


Public embraces pay it paw-ward campaign to feed shelter dogs


A unique CSI initiative from Royal Canin and Imagined Earth has seen 10,000 recycled items giving 10,000 tons of dog food to shelters, with a marketing campaign that has seen South Africans respond with overwhelming warmth and positive feedback, so much so that the campaign is being extended.

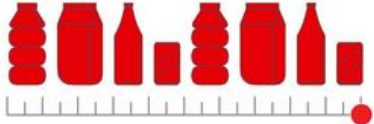


Source: © Nancy Guth [pexels](#)


Royal Canin, the pet nutrition company and Imagined Earth, the company that introduced reverse vending machines (RVMs) to South Africa last year, explain that the initiative works by donating one kilogram of Royal Canin food to a pet shelter every time an item is recycled.



Royal Canin SA 
about 2 years ago



WELL DONE!
SO FAR WE'VE
RECYCLED
over
10000 ITEMS
That's 10000kg of pet food for shelter pets.



PAY IT
PAW-WARD!

WOWZERS S.A - over 10 000 items recycled so far! 🎉🎉 We're super pleased that our beneficiaries will be receiving the balance of the 10 000kg donated in the next few days.

Lets not stop there... Our RVM's are still available to receive your recyclable goodies at [Cornubia Mall](#), [Willowbridge Shopping Centre](#) and [Eastgate Shopping Centre](#)

P.S. Watch out for a new location being announced soon! 😊 ... [See more](#)

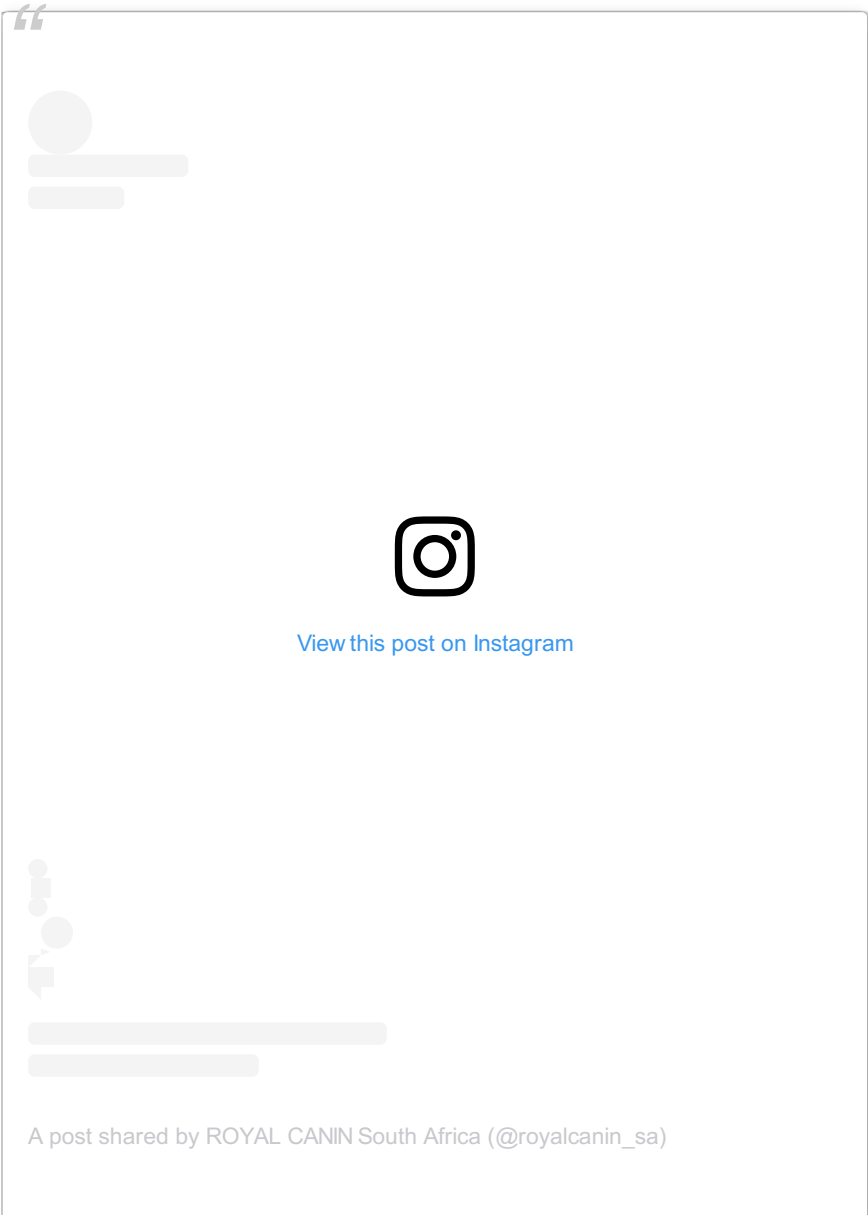
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Pay it paw-ward

The duo’s endearing marketing campaign encourages consumers to recycle with a reward.

“You may have heard of ‘pay it forward’ a movement encouraging acts of kindness that are passed forwards from one person to another,” says Ursula Ndhlovu, corporate affairs director at Royal Canin SA, a MARS company.

“We’re taking that to the next level by introducing [pay it paw-ward](#), where we hope to create a more caring society, and a better world for pets. We believe that this marketing campaign will do just that,” she explains.



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Easy to spot

The colourful red recycling machines are easy to spot. They're branded 'paw-ward' and have a black and white kitten image – both synonymous with the Royal Canin brand. They are located in the East Rand Mall, (Johannesburg); Cornubia Mall, close to Umhlanga (Durban), and Willowbridge Centre, Tyger Valley (Cape Town). The initiative will also be adding more locations.

The food is distributed to animal shelters including Kitty & Puppy Haven, Friends of Rescued Animals (F.O.R.A), Fallen Angels, Langebaan Animal Care and Pietermaritzburg Animal Rescue.

A call to recycle

The reverse vending machines accept most barcoded glass, plastic, Tetra Pak, and metal items that are no larger than two liters, and are in a solid form, that is hard plastic, not packets or bags. A complete list of accepted items is available on the Imagined Earth mobile app for ease of reference and can be downloaded on Apple or Android.

“We are calling on all South Africans to recycle; not only will it help desperately needy pets in this case, but we believe it's our shared responsibility to promote a greener, healthier planet for all.

“Our brand is globally committed to sustainability, and this campaign is aligned to our strategy of becoming 'Sustainable in a Generation', focusing on a healthy planet, thriving people, and nourishing wellbeing for pets,” concludes Ndhlovu.

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