







# TOOLKIT



# PetsatWork

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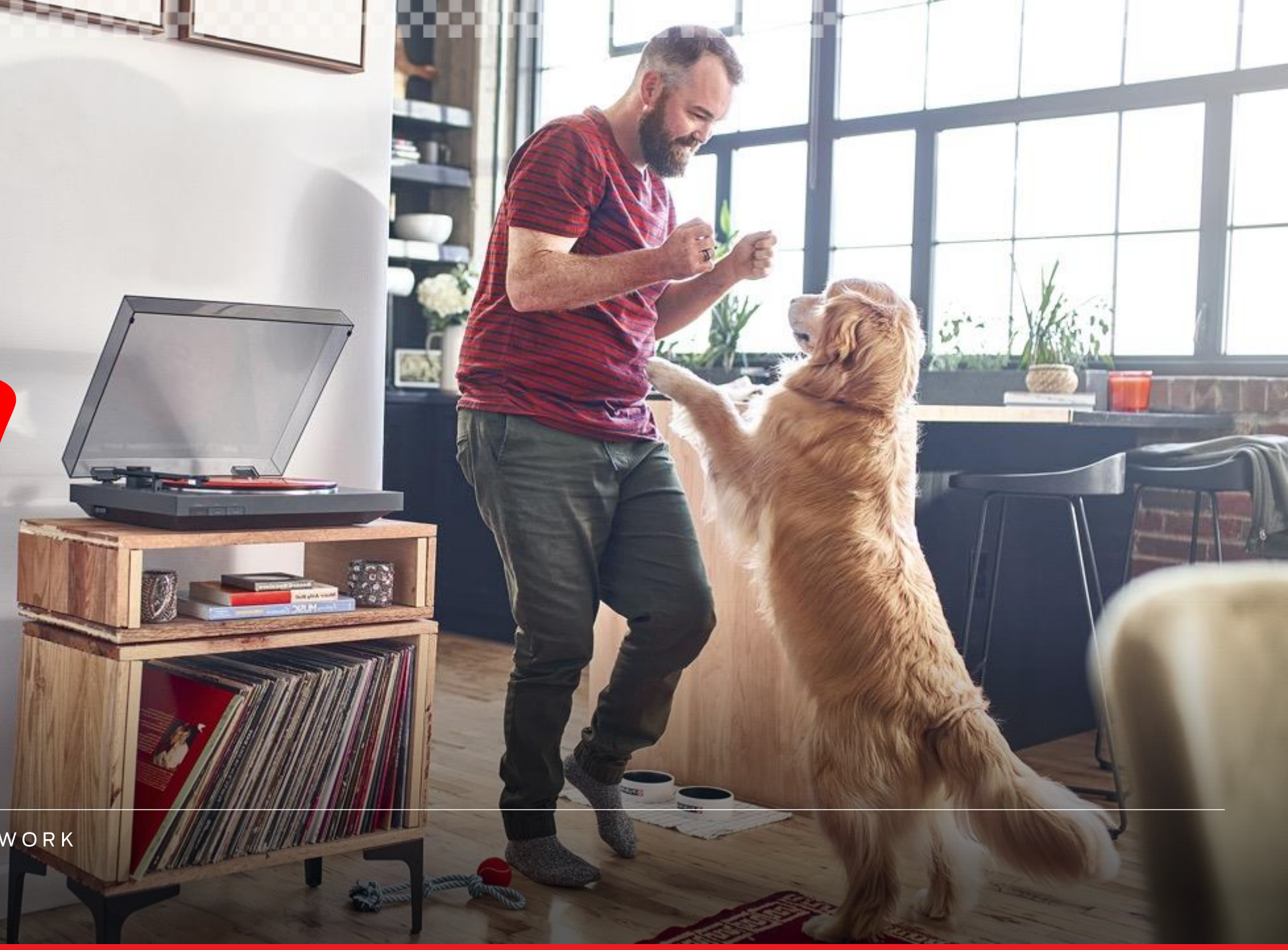
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# 01



INTRODUCING PETS AT WORK



# *What's in this section?*

Why welcome pets into your workplace?

Our belief

The benefits



# WHY WELCOME PETS INTO YOUR WORKPLACE?

At Purina®, we've lived and breathed Pets at Work since 2003. We truly believe people and pets are better together – especially at work.

We've seen first-hand how they help reduce stress, encourage socialising and get us moving. They have a positive impact on the office atmosphere and act as a great icebreaker when talking to new people.

We also know that being in the office has a positive effect on the dogs. Dogs are by nature social and affectionate and coming to work with us offers them the opportunity to spend more time with us and to socialise with other dogs and colleagues.

Through our research, we also know that many companies are keen to explore the possibility of having pets in the workplace. So we've collated our guidance and knowledge to create this interactive toolkit that offers you the tips and expertise you need to get your scheme off the ground. By sharing the benefits and experience of

our scheme, together with a simple, step-by-step approach, we hope this toolkit will enable you to successfully open your doors to pets.

\* Source: The research for Purina was carried out by OnePoll between 27th and 30th October 2015. Sample: 2,000 UK employed adults who don't usually work from home.



## VIDEO: How Pets at Work can benefit your company

We wholeheartedly believe that people and pets are better together – and being at work should not stand in the way of that.

It helps us create a stimulating environment where our people are happy, have fun and can perform at their best.

# OUR BELIEF

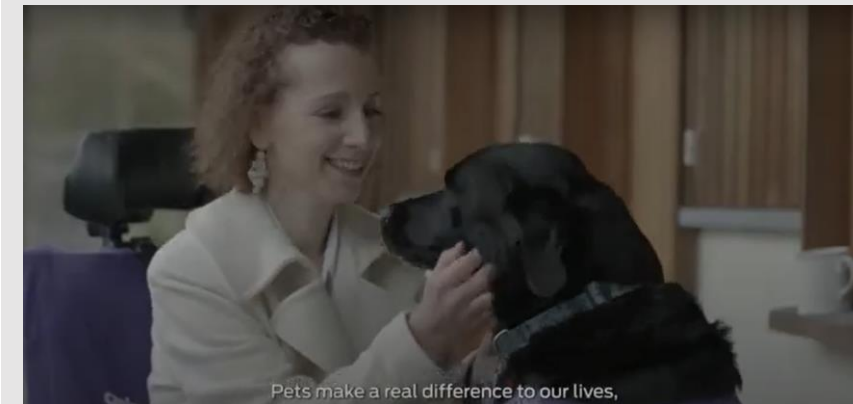
Imagine a future where pets and people are even better together: A society that recognises and celebrates all that pets give to us, as well as what we can do for them.

At Purina we want more businesses, employees and dogs to enjoy the benefits of a PetsAtWork scheme.

That's why we are launching a pan-European Pets at Work Alliance, encouraging other companies to experience the benefits for themselves. You too can get involved and help us achieve a future where pets and people are better together.

**Let's make your company a truly PAWsome place to work!**

**Join the Pets at Work Alliance!**



VIDEO: We are better with pets | #PetsAtWork

### Did you know?

We have successfully achieved our commitment to forge partnerships with over 206 organizations, integrating the promotion of pets in the workplace as one of our key Purina in Society Commitments of 2020

# THE BENEFITS

If you've never experienced Pets at Work for yourself, you might be wondering why we're so passionate about welcoming pets into the workplace.

Well, research shows that having pets in the workplace makes people happier, calmer and more productive. And when we asked people about the perceived benefits, here's what they told us:



## *Benefits for employees*

- Encourages productivity and socialisation
- Promotes work-life balance
- Acts as part of a rewards package
- Lowers stress and improves morale
- Saves money on daily pet care and encourages pet ownership

My colleagues will come up to me and ask if they can spend five minutes just to de-stress and unwind with Max. It's really nice to see.

Gemma Gillingham  
Pet Care Team Manager



## *Benefits for companies*

- Creates a friendly atmosphere
- Seen as a privilege and a benefit
- Acts as point of difference from other companies  
Attracts new talent
- Feels forward-looking and people-centric

We believe that investment in our employees to help their broader physical and mental health is so important. Life can be pretty stressful for a lot of people, and I think it is therefore businesses' responsibility to step up, recognise that and play their role in it.

Fiona Kendrick  
Chairman and Chief Executive of Nestlé UK & Ireland

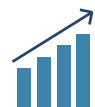


 **Welcome**  
Proud to be  
dog-friendly



Bringing  
your dog  
to work  
is the

**3<sup>rd</sup>** most attractive  
benefit, if looking to  
make a decision  
between two companies



Higher **PERFORMANCE**  
and **PRODUCTIVITY**



Higher **ENGAGEMENT,**  
**RETENTION** and  
**WELLBEING**



Taking care of a dog  
helps us live on average  
**3 YEARS LONGER**



Pets **INSPIRE US** and  
help **LOWER STRESS**



Pets help **LOWER**  
our blood pressure and  
cholesterol levels



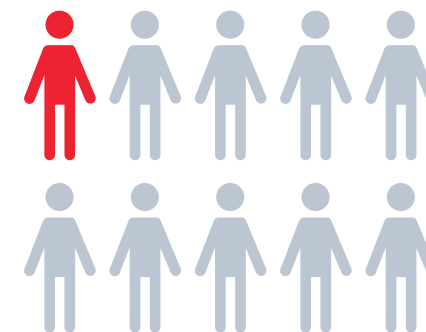
Pets make us less  
solitary and give us  
better **SELF-ESTEEM**



## DID YOU KNOW...

Only  
**1 in 10**

employees currently work in  
pet-friendly work environments



However  
**7 in 10**

employed dog owners would be  
interested in taking their pet to work,  
if given the choice





# 02



PETS AT WORK IN SIX STEPS



# *What's in this section?*

- Introduction: Create your own scheme
- Get your company's approval
- Get your employees on board
- Welcome dogs into your workplace
- Make your office dog-friendly
- Launch and celebrate
- Maintain and promote



# INTRODUCTION: CREATE YOUR OWN SCHEME

In this section we show you how you can set up your own Pets at Work scheme in six steps. While some companies will want to follow all six steps, we know that one size doesn't fit all, so, you may want to adapt the process to suit your business.

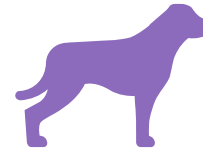
At Purina, we've created quite a formal Pets at Work policy because we have over 1,000 employees in our building. But we know through our research\* that not everyone is looking for the same level of detail. Many companies, especially small to medium sized businesses, are looking for a scheme that's easy to implement and based very much around trust and responsible pet ownership.



Get your company's approval



Get your employees on board



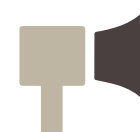
Welcome dogs into your workplace



Make your office dog-friendly



Launch and celebrate



Maintain and promote



# STEP 1

## GET YOUR COMPANY'S APPROVAL

We know you're sold on introducing your own Pets at Work scheme. So now it's time to get your company on board with the idea. Not sure how to go about it? The simple checklist on the right is a great place to start.

### Check if you can bring dogs into your office

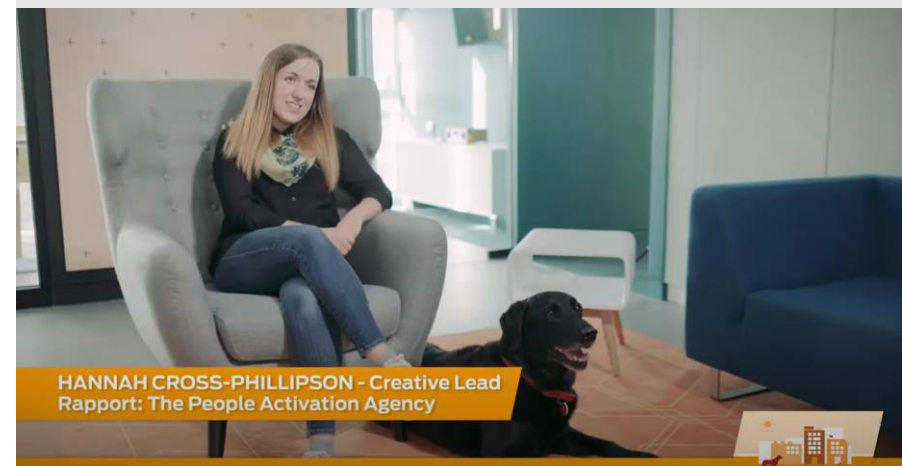
It's really important to find out who manages your building (if it's not owned by your company) and if they'll allow you to introduce a Pets at Work scheme.

### Get your leaders on board

Make the case clearly and simply to help gain buy-in. [Our Pets at Work Presentation](#) includes clear facts and figures that will help you present the potential benefits of a Pets at Work scheme.

### Appoint a champion or project team

If you have a passionate leader for Pets at Work, it will be much easier to roll out the scheme. Depending on the size of your company, you may need a single champion or more people in the form of a project team.



### VIDEO: Rapport Case Study

## STEP 2

# GET YOUR EMPLOYEES ON BOARD

So your company has agreed that they're happy to introduce a Pets at Work scheme. Now it's time to make sure your colleagues are comfortable with the idea too. You may want to run a survey to find out how supportive people are, or even hold a trial day to see how things might work in practice.

### Run a doggy day trial

Firstly, you'll want to know if a scheme will work in practice. Promoting and running your own Doggy Day Trial is a great way of getting people used to the idea of dogs in the workplace. And once people have seen it in action, you'll find it easier to gain buy-in for something bigger.

### Gauge opinion

A simple follow-up survey after the event is a great way to gauge opinion across your company and will provide you with facts and figures that demonstrate how supportive your employees are.

### Provide solutions to any employee concerns

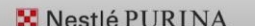
You might find that some employees aren't on board straight away. They may have allergies, for instance, or perhaps they're not dog lovers. Check out the FAQs section for tips on how you can reassure them.



## THE DAY CITY PLACE WELCOMED NEW CANINE COLLEAGUES



An initiative brought to you by



VIDEO: Purina Doggy Day Trial

### Purina employee

*I love dogs but I can't adopt any myself. Having dogs in the office allows me to be closer to my passion and to help my colleagues by dog sitting for them.*

## STEP 3

# WELCOME DOGS INTO YOUR WORKPLACE

As Purina is a large company, we needed a formal and rigorous process for welcoming dogs into our workplace.

On the right is the step-by-step process we follow. We know this won't be right for everyone, so we've developed two simpler approaches that could suit small and medium sized companies. We're sure you'll find an approach that works for you.


### Purina employee

*It's essential for the dogs to be relaxed and calm within the workplace so that they're friendly and sociable with people and other dogs. We suggest that dogs are a minimum of eight months old before going into the workplace, to ensure they are socially mature, toilet-trained and avoid behaviours like guarding or barking.*



**VIDEO: A day in the life of Max at Purina HQ**

# STEP 3 WELCOME DOGS INTO YOUR WORKPLACE

- 
- 1**  
**Get the ok** from your line manager
  - 2**  
**Notify your pets** at work champion
  - 3**  
**You'll be assigned** a dog-friendly buddy!
  - 4**  
**Receive questionnaire** fill it out and give back to your pets at work champion
  - 5**  
**Receive your assessment pack** read through programme overview
  - 6**  
**Undergo an independent,** dog behavior assessment at your chosen location
  - 7**  
**Ensure your dog** is up to date with vaccinations, flea, and worming treatments
  - 8**  
**Check your pet insurance** and consider 3rd party liability cover
  - 9**  
**Get your passpawt** and join our pack start your probationary period
  - 10**  
**Undertake dog behavior** assessment in the office
  - 11**  
**Get feedback** from your neighbors
  - 12**  
**Congratulations!** you have passed your probation period.



# STEP 4 MAKE YOUR OFFICE DOG-FRIENDLY

Once you've planned your scheme, you'll need to work closely with your champion or project team to ensure the environment is suitable for pets.

Which areas will be dog-friendly? Which areas will be dog-free? Will there be a specially designated outside area for walks and toilet breaks?

## Creature comforts to consider



Dog bed



Toys and treats



Lead



Poo bags



Non-slip Waterbowl



Food



## DOGGY PLAYPEN SIGN

You can consider a playpen for dogs to unwind in.





## STEP 4

# MAKE YOUR OFFICE DOG-FRIENDLY

### Animal welfare needs

Responsible pet ownership is at the heart of our scheme. We recommend that pet owners are aware of the 5 welfare needs\* (or freedoms) contained within the Animal Welfare Act (2006) which must be met by law.

They are:

- The need for a suitable environment
- The need for a suitable diet
- The need to be able to exhibit normal behaviour patterns
- The need to be housed with, or apart from, other animals
- The need to be protected from pain, suffering, injury and disease

### Peter Clinker | Head of Property and Facilities Management Nestlé UK & Ireland

*A core management and operational team were crucial in developing the Pets at Work scheme at City Place. The project team was made up of people from across the business, including health and safety experts, facilities managers and communications specialists. Only by working as a team was it possible to bring the Pets at Work scheme to life given the size of our business.*



### DOG-FRIENDLY ELEVATOR SIGN

Pet-friendly and pet-free elevators should be clearly marked.



### DOG-FRIENDLY MEETING ROOM SIGN

Make it clear where dogs are and aren't welcome around the office

## STEP 5 LAUNCH AND CELEBRATE

Now you're ready to launch, here are some ideas to help you promote your own Pets at Work scheme, both internally and externally. To celebrate our scheme,

we held a Graduation Day, unveiled the wall of fame, and organised a number of other events for the entire company, including an open day which gave us some great PR coverage!

### **Professor Peter Neville | Companion Animal Behaviour Therapist Centre of Applied Pet Ethology**

*It was a great pleasure to work with the Purina team to set up the Pets at Work scheme at City Place. It is so enjoyable to see how well Purina's employees and their dogs have taken to the scheme. It really does make for a more relaxed, productive and friendly working atmosphere. So it's really great to see other companies starting to adopt the Pets at Work model to enable their businesses and employees to benefit 'first paw' from all that dogs can bring to our lives, even in the workplace.*



**VIDEO: Purina celebrates the one year anniversary of Pets at Work**

## STEP 6

# MAINTAIN AND PROMOTE

All being well, your Pets at Work scheme will quickly gather momentum and take on a life of its own. But it's really important to keep your scheme fresh and at the forefront of people's minds. So here are a few ways you can maintain and promote it...



### BE CURIOUS

The best way to improve is to **find out what people really think** of the scheme. Conducting regular, fun questionnaires will help you fine-tune things.

### RECRUIT CHAMPIONS

Invite people to get involved and help run the scheme. Encourage them to organise a photoshoot so you can create your own wall of fame and give them the opportunity to arrange other dog-related events.

### HIGHLIGHT THE BENEFITS

Don't forget to tell potential new employees that both **they and their dog are welcome at work**. This is a great employee benefit and will help attract new employees to your company.

### SHARE THE PAWSOMENESS

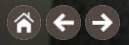
Share the pawsomeness with your friends and family to **make sure they know what a great, forward-looking company you're working for**. Spread the news with the hashtag #PetsAtWork.

# 03

Nestlé PURINA.



FREQUENTLY ASKED QUESTIONS



# *What's in this section?*

- Responsible pet ownership
- Employee wellbeing
- Company questions



# FAQs

# RESPONSIBLE PET OWNERSHIP

## How can we ensure our employees look after their dogs at work?

A. Responsible pet ownership should be at the heart of every scheme. Employees are encouraged to show support, care and consideration for both dogs and colleagues.

At Purina, this means employees must:

- Respect the [Pet Etiquette Guidelines](#)
- Be responsible for their dog at all times, unless left with a colleague / [dog-friendly buddy](#)
- Respect dog-free / dog-friendly areas and meeting rooms
- Be expected to be courteous when using dog-friendly premises
- Ensure their dogs are given adequate food and water and exercised regularly
- Ensure their dog is toilet-trained
- Clean up after their dog
- Ensure their dog is vaccinated, flea-treated and clean

## At what age are dogs welcome on the scheme?

We recommend dogs are a minimum of eight months old and microchipped in accordance with the [Microchipping Legislation](#).

## What if dogs become aggressive?

We recommend that the situation is dealt with immediately and that employees understand that they must take their dogs home if they are unsociable or aggressive towards other dogs or people.

## What probation period would you suggest?

At Purina we have a three month probation period, as we think this is the ideal amount of time to enable dogs to settle into their new surroundings. We also ask that the dogs be on site a minimum of six times during that period. But we understand that probation periods and site visits will vary from one company to another.

## Will dogs have free reign?

A. We recommend that there are [dog-friendly](#) and [dog-free](#) areas, and dogs must be kept on a static lead at all times.

## What should dogs be vaccinated against?

We suggest that colleagues ensure their dog is vaccinated and treated against canine diseases and are able to provide certificates on request.

## How do you manage excessive barking?

It's crucial that dogs behave well in the office. We make it clear to owners that dogs with behavioural issues, like excessive barking, should not be brought into work until the problem is resolved.



# FAQs

# EMPLOYEE WELLBEING



## How can we manage allergies?

We contacted Professor 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 meters between dogs and people with allergies, if you can. You may also want to keep dogs tethered to their owners' desks while they're inside.

### 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.

## What about employees who are scared of dogs?

We ask people with a dog phobia to be honest and open with their line managers and other employees. This will help us work out the best way of accommodating the needs of the whole team. We'd encourage businesses to identify dog-free and dog-friendly areas to ensure all employees feel comfortable whilst at work.

### Cleaning

It's important to deep clean all dog-friendly areas at least once a week. Any areas where dogs have had an accident should be deep cleaned straight away.

### Public area

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 highlight the importance of 'pet etiquette' to all dog owners.

### Flea collars

We'd strongly recommend the use of flea collars.

## How can we make sure our dogs are sociable with other employees in the building?

Start by ensuring everyone has a clear understanding of the type of behaviour that's expected from their pets – and what kind of behaviour isn't acceptable. We developed some Pet Etiquette Guidelines so that employees understand what's expected of them. To ensure they are mature enough, we also suggest that dogs are at least eight months old before being taken into the workplace.



# FAQs COMPANY QUESTIONS

## Will there be additional office cleaning costs to consider?

Peter Clinker, Head of Facilities at City Place, talks about the impact of having pets in the office.

"For cleaning and associated costs, there have been no extra maintenance issues. We simply incorporate weekly deep cleans of dog-friendly areas into our contract. We have segregated areas, meeting rooms, lifts and coffee zones, and we can impose dog-free working areas if necessary. Dogs have caused very few issues in the building and all our visitors and clients are intrigued and delighted to see them. I would continue to encourage their joining us in the workplace and have said this to many other property managers in the UK."



## Can I take my dog to meetings?

In our experience, dogs have always been welcome in meetings. But be sure to check with the team first, and always make sure that dogs are only taken into dog-friendly meeting rooms.

## How can a workplace make sure everyone's on board with having dogs in the office?

Create an environment where people can easily share their views and feel that their voices are being heard. That way everyone can work together to create solid guidelines around bringing pets to work. This will help establish a process that makes it simple and routine to deal with any circumstances that may arise.

## Will we need third-party liability insurance?

Paul Steadman, HR Director at Purina HQ, shares the following advice:

"Here at Purina we invite employees to take responsibility for their dogs at all times whilst on company premises. We encourage employees to check and / or set up their own pet insurance policies to provide adequate cover in the event of damage to third-party property or injury to third parties."

## Through which specific doors can I safely take my dog?

In our experience, for the safety of dogs, it's always best to use doors with a push/pull mechanism or utilize handicap-accessible doors.





04



READY TO USE MATERIALS



# READY TO USE MATERIALS

This section contains all the materials referenced throughout the toolkit to help you set up your own Pets at Work scheme in six steps.

We've got everything you might need to set up and raise awareness of your Pets at Work programme. From a fun mousemat to a Pets at Work presentation that will help get the bosses on board, these materials and resources will ensure you ignite interest from the very start.



## MAKE YOUR OFFICE DOG-FRIENDLY

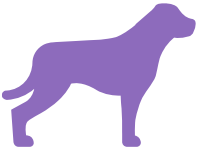
You can use these signs if you're holding a Welcome Ceremony at your workplace



## PET ETIQUETTE SIGN

Ensure dogs stay on their best behaviour with this fun sign

# WELCOME DOGS INTO YOUR WORKPLACE



## EMPLOYEE PROCESS OVERVIEW – LARGE COMPANY

An example of how a Pets at Work scheme might work in a large company



## EMPLOYEE PROCESS OVERVIEW – MEDIUM COMPANY

An example of how a Pets at Work scheme might work in a medium-sized company



## EMPLOYEE PROCESS OVERVIEW – SMALL COMPANY

An example of how a Pets at Work scheme might work in a small company



## EMBARKMENT APPLICATION FORM

A quick application form for employees who want to apply for a Pets at Work Passpawt



## PAWTHORISATION (OFF-SITE) ASSESSMENT

A guide to the Pawthorisation phase of the process, which ensures dogs feel happy and safe in a work environment



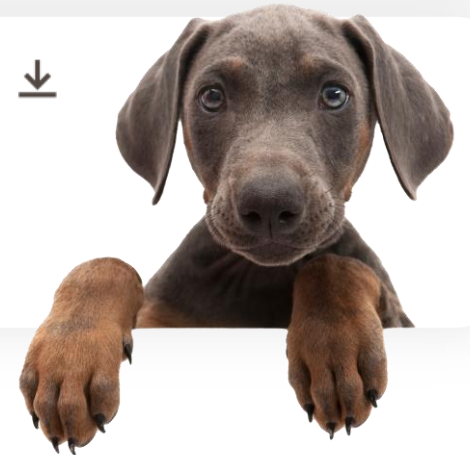
## PETS AT WORK PASSPAWT

Once a dog has passed the Pawthorisation phase they can be given their very own Pets at Work PassPawt, which marks key moments like health checks and assessments



## TAIL-END (ON-SITE) ASSESSMENT

A guide to the Tail-End phase of the process



# MAKE YOUR OFFICE DOG-FRIENDLY



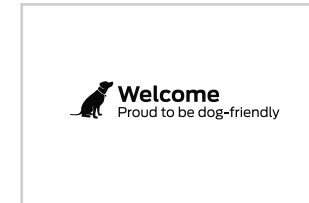
## DIRECTIONAL SIGN

Guide owners and their dogs to dog-friendly zones



## DOG-FREE/FRIENDLY SIGNS

These simple signs will ensure dogs are kept in dog-friendly areas



## DOG-FRIENDLY OFFICE SIGN

Let the world know that dogs are welcome in your workplace



## DOG-FRIENDLY PARKING SIGN

Planning to introduce dog-friendly parking spaces? This sign will come in handy



## MEETING ROOM CARD INSERTS

These signs are designed to fit meeting room sliders



## OUTDOOR DOG AREA SIGN

Signpost any outdoor dog zones with this playful sign



# LAUNCH AND CELEBRATE

# MAINTAIN AND PROMOTE



## INTRODUCTORY LEAFLET

Introduce the Pets at Work scheme to both dog owners and non-dog owners with this handy booklet



## TOTE BAG

Why not add a fun Pets at Work message to reusable tote bags?



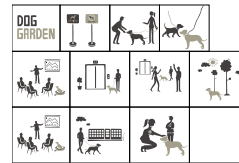
## PET ETIQUETTE GUIDELINES

Keep your pets on their best behaviour with our Pet Etiquette Guidelines



## PETS AT WORK ALLIANCE LOGO

Download the Pets at Work Alliance logo here



## VARIOUS ILLUSTRATIONS - COMBINED

A series of illustrations that can be used throughout the office



## WALL DECORATIONS

Raise awareness of your Pets at Work programme with these engaging wall decorations



**Join us in creating a future  
where pets and people are better  
together.**

**Join the**



**THANK YOU**

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