



## Business case

Name:	Premal, Vishva and Pratik
Community & UN SDG(s):	Good health & wealth being, Life on land and Quality Education
Date:	08/02/2025

Proposed Project	Animal safety game
Date Produced	05/02/2025
Background	<p>Children frequently encounter animals in their daily lives but often lack the knowledge and awareness to interact with them safely. Improper interactions can lead to injuries, fear-based behaviors in animals, and even increased surrender rates to shelters due to misunderstood behavior. The Regina Humane Society is committed to educating the community on responsible pet ownership and animal welfare. To support this mission, the organization is developing an interactive digital game designed to teach children the fundamentals of safe animal interactions. The game will be open source, providing schools with a structured educational resource.</p> <p>By incorporating real-world scenarios, children will learn essential skills such as:</p> <ul style="list-style-type: none"><li>• Asking permission before petting a dog.</li><li>• Recognizing animal body language.</li><li>• Avoiding behaviors that may make an animal uncomfortable or aggressive.</li></ul> <p>Inspired by the Zoe and Molly online safety game, this project will create an engaging, interactive, and scalable tool for classrooms across Canada.</p>
Business Need/ Opportunity	<p>The business need for this project arises from several key factors:</p> <ul style="list-style-type: none"><li>• Lack of structured education on animal safety in schools.</li><li>• Increase in pet ownership, leading to more human-animal interactions.</li><li>• The need for a scalable, engaging learning tool that integrates seamlessly with existing educational platforms.</li><li>• Aligning with the Regina Humane Society's mission to promote responsible pet ownership and animal welfare.</li></ul>
Options	<p>Option 1: Develop the Educational Animal Safety Game</p> <ul style="list-style-type: none"><li>✓ Engages children through an interactive and enjoyable learning experience.</li><li>✓ Strengthens community knowledge about animal safety.</li><li>✓ Provides teachers with an effective classroom resource.</li><li>✓ Aligns with Regina Humane Society's mission and UN SDGs.</li><li>✓ Can be expanded to include additional safety scenarios in the future.</li></ul> <p>Option 2: Do Nothing (Status Quo)</p> <ul style="list-style-type: none"><li>✗ No new educational resources for children.</li><li>✗ Missed opportunity to engage the community through digital learning.</li><li>✗ Continued misunderstandings and injuries due to improper animal interactions.</li></ul>



### Cost-Benefit Analysis

Option	Costs	Benefits
<b>Develop the Game</b>	Development costs (game engine, UI/UX design, scripting, testing), hosting costs	Increased safety awareness, community engagement, alignment with UN SDGs, support for teachers, reduced pet surrenders
<b>Do Nothing</b>	No immediate cost	No new resources, continued risks of improper animal interactions, lost opportunity for community education

### Recommendation

The benefits—including increased safety, educational impact, community engagement, and alignment with UN SDGs—far outweigh the initial development costs. This project will reinforce the Regina Humane Society's role as a leader in animal welfare education, creating a safer and more informed community.