



## Interzoo Sustainability Award 2026

### Guiding principles

#### Introduction

The Interzoo Sustainability Award recognises strategic initiatives or business solutions that contribute to sustainability performance within the industry. Eligible entries should go beyond routine compliance, local campaigns, or incremental single-product tweaks, and demonstrate a larger impact through, for example, an organisation-wide or cross-value-chain approach. Initiatives may be led by a single company or a consortium.

#### Who can apply?

The call is open to brands, retailers, manufacturers, ingredients or packaging suppliers, service providers, startups, NGOs, and collaborative consortia active in the pet industry.

#### Core principles

Entries must meet the guiding principles below.

1. **Material impact:** Demonstrates quantified sustainability outcomes (environmental and/or social). Entries should also explicitly link their outcomes to one or more UN Sustainable Development Goals (SDGs), explaining how the initiative contributes to those goals.
2. **Strategic relevance:** Embedded in core business activities (not a one-off CSR initiative), with evidence of senior ownership and long-term commitment.

#### Types of initiatives

We are looking for initiatives or business solutions that contribute to one or more UN Sustainable Development Goals (SDGs). Examples include, but are not limited to:

##### **PEOPLE (SDGs 1,2,3,4,5,10)**

Large initiatives improving livelihoods, labour conditions, inclusion, education or health across supply chains, workplaces or consumers/pets (e.g., verified living-wage/human-rights programs, sector-scale supplier training, portfolio-wide pet health/nutrition shifts with impact data).



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## **PLANET (SDGs 6,12,13,14,15)**

Major actions reducing environmental footprint and restoring nature at scale (e.g., circular packaging systems across core portfolios, deforestation-free/regenerative/nature-positive sourcing for meaningful volumes, alternative/diversified ingredients scaled commercially, deep decarbonisation or water/waste cuts across sites).

## **PROSPERITY (SDGs 7,8,9,11,12)**

Transformations that couple sustainability with resilient growth and innovation (e.g., renewable energy/electrification across plants, breakthrough low-impact manufacturing tech, upcycling/zero-waste systems embedded in mainstream product lines, multi-retailer circular infrastructure that scales).

## **PEACE (SDG 16)**

Sector-leading governance and integrity initiatives (e.g., robust due-diligence and remediation systems, transparent traceability/claims frameworks).

## **PARTNERSHIP (SDG 17)**

Pre-competitive or multi-stakeholder collaborations that enable broad change (e.g., shared standards, joint traceability/LCA platforms, co-investment in recycling or regenerative sourcing infrastructure).

## Application structure and content

Applicants active in the pet industry are invited to submit the completed Submission Form, along with any optional supporting materials (e.g. videos, images, certificates, datasets, product sheets, or relevant links).

All documents will be treated confidentially and will be accessible to the jury solely for evaluation purposes.

All requested information in the Submission Form must be provided in English and should address the outline below.

### **A. Executive snapshot**

- Initiative title and lead organisation(s)
- Contact person for clarifications
- Short description
- Partners involved
- Why this initiative is transformational for the sector



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## **B. Aim of the initiative**

What sustainability challenge or goal is addressed (link with the SDGs)?

## **C. Implementation**

How was the initiative conceived and executed? Who was involved? Highlight key design choices and how barriers/trade-offs were managed.

## **D. Effect and impact**

What measurable results have been achieved? Provide data and evidence (e.g., footprint reductions, material changes, improved sourcing, waste avoided, health/well-being outcomes, consumer uptake, economic viability). If measurement is early-stage, describe the method and interim results.

## **E. Future outlook and scalability**

How will the initiative evolve? What is the plan to scale, replicate, or deepen impact over the next 2–3 years? What additional enablers are needed?

## **F. Learnings for the industry**

How can this initiative help drive broader sustainability transformation across the pet industry?

We encourage applicants to be transparent about both successes and challenges. The jury values credible data, honest reflection on trade-offs, and clear plans for scaling impact.

## **Evaluation criteria**

Entries will be evaluated by an independent jury using the criteria below:

### **Impact and scale**

Magnitude, credibility and measurability of sustainability benefits, and relevance at portfolio, market, or value-chain level. Clear pathway to broaden impact.

### **Innovation and originality**

Novelty of the solution or collaboration in a way that enables large-scale change.

### **Industry transformation relevance**

Contribution to the pet industry's long-term sustainability transformation, including spill-over potential for peers, suppliers or customers.

### **Future outlook**

Credible plan for continued improvement and scaling over the next 2–3 years, resilient to market or regulatory uncertainty.



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## Selection process and recognition

- **Deadline for submission:** 28 February 2026
- **Jury evaluation of papers:** March 2026 – shortlisted applicants may be contacted for clarifications.
- **Announcement of finalists:** April 2026
- **Finalists' award pitches and announcement of winner:** Afternoon of 11 May 2026 at the Interzoo Sustainability Conference
- **Official award presentation:** Evening of 11 May 2026 at the Interzoo Opening Ceremony

## How to submit

- **Download the form:** <https://interzoo-sustainability/award/>
- **Send the completed form** and any optional supporting materials (videos, images, certificates, datasets, product sheets, links), via email to [contact@interzoo-sustainability.com](mailto:contact@interzoo-sustainability.com).
- **Language:** All documents must be in English.

## Contact

Should you have any questions, please reach out to Ms. Lauren Zuber at [contact@interzoo-sustainability.com](mailto:contact@interzoo-sustainability.com).