

# Purina & Ashoka Scaling Social Impact Program (SSIP)

Supporting social entrepreneurs in accelerating and scaling their solutions

PURINA

ASHOKA

# Purpose of the Scaling Social Impact Program (SSIP)

Purina and Ashoka, through the **Purina BetterwithPets Prize**, have embarked for the second year on a search across countries in Europe, the Middle East and North Africa for initiatives working to harness the **mutual positive power of the pet-human bond for the health and wellbeing of society**.

The second phase of the initiative now aims at supporting these social innovators to scale their impact and achieve greater social change. To do so, they need the support of experts and different actors in the field, people who want to dedicate their time and expertise of positive social impact.

This program also provides a transformative learning journey for business leaders to see the world through the eyes of the social innovators. Through deep engagement with the process and the social innovator, they understand the core and essence to the strategy for social innovation in a specific field, and are then well-placed to scope future synergies and opportunities for collaboration, both in terms on social innovations and new business trajectories.

**Together, we can collaborate to enhance the mutual positive power of the pet-human bond to transform society!**



# SSIP: Supported projects

The winner and 1 finalist of the **Betterwithpets Prize 2018** edition

**The OOPOEH Foundation**
(Netherlands)
https://www.oopoeh.nl/

**Canine Hope**
(United Kingdom)
https://canine-perspective.com/

The winner and 3 finalists of the **Betterwithpets Prize 2020** edition

**StreetVet Accredited Hostel Scheme**
(United Kingdom)
https://www.streetvet.co.uk/

**Gameless Pleines**
(France)
https://www.gamellespleines.fr/

**Courthouse Dogs Research**
(Spain)
http://www.dogtoranimal.es/

**Reading Dogs**
(United Arab Emirates)
https://www.readingdogsuae.com/

# The OPOOEH Foundation- Overview

## Problem addressed

Approximately 200.000 Dutch elderly feel extremely lonely. Their only social contact is once every four weeks. Loneliness is also more common among people over the age of 75. This population group suffers from all sorts of circumstances that contribute to loneliness, such as a partner's death or physical or mental limitations

## The solution

The OPOOEH Foundation hopes to reduce loneliness and increase physical activity for the elderly by matching them as a dog sitter to a family in their neighborhood. The OPOOEH Foundation stands out in the empowerment of elderly and letting them reach their potential. When joining this initiative, elderly offer young dog owners their time, knowledge and experience which makes them feel proud and valued.

## The impact

The OOPOEH Foundation has proven to be a powerful tool for elderly to socialize and adjust to a healthier lifestyle. A 'part time dog' improves their (offline) social network, level of exercise and daily routine, helps them out of a downward spiral and gives their life a positive boost. The OOPOEH Foundation brings elderly in contact with their neighbors in a sustainable way: as a long term dogsitter. This is a win-win-win situation as elderly, pets and their owners all three benefit from it. The OOPOEH Foundation has welcomed more than 3300 seniors and 3500 dog owners.

# The OPOOEH Foundation- - SSIP team

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# Canine Hope- Overview

## Problem addressed

Approximately 85,000 women and 12,000 men are raped in England every year. In the current climate, with the heightened awareness of sexual violence and the impact on survivors, there has to be effective support for people to build resilience and create a new narrative for their future. Rescue centres are at crisis point, and dogs are being relinquished at an alarming rate. Both survivors and rescue dogs have been let down by humans

## The solution

The aim of the Canine Hope is to provide an innovative and constructive programme for those who have experienced sexual violence that supports behavioural change, personal development and recovery. Rescue dogs are canine co-tutors that lead this journey. Every dog has a story and the power of that story allows the survivors to learn that they too can trust again and they develop the life skills to take action.

## The impact

Canine Perspective CIC was established due to the success of a teen fiction novel, *Reggie & Me*, by Marie Yates. The book explores the journey of a teenage rape survivor and her rescue dog, Reggie. The social project, **Canine Hope**, brings the story to life with a comprehensive, proven programme, celebrating the human-canine bond, cultivating empathy, resilience and emotional wellbeing, offering a safe place for survivors to learn with and from dogs. By working in partnership with charities and social enterprises, Canine Hope has helped over 100 survivors of rape and sexual violence develop coping strategies to manage their trauma and rebuild confidence

# Canine Hope- SSIP team

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# StreetVet Accredited Hostel Scheme- Overview

## Problem addressed

Homelessness has increased dramatically in the United Kingdom and approximately 25% of homeless individuals have pets. But this life-shaping relationship comes at cost. Most accommodations for the homeless are not pet-friendly, so homeless owners often turn down healthcare and shelter if they have nowhere to leave their dogs

## The solution

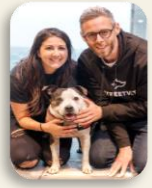
StreetVet Accredited Hostel Scheme was started by two vets in 2016 to support pet-friendly hostels in accommodating and caring for the homeless population and their pets. StreetVet empowers hostel managers to adopt positive pet policies, trains staff to implement these policies with consistent veterinary support and recognizes good practice nationally

## The impact

Over 600+ StreetVet volunteers work across the UK to provide free vet care, pet essentials, written pet references and funds for emergency kenneling. The volunteers have 1000 homeless clients with pets, performed 3500+ consultations and supported nine pets and their owners transition out of hostels into permanent accommodations. With StreetVet's help, two hostels in the UK have adopted dog-friendly policies and StreetVet is currently working with two new temporary shelters to become pet-friendly

# StreetVet Accredited Hostel Scheme- SSIP team

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# Gameless Pleines- Overview

## Problem addressed

Pet ownership among the homeless in France is often misunderstood. Pets are a lifeline for homeless people, but pet ownership is a source of marginalization. About 25% of homeless people with pets are not allowed in shelters or hospitals, which means they miss important social services to support their reintegration into society

## The solution

Gameless Pleines works with shelters and social workers to adopt pet-friendly policies, ensures need are met, provides pet healthcare, offers long-term shelter for pets as needed, increases self-confidence, shifts perceptions of the homeless and provides essential support during times of grief for both pets and owner

## The impact

Gameless Pleines has been working for 11 years in 2 cities throughout France, with 150 volunteers supporters who have engaged 1000+ homeless individuals and their pets. The isolated homeless population has decreased, which results in a significant cost savings for the government and social service providers. Dog identification and sterilization by volunteers has also helped to reduce pet abandonment. Supporting the homeless population and their pets gives hope for a stable and reintegrated future for those experiencing homelessness.

# Gameless Pleines- SSIP team

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# Courthouse Dogs Research- Overview

## Problem addressed

Justice facilities, such as court-houses and police stations, see many children walk though their doors each day for visits, testimony or trials. These buildings, most of which were built for adults by adults, don't take into account the anxiety, fears and needs of young people dealing with legal issues

## The solution

Courthouse Dogs Research is an academic project that explores the inclusion of dogs in Spain´s judicial offices to offer a coping mechanism for minors and facilitate the work of court professionals. Through rigorous research, the impacts of dogs in judicial systems can be shared through the judicial communities for adoption of best practices into facilities

## The impact

The presence of these dogs in courthouses influences the emotional state of the children and allows them to be clearer and proactive in their interactions with judicial professionals. Courthouse Dogs Research has documented that the presence of a support dog often softens the interactions between hostile parties and the perception of courts often changes for young people who no longer see forensic interviews as hostile. Since the start of Courthouse Dogs Research, 365 children have been supported as they testify in Spanish courts

# Courthouse Dogs Research- SSIP team

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# Reading Dogs- Overview

## Problem addressed

In the United Arab Emirates, children don't have the same opportunities to interact meaningfully with dogs or other animals, as do other children in other countries. Unfortunately, this means they miss out the chance to experience the benefits of the pet-human bond on their growth, development and learning

## The solution

Reading Dogs is an educational project that welcomes specially trained dogs into schools across the UAE to work with children to increase their reading skills and comprehension. Before a dog enters the classroom, the Reading Dogs team visits the school, meets the educators and runs Q&A sessions for parents to understand the benefits of the programme

## The impact

Since launch, Reading Dogs has reached almost 4,000 children of all ages, abilities and nationalities in the UAE. Their work to meet the learning objectives of the schools has ensured that children are succeeding in lessons. In a country with a large number of nationalities and languages, Reading Dogs has found that language lessons with dogs encourage children to practice their English in a trusting space. At the same time, the dogs teach social and emotional lessons and educate children about responsible pet ownership and safe pet interactions

# Reading Dogs- SSIP team

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