



ECOTROPHELIA EUROPE

2019 STUDENTS INFORMATION MANUAL



SUMMARY

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SCHEDULE & key dates in 2019

31st May
2019

15th July
2019

1st September
2019

6th & 7th October
2019

31st May before 6 pm
(GMT+1)

National Federation provide both **Letter of Commitment** and **Registration Form** to be found on <https://eu.ecotrophelia.org/> → My Space/federation. The Organizing Committee will acknowledge receipt of the documents and will send an invoice referring to the registration fee (details in the rule). The Participant application will be considered final and official when the registration fee is paid to the Organizing Committee by bank transfer.

15th July before 6pm
(GMT+1)

Participating Team submit the complete dossier to be found on <https://eu.ecotrophelia.org/> → My Space/Team Area including Establishment details, contact & logo, Team details, technical file, Product description and written presentation, Product photos (high definition) and a collective commitment signed by each member of the Team.

1st September

Participating Team send an extract of the Oral presentation (including software and font used) by electronic submission on <https://eu.ecotrophelia.org>

6th & 7th October

ECOTROPHELIA Europe 2019 Competition followed by the Award Ceremony.



Advice to complete your registration

By July 15th

ADMINISTRATIVE ELEMENTS

Team Information

It is very important to identify the **Team Leader** who will assume the role of "project manager". This person will be contacted in priority for any request for additional information. The Team Leader's presence will be mandatory during the event.

Collective commitment letter, signed by ALL members of the Team

This document presents all the members of the project, who will each receive an equal amount of the prize money should the project be rewarded. It validates everyone's commitment to the project and must be signed by each member of the team. Please print on your Establishment's headed paper (with logo and full address).

The presence onsite during the presentation of each team member is recommended but not mandatory except for the team leader.

PRODUCT PRESENTATION FILE

Technical file and appendices

Form of the file:

- **Title** : the title of the project must be clearly visible on the front page
- **Number of pages** : the document is limited to 20 pages and 10 pages of appendices maximum (A4). Please use font no smaller than 11.

Written presentation of the Product

Please attach a description of your product:

- A descriptive text of the project = one-page summary including the differentiating or innovative features of the product compared to existing products, as well as elements for assessing the contribution of the industrial partnership if applicable.
- A relevant illustration of your product.

Advice to complete your registration

COMMUNICATION ELEMENTS

Product description

You must describe your project in a few words: **100 characters** (including spaces and punctuation), about a line.

Please note! This description is very important. This information will be included in all competition communication media: the jury records, the website, the brochure, the press releases ...

Examples: "Tartinons, a range of fruit spreads," "Greeniote, salted brioche stuffed with vegetables"

Presentation text of the project, written in English business language

Your text will be associated with the presentation of your project on the website and in the 2019 edition of the European contest brochure.

To meet the printing requirements it is crucial that you do not use more than **1500 characters** (including space and punctuation).

- A person, potential consumer who does not know the project must be able to quickly and easily understand what your project is about and how to classify it (appetizer, starter, dessert ...).
- Do not hesitate to give the main ingredients. Describe the appearance, shape and positions of different ingredients, colors ... Include gustatory details. Indicate possible nutrition or health claims/allegations. Present the packaging, shelf life, the preparation and distribution channels. Please also tell about the marketing positioning of the product. Specify how the product is innovative.
- You must be precise in the use of terms and the language used should be consistent with the product positioning.

Product's pictures in high definition

You must send several pictures of the product (high definition file).

It is preferable to see the product and its packaging.

These pictures may be used as part of the overall communication of the competition.

Feel free to attach several shots.

Please note: all the key issues detailed in the competition rules (Annex) should be carefully addressed in the technical file

How

You must submit your application with all the documents mentioned below in electronic format on the website <https://eu.ecotrophelia.org/> → MY SPACE/TEAM AREA no later than the **15th July 2019**.

The dossier will necessarily include the following:

ESTABLISHMENT INFORMATION

The National Establishment Information Form
⇒ These information are to be included in the competition brochure

TEAM INFORMATION

The Team Information Form
⇒ Information will be used for further communication with the organizing committee; bank details will be used for expenses refund and for prize allocation

PROJECT SUBMISSION

The Project submission form
⇒ Characteristics, pictures and description are to be included in the brochure, while technical description will be transmitted to the Jury only

TEAM MATERIAL

The Team Material form
⇒ Purpose is detailing your material needs onsite for your product storing/preparation and the Jury tasting session

PLEASE RESPECT THE SUBMISSION PROCEDURE AND DATES



ORAL PRESENTATIONS-MEDIA

By September 1st

An extract of your presentation shown in front of the Judging Panel must be sent by electronic submission. This presentation will be tested/validated in order to anticipate any issue (fonts, display, sound, video ...) that could happen onsite during your presentation.

Please note that sending Fonts is strongly recommended especially for ppt/pptx presentations (not required for prezi exe nor pdf presentations).

All chosen fonts and software used for presentation must be free of charge (Open source, public domain, ...); Furthermore, sounds, animations and video should be embedded so they can be tested as well.

This presentation is not the final version, but should resemble as most as possible to the final format so can be sure that the final presentation works smoothly.

A pdf backup presentation is also requested for more security.

Please submit your presentation **and** (free) source fonts:

<https://eu.ecotrophelia.org/> → MY SPACE/TEAM AREA

ORAL
PRESENTATION

Preparing the European Competition

Prior to your arrival at the ANUGA, you should confirm the participation of your team members in Cologne by email to contact@ecotrophelia.eu. **The presence of the Team Leader is mandatory.**

ACCOMMODATION

Accommodation for 3 nights for up to 3 students per team, from Oct. 5th evening up to Oct. 8th Morning, is provided by the ECOTROPHELIA Organising Committee at the « [PathPoint Cologne youth hostel](#), Allerheiligenstraße 15, 50668 Köln » (except for the hosting country's team).

The Hostel is located next to the central station.

NOTE 1: Teams over 3 students who still wish to stay together may proceed with a separate booking directly to the hostel (or via web services like booking.com); the rooming details will be organized as well as possible by the hostel.





EUROPEAN COMPETITION DIRECTIONS

TO REACH THE COMPETITION



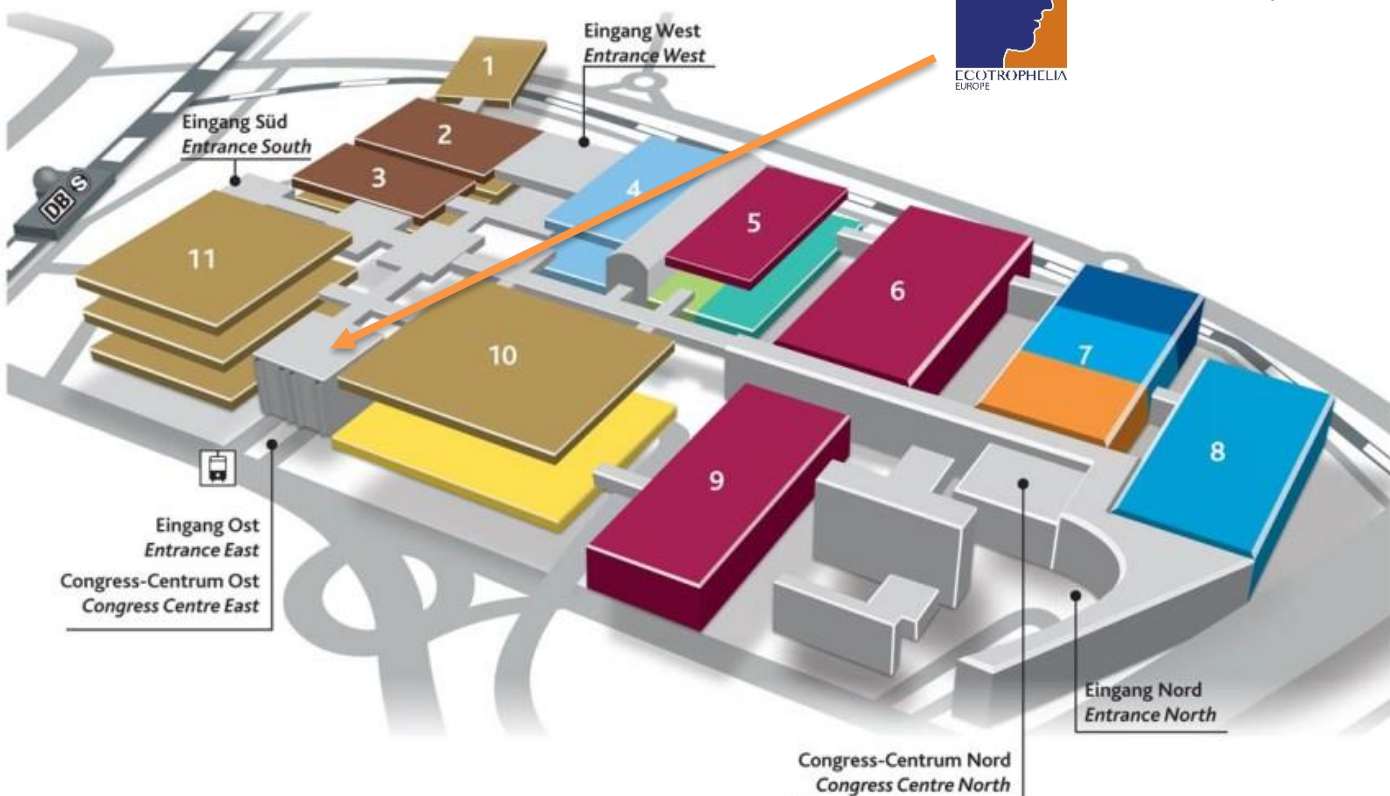
GETTING TO ANUGA

The ANUGA World Trade Fair takes place at the KoelnMesse exhibition center. Reaching the ANUGA from the Youth Hostel is easy, either by walk (24 minutes) or by the public transports.

Once you enter at the ANUGA, the competition will be held in the congress Center West, 4th floor; the Anuga Map is presented here below. We do take care of your entry badge for the ANUGA.



WE ARE HERE!





SATURDAY 5th OCTOBER

3PM TO 6PM (exact schedule to be confirmed) – ANUGA - KITCHEN

Students who have perishable products/ingredients may come to ANUGA as soon as they arrive at Cologne, so they can store items in the kitchen's fridge/freezer.

SUNDAY 6th OCTOBER

10AM TO NOON – ANUGA – JURY ROOM

Each student has to be present for registration the morning of 6th October in the jury room, **even if the team is to present its product the 7th October**. The ECOTROPHELIA EUROPE organizing committee will welcome you in the jury room, your final presentation will be loaded (USB key, direct download or any other meaning) and briefly tested.

1:45PM TO 7PM – ANUGA – JURY ROOM

Student teams (1st group) presentation and tasting session in parallel; Q&A session. Each presentation is to last 25 minutes, as following:

- Detailed presentation in English + Tasting session ⇒ 10mn
- Questions & Answers ⇒ 15mn
- Jury quick feedback and marking (Jury only) ⇒ 5mn

The food products shall be served by the student team, to the judging panel, with the help of one additional person from the ECOTROPHELIA organizing committee.

MONDAY 7th OCTOBER

8AM TO 1PM – ANUGA – JURY ROOM

Student teams (2nd group) presentation and tasting session.

1PM TO 2:30PM – ANUGA – JURY ROOM

Jury deliberation; access to the room is strictly restricted.

2:30PM TO 3:30PM – ANUGA – AWARDS ROOM

Awards ceremony, with students, Jury, officials, journalists; the ceremony will be open to the public.

**Please note that times may vary depending on the number
of projects presented**



STUDENT TEAM REGISTRATION

6th October 2019 – from 10am to noon

When you register your Team you will:

Sign the attendance sheet

Each student will be asked to sign the attendance sheet of his/her team and a waiver of the right to the image.

Upload final version of Oral Presentation from a USB device, direct download or any other mean

2019 ECOTROPHELIA Europe Brochure

A copy will be given to each student.

In the brochure you will find the description and an illustration of your product.

The document will be downloadable after the competition on the site

<https://eu.ecotrophelia.org/>



PREPARING YOUR PRODUCTS



Before July 15th you must indicate the conditions of storage and preparation of your products by filling-out the Team Material form.

If you do have any specific request, please mention it in the form



All the facilities available will be shared with all teams in a common kitchen and a common preparation room.

Be sure to reduce the protective packaging as much as possible when storing in Fridges or freezers.

The material (especially microwaves) will be available to all the teams only in the kitchen area and cannot be moved elsewhere.

We do not provide small kitchen equipment (kettle, fryer ...) or kitchen utensils (pots, wooden spoons ...).

You will need to bring at least 25 portions of your product for the Jury to taste during the presentation.





ORAL PRESENTATION

A PC (Windows), a projector, a powerful sound system and a wide screen will be available for all team presentations.

Two cordless microphones and a remote controller will also be provided.

You are requested to bring your final presentation with you; as a back-up, in case of any failure, we recommend you also bring a pdf version of your presentation.





WHO ARE THE JUDGES

Each National Food Federation presenting a team in the competition appoints a National Judge, a person recognized for his reputation, independence and skills.

THEIR MISSION

Designate from the projects presented:

1. The Gold, Silver and Bronze Awards
2. The Communication Strategy Award

WHEN

The Jury will take place over two half days, on 6th October afternoon and 7th October morning.

The detailed presentations timetable will be provided thru the website <https://eu.ecotrophelia.org/> several weeks prior the competition



HOW MUCH TIME

The presentations are in ENGLISH and take 25 minutes:

10 minutes presenting the project and 15 minutes for questions and answers.

Please note!

The Jury will take the following into account:

- ✓ Form (ability to persuade, quality of presentation media, oral expression and uniformity of the group)
- ✓ Content (synthesis, critical analysis)
- ✓ Packaging (prototype to present)
- ✓ Tasting (take care with the presentation of the product).
- ✓ The key issues fulfillment (see annex in the rules)

Although some originality can be accepted it is recommended to keep the presentations professional and limit any "theatrics."

TASTING

The jury will taste your product during the oral presentation.

You will need to prepare your products on plates (you may possibly want to plan decorative elements).

Please inform the Organisation if you need help to serve the members of the Jury.



RESULTS

The Award Ceremony will take place on **7th October afternoon**



Announcement of the Winners Award Ceremony

ECOTROPHELIA Europe 2019
4 prizes to stimulate eco-innovative imagination
A total of 10,500€ in prizes

3 TROPHIES



**ECOTROPHELIA EUROPE
GOLD**
Award: 5000 €

**ECOTROPHELIA EUROPE
SILVER**
Award: 3000 €

**ECOTROPHELIA EUROPE
BRONZE**
Award: 2000 €

**ECOTROPHELIA EUROPE
COMMUNICATION STRATEGY AWARD**
Awarded by the EEIG
Award: 500 €

Additionally, SOPEXA, a 100% Food & Drink International Communication Agency, proposes to the three Gold, Silver and Bronze prizes winning teams, a €2500 value customized dedicated coaching to help them to reach the market.

Each student whose team project receives a prize may claim the distinction and will receive payment calculated on the amount of the prize in proportion to the number of students in the team (cf. signing collective letter).

The prize money will be paid by bank transfer to the bank accounts indicated by participants in the registration dossier.

Please check that all bank details are correct to ensure that the bank transfers are not rejected.

After the competition...

Expenses will be reimbursed as per the Ecotrophelia Europe 2019 Regulations, article #8.

Please read this article carefully before sending back the Expenses form.

The Team Expenses form (excel file) should be downloaded from your private space in <https://eu.ecotrophelia.org/> → MY SPACE/TEAM AREA.

All expenses must be submitted by 20th October 2019 AT THE LATEST

PLEASE TAKE CARE:

**NO EXPENSES WILL BE TAKEN INTO ACCOUNT AFTER THE DEADLINE
NO ACCOMODATION EXPENSES WILL BE TAKEN INTO ACCOUNT EXCEPT THOSE
IN ARTICLE 8.1**

**NO EXPENSES WILL BE TAKEN INTO ACCOUNT WITHOUT AN ORIGINAL RECEIPT
CREDIT CARD RECEIPTS ARE NOT SUITABLE FOR REFUND
FOR COMMON TRANSPORTS, PLEASE KEEP THE TICKET
ALL TRAVEL INVOICES MUST BE NOMINATIVE AND SHOW THE TOTAL COST**





Flashback Who will succeed the 2018 winners?



Gold Prize to Romania

With *Whoopie Ice*, a delicious eco-innovative ice cream made of concentrated whey with cream and local fruits..



Silver Prize to Denmark

With *Cheeselt!*, an ingredient-mix in powder format that turns legumes by-product into a nut-based vegan cheese.



Bronze Prize to Germany

With *Kof.co*, a breakfast cookie with caffeine in terms of Guaraná and algae



Communication Strategy prize to Netherlands

With *Panggies*, a pancake premix with dried vegetable powder.



Coup de Coeur Prize to France

with *Hush*, the first fruit beverage warm... healthy and greedy !



Any questions?
Contact us



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Find ECOTROPHELIA on the web
<https://eu.ecotrophelia.org/>



Youtube
<https://www.youtube.com/user/ecotrophelia>

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ARTICLE 15 - AMENDMENTS – CANCELLATION – extract from 2019 Rules

The Organizing Committee reserves the right to amend, postpone or cancel the competition or to change the dates and conditions, if circumstances beyond their control require them to do so, without incurring liability.