



Innovation of the Year Award 2026

The Entry Process

Entries are open to all businesses operating in the UK pet industry. The judges will be looking for genuinely new innovations and execution in the pet industry.

Innovation Criteria

All entries must include and submit information covering the following ten sections:

Section 1

About your business

- Business name
- Website URL
- First name (of person submitting entry)
- Surname
- Job title
- Email
- Phone number

Section 2

About the innovation

- Innovation name/title (if applicable)
- Date of market introduction

Section 3

Overview of innovation (200-word limit)

- Please provide an overview of what the innovation does and how it adds value to the end user (consumer/pets)
- Description of potential use and its market.
- A description of the innovation that is encapsulated in this product, tech, or service.

Section 4

Total budget

- Detail costs associated with getting the innovation to market.
- What is the RRP (If applicable)

Section 5

Existing problems & target audience (100-word limit)

- Include details outlining the problems that this innovation solves and how if at all these problems were previously dealt with. Detail who the target consumer of the innovation is.

Section 6

USP & features (100-word limit)

- Outline the innovation's unique proposition. Highlight the major features that are unique to the innovation which help solve a problem or benefit the consumer/pet positively.

Section 7

Key metrics (100-word limit)

- Detail what key metrics have been used to measure whether this innovation is successful, i.e. does it save money, make things safer for pets/owners, generate more revenue, improve margins, gained traction in the market?

Section 8

Sustainability (100-word limit)

- How does the innovation demonstrate sustainable practices?

Section 9

Why should your Innovation win? (100-word limit)

- What single thing about your innovation is not done by anyone else? What makes it stand out to be award worthy?

Section 10

Additional information to support your application (100-word limit)

You can also attach further supporting information to support your application when you submit your entry.

Other things to consider/demonstrate in your application.

- Does the innovation use technology new to the pet industry?
- Does the innovation bring new techniques to the pet industry?
- Has, or will, the innovation contribute to improvements in pet care/animal welfare?

Entry T&Cs

Maximum of two applications per business.

File format for application – PDF Document.

The time period covered by entries should be the 12 months prior to the entry deadline (20 April 2026)

Previous entries for the 'Innovation of the Year Award' will not be considered.

Make sure you keep to the word limit. Submissions must not exceed the 800-word limit.



Any entries that do not provide information for all the sections will be marked down. If appropriate you may include one piece of supporting material. It is not obligatory to include supporting material.

By submitting an entry, you or your company agree to be available to attend the Business of Pets conference on the dates and location specified on the Pet Industry Federation website, if selected as a finalist.

You also agree, if you are shortlisted as a finalist or win the Innovation of the Year Award, that the Pet Industry Federation may publicise the fact, using your company logo, prior to, at the event and after, online and/or in relevant publications.

Photographs taken during the Business of Pets conference may also be used for publicity after the event.

Payment for Entries

By submitting an entry, you agree to pay for one ticket, if selected as one of the ten finalists, to pitch your innovation at the conference. You will be eligible to purchase one ticket at the finalist rate of £200 + VAT which gives you access to both live days, 3 & 4 June 2026. Further tickets can be purchased at the applicable rate advertised on the Pet Industry Federation website. Discounts will be available for PIF members.

Judging

Judging takes place after the closing date for entries (20 April 2026) and the ten shortlisted businesses will be published on the Pet Industry Federation website prior to the Business of Pets conference. Judging will be conducted by a panel of independent experts and no one person is responsible for deciding the finalists. The judges' decision is final and cannot be disputed.

Confidentiality

All material will remain confidential to the panel of judges. All judging discussions are confidential and will not be shared or discussed with anyone outside of the judging panel ahead of the Business of Pets conference or thereafter. Judges will not share confidential material, judging papers or entries with anyone. Judges will securely delete all judging materials immediately after the judging period or give materials to The PIF Awards Team who will manage this. Judges can only access entries that they have been provided to score by the Pet Industry Federation.

Winning innovation case studies may be used in post-event materials to promote best practice and permission will be sought from entrants before publishing these.

All entries must be submitted using the link below:

[Submit your entry here](#)

