same time, employees should be encouraged to show support, care and consideration to both dogs and colleagues.

Fear of dogs

Encourage employees with a dog phobia to be honest and open with their line managers and other employees. This will make it easier to accommodate the needs of your whole team. And by designating dog-free and dog-friendly areas upfront, you should be able to ensure that all employees feel comfortable from the very start of your scheme.



6 — MEET SOME CURRENT MEMBERS OF THE PETS AT WORK ALLIANCE



We've been welcoming dogs into our own offices for many years. And we've helped lots of other companies do the same: some with 50 employees, others with over 1000. So rest assured, whatever your office looks like, we can help you make it dog-friendly.

To find out more about joining the Pets at Work Alliance, and setting up your own scheme, contact pawalliancennordic@purina.nestle.com or visit www.petsatworkalliance.com for more free information and support.



"Purina provided some very useful and practical guidance about creating dog-free zones and how to create a workable policy for staff which could be easily implemented. We dubbed our new initiative 'Furry Friday' and kicked it off with a three month trial which was so successful we are now making it a permanent policy. Staff have been overwhelmingly positive about the experience and on the days we have dogs around we definitely have a happier and less stressful office environment. An added benefit is it encourages people to take breaks to walk the dogs which means they are more refreshed and better able to get on with the tasks ahead".

Emily Morgan, Consumer MD at Red Consultancy



"We have worked with Purina for several years and during this period we have had the chance to know the company and discover with great interest how much the Pets at Work initiative was appreciated by the employees and was enabling a more relaxed working environment. For this reason we have decided to implement a similar project and Purina has provided us with a perfect support. It has been very successful among our employees and thus we have joined the Pets at Work Alliance with great enthusiasm."

**Germano Calvi, Head of Research and Data Science,
Publicis Communication**



Pet lovers should be with their pets for more than just the start and end of the day.

That's why we want to build a future where everyone can take their pet to work.

And we'd like you to join us.

*Nestle Purina Pets at work – Survey report 2017

**Nestle Purina Pets at work – Survey report 2016



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