



# A new approach; voluntary pet advertising advisory groups

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# Impact of internet on online sales

- + Internet is transformational – including pet sales
- + 0.5 million dogs & cats advertised for sale at any one time
- + Online sales are unregulated in 75% of EU Member States
- + Responding to consumer demand
  - + 90% consider online pet sales problematic

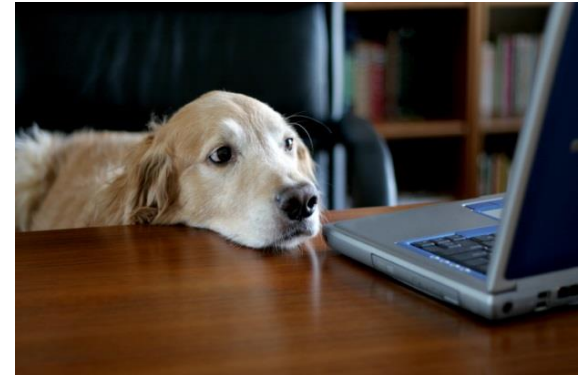


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# Outlining the issues

- + Positive aspects for legitimate dealers and shelters
- + Unscrupulous dealers place false advertisements
- + Poses threat to animal and human welfare
- + Absence of regulation
- + There is public demand



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# EUPAAG as a solution?

- + Provide non-legislative solution to an EU-wide problem
- + Promote self regulation of online pet advertising on a national level
- + Collaborative approach
- + Set standards, success criteria, monitoring & reporting
- + Disseminate best practice & successes



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# What have we done so far?

- + PAAGS in Belgium, Ireland, Sweden and the UK have achieved success!
- + Produced a toolkit and guide to setting up PAAGs in other countries
- + Report on online sales across the EU
- + Online pet sales event in the European Parliament
- + Workshop ahead of ICAWC Krakow
- + Today's event!



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# What's next?

- + 10 PAAGs across Europe by 2020
- + Support and endorsement from the European Commission
- + Open up discussions on tackling online sale of pets in Europe



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# Concluding remarks

- + Internet has opened up pet sales
- + PAAGs offer a pragmatic solution
- + We've done so much... But still more can be done



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# Thank you



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