Increasing Animal Adoption in North Germany
Thru Pet Cafés

Introduction

Pet Cafés have been very popular since it was first established in 1998 but was primarily for people who wanted to spend time with animals. Although more of these Cafés were built worldwide, they are still more popular in Asia. In recent years, a number of these cafes have started partnering up with local shelters in order to help rescued pets to be adopted. In the Philippines, a Non-government organization called PAWS partnered up with one of the biggest mall chains and opened up a cafe in an attempt to raise awareness on animal welfare[1].

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.

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.

Germany itself only has a few Pet Cafe's but it's because most restaurants, hotels and public transport are pet-friendly. However, these establishments, though pet-friendly, does not necessarily advertise the importance of pet adoption.

Business Problem

Pet friendly establishment are on the rise but this does not equate to increased animal awareness. The aim of this project is to promote pet cafes to provide shelters with an experiential adoption strategy to help increase adoption rate, specifically in North Germany. The benefits for both the aspiring entrepreneur and the animal shelter will be symbiotic.

In order to determine which venue will be best, a ranking of animal shelters based on population, accessibility and number of pre-existing pet cafes in each location will be made. This will give us a better suggestion where to establish the cafes.

Data

North Germany [2] 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 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.

For the data frame, I used data from 'suche postleitzahl' website and dropped the Land Area, and unnamed columns, leaving only the merged Neighborhoods under the same borough, "*Landkreis*" , *population* and Postal Code(PLZ). *Landkreis* is the same as a Borough. I merged all the data from all the 3 focus states into one data-frame.

The geospatial coordinates were gathered thru latlong[4] website and Google Maps 'Search Nearby' option.

The data described above will be used to find the animal shelters located in each neighborhood from the targeted states and assess their accessibility. Foursquare API and Folium map is used for visualization.

Resource:

[1] cited article https://news.abs-cbn.com/life/08/17/19/get-up-close-and-personal-with-shelter-animals-at-this-pet-caf-for-a-cause

[2] "Northern Germany" https://en.wikipedia.org/wiki/Northern_Germany#Northern_German_States

[3] "Postleitzahlen" https://www.suche-postleitzahl.org/

[4] "Cities in Germany" https://www.latlong.net/category/cities-83-15.html