Increasing Animal Adoption in North Germany
Thru Pet Cafés

Introduction

In Germany, a country with some of the most progressive animal welfare laws and attitudes, there are private animal shelters called Tierheim, which take care of homeless animals. The shelter takes in a wide variety of animals, including exotic ones. Approximately 15000 animals are taken in annually, 40% of which are stray.

Shelters and rescuers are always looking for new ways for homeless pets to interact with potential adoptive families. They have worked to create open and inviting areas where people can have one-on-one time with pets before deciding to adopt, working to change the stereotypes about shelter pets. Getting consumers involved, particularly with social causes, can be challenging, prompting organizations to turn to experiential marketing tactics.

Pet Cafés have been a very popular since it was first established in 1998 but was primarily mainly for people who wanted to spend time with animals. Although more of these Cafés were built worldwide, they are still more popular in Asia. Germany itself only have a few of these Cafe's but it's because most restaurants, hotels and public transport are pet-friendly.

However, these establishments, though pet-friendly, does not advertise the importance of pet adoption. The aim of this project is to promote pet cafes to provide shelters with an experiential adoption strategy to help increase adoption rate. This project could help NGO's or business owners who would like to start their own animal cafes or salons, specifically in North Germany.

Data

North Germany [1] is one of Germany's region whose exact area is not precisely or consistently defined. It varies depending on whether one has a linguistic, geographic, socio-cultural or historic standpoint. This project will mainly focus on data from the states of Schleswig-Holstein, Lower Saxony(including Hamburg and Bremen), and Mecklenburg-Pomerania.

A list of postal regions and codes can be found in wikipedia [2] and can be further refined by using *suche-postleitzahl* [3]. The list in suche-postleitzahl gives a more detailed list of all the neighborhoods and their corresponding postal codes.

The data described above will be used to find the animal shelters located in each neighborhoods from the targeted states by using Foursquare API.

Resource:

[1] "Northern Germany" https://en.wikipedia.org/wiki/Northern_Germany#Northern_German_States
[2] "List of Postal codes in Germany" https://en.wikipedia.org/wiki/List_of_postal_codes_in_Germany
[3] "Postleitzahlen" https://www.suche-postleitzahl.org/