



Better Life
for Pets & People

*Connecting in well-being
between pets and people.*

**Together we create
positive impact
for pets and people**

Belgian non-profit · blpp.be



Welcome to Better Life for Pets & People

Better Life for Pets & People (BLPP) is a Belgian non-profit organisation dedicated to strengthening the unique bond between pets and people.

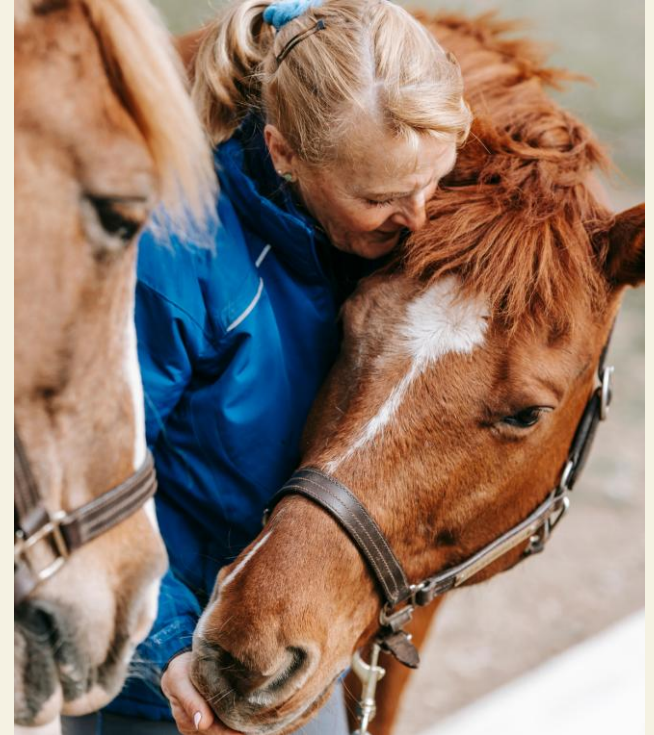
Our mission

Connecting in well-being between pets and people.

Our vision and ambition

Growing into the European reference organisation.

Better Life for Pets & People strives for a society where the positive influence of pets is anchored in policy.



Meet Better Life for Pets & People



Tangible impact in numbers

Scientific research shows that pets have a positive impact on people.

58%

of Belgian households
have a pet*

**£2.45
billion**

estimated annual
savings in UK
healthcare thanks to
pet ownership***

95%

of owners stay more
physically active
thanks to their pet**

90%

experience a clear
improvement in
emotional well-being**

Source**Ratschen, E., Shoesmith, E., Shahab, L., Silva, K., Kale, D., Toner, P., Reeve, C., & Mills, D. S. (2020).
Human-animal relationships and interactions during the Covid-19 lockdown phase in the UK: Investigating links with mental health and loneliness. *PLoS One*, 15(9), e0239397.

Pet Alliance Europe. (2025). #PetPower: What's it all about? The human-animal bond. Pet Alliance Europe. <https://pet-power.eu/pet-benefits/>

*Belgian Petfood Association. (2025, July 23). Discover the results of the BEPEFA pet survey 2025. BEPEFA. <https://www.bepefa.eu/nl/nieuws/102-ontdek-de-resultaten-van-het-bepefa-huisdierenonderzoek-2025>

*** Dolling, L., Fuller, T., Mills, D., Hall, S., & Bristow, K. (2016).

Companion Animal Economics: The Economic Impact of Companion Animals in the UK: Research Report. In *Companion Animal Economics*. CABI.

Clower, T. L., & Neaves, T. T. (2015). The health care cost savings of pet ownership. *Human Animal Bond Research Institute*. <https://habri.org/research/healthcare-cost-savings/>



Scientific evidence: pets & health

Selected studies

4×

More physical activity

Dog owners are 4× more likely to meet the recommended 150 min/week of activity. (UK, 2019 / Univ. West Australia 2024)

>90%

Better mental health

of owners regulate emotions better thanks to their pet. (Univ. York & Lincoln, 6,000 participants, 2020)

-33%

Lower mortality risk

Single dog owners after a heart attack: 33% lower mortality risk. (Mubanga et al., Uppsala University - n=3.4M, Scientific Reports, 2017)

60%

Social cohesion

Pet owners have 60% more chance of knowing neighbours and are less socially isolated. (US/Australia, 2,600 participants)

-40%

Dementia risk

Dog ownership has a preventive effect on disabling dementia over 4 years. (Japan, 11,000+ seniors)

30,000

Child development

Japanese study (30,000 children): pet ownership linked to better emotional expression and social behaviour. (PMC / IJERPH - Pet Ownership and Children's Emotional Expression: Japan (2019))

Investing in the pet-human bond = investing in health, well-being and society.

Our 4 strategic pillars

1 Awareness & education

Positive communication on responsible pet ownership

Social media, website, campaigns, events

Link between pet welfare and human well-being

2 Broad stakeholder engagement

Nutrition, pharma, retail, vets, breeders

Academics, associations and services together

Entire sector as one whole - no subgroups

3 Strong policy initiatives

Strengthen & bundle existing initiatives

More support for the pet sector

Charter for a pet-friendly market

4 Science & projects

Collect and share scientific evidence

Launch new research projects

Anchor positive impact in policy

The connecting link in Belgium

**We build bridges
where others see boundaries.**

Better Life for Pets & People is the only organisation in Belgium that brings together all players in the pet sector, across all species.

Nutrition & Accessories

Pharma

Vets

Academics & Research

Breeders

Retail & Distribution

Associations

Services (grooming salons, ...)



Dogs, cats, birds, rodents, rabbits, horses, poultry, pond and aquarium fish, and reptiles.



Our partners

At Better Life for Pets & People we believe in the power of collaboration.



Become a partner | info@blpp.be | blpp.be

Our dedicated board

A team of specialists with a shared passion for pet welfare, from scientific advice to communication and policy.



Erik Lambrecht

Chairman



Kevin Rogiers

Vice-Chairman



Olivia Maes

Secretary



Cyriel Van Steen

Marketing



Jonas Vergauwen

*Live Animal
Specialist*



Lies Beernaert

Scientific Advisor



Frank Ingelaere

Treasurer



Better Life
for Pets & People

Stronger together for pets and people

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- Contact us for more information

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