



**EU DOG & CAT
ALLIANCE®**

**EU Dog & Cat Alliance
NEWSLETTER
May '18**



Welcome

Welcome to the fourth EU Dog & Cat Alliance! We're delighted to bring you this issue to update you on what's new with the Alliance and we hope you enjoy reading the highlights from members too!

We begin however by reminding you all that sadly Simona Lipstaite left her role as European Policy Advisor for the EU Dog & Cat Alliance in March to begin new adventures. We wish Simona the best of luck for the future and thank her for playing such a huge part in what the Alliance has grown to become today!

We hope to be able to share news with you soon on our new European Policy Advisor but for now if you have any questions please do get in touch with Claire Wilson-Leary or Claire Calder.

With best wishes,
Claire and Claire

News

Alliance meeting, March 2018

On 20th March we held the seventh EU Dog & Cat Alliance meeting in Brussels. Thank you to everyone who attended – it was wonderful to have members representing 11 countries in the room and to meet some members for the first time.

The meeting was followed by a day of training in lobbying and Public Relations for members. A special thank you goes to Brigita and Lina, Fredrik and Suzie who gave such inspiring presentations on examples of campaigns they have run.

Whilst in Brussels Alliance members also had meetings with Alex Mayer MEP, Ricardo Serrão Santos MEP and the assistant to Renate Sommer MEP.



Event on breeding for extremes of conformation in dogs and cats

The Alliance has been looking at ways of highlighting issues we have not been focusing on before to attract more support from MEPs and also enhance cooperation with other animal health and welfare stakeholders in Brussels. Breeding for extreme conformations is among the Alliance's areas of focus, and not only is it a very important welfare issue, but it will also provide a new angle in terms of PR, as even non-specialist MEPs, journalists, etc. can understand the suffering of dogs and cats bred with extreme features, and the need to tighten up breeding standards on this.

We plan to hold a joint event in the European Parliament with the Federation of Veterinarians of Europe (FVE) and the Federation of European Companion Animal Veterinary Associations (FECAVA) on 26th June. This will be a policy based discussion event consisting of presentations by experts across the EU as well as a short debate between stakeholders. We'd be delighted if members could attend and more information will be sent shortly.



EU Pet Advertising Advisory Group

In February Simona, Suzie Carley and representatives of Blue Cross had a very constructive meeting with the European Commissioner for Health & Food Safety Vytenis Andriukaitis. They asked for the Commission's support for the EUPAAG project, and received a warm response. The Alliance and Blue Cross are now working with the European Commission to host an event with the Commission on EUPAAG on 28th November. We are also looking into organising a European Parliament reception alongside this event. More information about the events will be sent to members in due course.

We are delighted that PAAGs (Pet Advertising Advisory Groups) are now up and running in Belgium (BelgPAAG) and Sweden (SwePAAG). You can find out more about EUPAAG at <https://www.dogandcatwelfare.eu/eupaag/> and if you're interested in setting up a Pet Advertising Advisory Group in your own country, please get in touch with Claire Wilson-Leary and Claire Calder who will put you in touch with Blue Cross, secretariat of EUPAAG.



Save the dates!

- 26th June – European Parliament event on breeding for extremes of conformation in dogs and cats
- 8th October – EUPAAG workshop in Krakow ahead of ICAWC
- 27th November – EU Dog & Cat Alliance annual European Parliament reception
- 28th November – EUPAAG joint event with European Commission

In The Spotlight!

Johan Beck-Friis, Svenska Djurskyddsföreningen
Svenska Djurskyddsföreningen
(Swedish Association for the Protection of Animals)

Tell us about your organisation...

The Swedish Association for the Protection of Animals, (Svenska Djurskyddsföreningen) has been working to improve animal welfare for over 140 years. Located in Stockholm, Svenska Djurskyddsföreningen focuses on promoting good treatment of both domestic and wild animals. We especially promote scientific research into better animal welfare, work for improved legislation for animals and try to raise awareness and interest in animal welfare amongst policymakers, politicians and the general public.

We feature a different Alliance member in every issue of the newsletter, giving you the chance to get to know your colleagues!



What initiatives are you working on in Romania at the moment?

We try to get a legal change that demands a compulsory microchipping of cats in Sweden. There is a new animal welfare act on its way this year and we hope that compulsory microchipping of cats can be included in that.

We also work against extreme breeding in pedigree dogs. For example we have seen increasing problems with more and more flat nosed dogs of certain breeds.

Finally we will start a campaign against smuggling of dogs and puppy farming, together with other animal welfare organisations and government authorities this autumn.

What developments would you like to see in EU legislation on pets?

We would like to see an EU animal welfare law that comprises pet animals, not only animal welfare rules about farm animals. Minimum standards for housing and commercial transport of dogs would be a good start.

Members' Stories!

Thinking Ahead: World Animal Day A message from Naturewatch Foundation (UK)

World Animal Day, taking place this year on 4th October, is a social movement to raise the status of animals and improve welfare standards around the globe. Animal welfare organisations, community groups, youth and children's clubs, businesses and individuals organise events in celebration of this special day to draw attention to animal issues and make them front page news around the globe – a vital catalyst for change. Through increased awareness and education, we can help create a new culture of respect and sensitivity to make this world a fairer place for all animals.

You can get involved by organising an event under the World Animal Day umbrella, publicising it on www.worldanimalday.org.uk and using the World Animal Day brand and logo. A huge variety of inspiring events are held each year in an increasing number of countries - Find out more on the website!

New guidance on pet care in Spain

This month the Ministry of Agriculture and Fisheries, Food and Environment (MAPAMA) in Spain published a guide for responsible ownership of companion animals, with the help of Alliance members ANDA, ANAA and FAADA. The Guide is aimed at all those people who want to introduce a pet into their home and encourages them to choose a pet that is suited to their lifestyle.

The Ministry has created a leaflet which ANDA, ANAA and FAADA are helping to disseminate to the public. Find out more information here: <http://eresresponsable.es/>

Higher penalties for animal cruelty offences in Poland

On January 26, the Polish Parliament adopted a bill on animal welfare proposed by the ruling Law and Justice party. The new regulations increase the upper range for those responsible for killing, illegal slaughtering or abusing an animal - from 2 to 3 years of imprisonment, while the perpetrator acting with particular cruelty will be subject to a penalty of 3 months to 5 years in prison.

The legislation also introduces a life ban on keeping animals when offenders are convicted of cruelty, bans the chaining up of dogs, and outlaws fur farms and the use of animals in circuses.



News just in from France...

There is a growing campaign for mandatory sterilisation of cats. Congressman Hervé Saulignac has called for mandatory sterilisation of stray and domestic cats, and for local authorities and local animal protection associations to be granted the necessary subsidies to do so.

Raystede (UK) in the media

Nationally, the number of animals being rehomed from rescue centres in the UK has seen a 7% decline over the last 5 years. This is due to many factors but the biggest is the internet: it has become a popular, albeit rather dangerous tool for people to buy and sell animals.

Historically Raystede had not attempted any concerted marketing drive. We decided to give this a go to see if we could increase the number of animals rehomed from us. We aimed to spread the message about the benefits of adopting an animal from Raystede. This also coincided with us launching our new-look website which is far more user-friendly.

We advertised across local radio stations, newspapers and magazines throughout January – March 2017. The key message we delivered was that all the animals in our care are vet checked, character assessed and where necessary neutered and microchipped before being rehomed. We also provide ongoing support and advice for the duration of the pet’s lifetime. We also experienced a huge uplift in traffic to our new website.

The good news is, following this three-month media campaign, adoption increased by 49%

<https://www.raystede.org/>

