

Purina & Ashoka Mentoring Program

Supporting young changemakers implementing their innovative ideas

PURINA

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¿Why a Mentoring Program for Young Changemakers?

Because we want to continue supporting the 2020 BetterwithPets Prize finalists to move forward towards the implementation phase of their innovative ideas, and also leverage experiences and competences of the Purina business leaders these young changemakers will be connected with.



Supported projects: 2020 Betterwithpets Prize finalists of the idea-stage stream

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PETME
A PLACE FOR TRUST.. CARE.. AND ENDLESS LOVE

Pet Me Business Model (Saudi Arabia)

HOMELY HOME

Homely Home (Russia)

SoliVet

SoliVet (France)

Pet Me Business Model- Overview

Problem addressed

Saudi Arabia lacks a robust pet adoption culture, which leaves pet lovers, as well as cats and dogs, without the meaningful connections they long for. The complexities of a pet adoption in the Saudi Arabian market means there is a lack of trusted entities and citizens don`t have accessible tools to pursue pet adoption

The solution

The Pet Me Business Model aims to develop and provide the citizens of Saudi Arabia with a mobile application to facilitate pet adoption. With a user-friendly app, people can begin to explore the idea of free pet adoption, animal-lovers can fulfill their desire to care for a pet, and animal in need of care can be matched with loving homes

The impact

The Pet Me Business Model has the potential to introduce a caring culture of pet adoption, normalize pet adoption and make it accessible through a mobile application. Pet Me aims to educate the people of Saudi Arabia about pet relationships, empathy and animal rights. The Pet Me application can create foundational relationships between people and pets, providing safe and caring homes to hundreds of cats and dogs in the country with owners who have a new perspective and education about pet adoption and care

Pet Me Business Model- Mentoring Program`s team

Young Changemakers



Maram Alghamdi
Pet Me Co-Founder



Reem Alsubaic
Pet Me Co-Founder

Purina Business Leader



Sergej Pracević
Business Executive Officer NPP Middle East and North Africa at Nestlé Purina PetCare Europe, Middle East & North Africa

Kearney Consultant



Sabrina Balkenhol
Senior Consultant
(focus on sustainability and corporate strategy)

PETME
A PLACE FOR TRUST.. CARE.. AND ENDLESS LOVE

Homely Home- Overview

Problem addressed

Too often, people in rehabilitation programs for addiction have negative experiences; they are isolated and lack quality care. At the same time, rehabilitation programs for animals often neglect their wellbeing, placing aggressive pack dogs in the same space as injured puppies, denying them meaningful with humans and safe environments for socialization

The solution

Homely Home brings rehabilitation patients together with recovering pets outside of animal shelters, allowing both parties to develop a meaningful, lifelong bond and care for each other as part of their treatment. Pets are adopted out of heir rehabilitation shelters and paired with people suffering from addiction in home-based rehabilitation programs

The impact

Home has the potential to impact the lives of people suffering from addiction by pairing them with a pet to establish healthy patterns, create a bond and care for an animal who needs their support. This work inspires people in rehabilitation to do the same for themselves. At the same time, dogs in rehabilitation programs are adopted by a patient who cares for them. Homely Home redefines how rehabilitation programs are delivered, creating a caring community of rehabilitation patients and recovering pets, where both parties care for each other as part of the experience

Homely Home- Mentoring Program`s team

Young Changemaker



Maxim Alexandrov
Homely Home Founder

Purina Business Leader



Viktoriya Vasyakina
Head of Corporate Communication
-Purina Russia-

Kearney Consultant



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SoliVet- Overview

Problem addressed

For thousands of homeless people living with pets in France, shelters and housing facilities are inaccessible: only a small fraction welcome people off the streets who have canine companions. Where a pet is a social bond for those experiencing homelessness, dogs also barriers to access much-needed social services

The solution

SoliVet is a professional cooperative network that creates the conditions for dialogue between homeless pet owners and house structures. SoliVet aims to train social services staff in canine behavior and responses, provide veterinary monitoring of the received animals, promote civility between dog-owners and non-owners and establish animal-mediation practices

The impact

SoliVet has the potential t support thousands of homeless dog owners in precarious situations in France. They ensue the health and safety of both person and pet, increasing access to housing, health services ad community. With training for social structures, SoliVet provided the skill development that results I more peaceful interactions between those experiencing homelessness and social landlords, and between the homeless population with pets and those without

SoliVet- Mentoring Program`s team

Young Changemaker



Theo Noguer
Solivet Founder

Purina Business Leader



Annik Muller
Business Unit Director Specialist
-Purina France-

Kearney Consultant



Morgan Rees
Senior Consultant/ Business Analyst