



ECOTROPHELIA EUROPE

European Competition for Creating Innovative Food Products

R U L E S 2 0 2 0

PREFACE

ECOTROPHELIA has the ambition to promote entrepreneurship and competitiveness within the European food industry by implementing a training network of excellence in food innovation and the organization of national and European food innovation competitions "The Student Awards of Food Innovation" a real eye-opener for the food industry.

ECOTROPHELIA is a great platform for innovation and inspiration for the food industry.

It allows capitalizing on the limitless creativity and energy of our brightest and most enterprising students, supported by the best Universities and High Education Institutions.

The competition is a major catalyst:

- offering students full-scale learning and training, by confronting them with real situations, the rules and laws of an uncompromising market in a state of perpetual evolution.
- developing a culture of curriculum innovation, by making changes to teaching methods, particularly through project-based learning, in direct contact with professionals in the sector.

ECOTROPHELIA is a "real ideas" incubator for the food industry, it is an age-group marker on the consumption trends of the Millennial generation and Generation Z.

HISTORY

Established in France in 2000, ECOTROPHELIA expanded to a European scale in 2008, and nowadays ECOTROPHELIA Europe is organized by the EEIG ECOTROPHELIA EUROPE, a European Economic Interest Group made of trade unions from 7 European countries representing the interests of national food companies. On the principle of a food innovation "Champions League" each European country organises its own national competition to select the most innovative food project that will then be presented at ECOTROPHELIA Europe. Each country selection is coordinated by its national food federation. The teams are composed of 2 to 10 students from either public or private European higher education institutions, scientific or commercial.

Key-dates of the competition:

- **2008:** First ECOTROPHELIA Europe competition, back then called TROPHELIA, with 8 participating countries (Austria, Belgium, Denmark, France, Germany, Italy, Slovenia and Spain).
- **2011:** The European Commission recognized the exemplary nature of TROPHELIA and gave the go-ahead to the Chamber of Commerce and Industry of Vaucluse to implement a European project for the promotion of eco-innovation in the food industry sector: ECOTROFOOD. The competition TROPHELIA then became ECOTROPHELIA.
- **2014:** ECOTROPHELIA inspired the creation of FOODLAB, a European Laboratory of food innovations to encourage entrepreneurship in higher education and promote student entrepreneurship, supported by the European Union in the context of the ERASMUS programme.
- **2015:** ECOTROPHELIA Europe 2015 took place at the Universal Exhibition Milan 2015 whose theme was "Feeding the Planet, Energy for Life". Based on a Champion's League of food innovation, 16 European countries participate in ECOTROPHELIA Europe 2015 in the European Commission Pavilion.
- **2019:** ECOTROPHELIA promoted the development of a Strategic Partnership project in the scope of the ERASMUS+ program - FEEDtheMIND, which brings together 7 partners from 5 European countries to work on new pedagogical methods on knowledge and skills acquisition.

Beyond the competitions, ECOTROPHELIA has become a network of training excellence in food innovation that mobilises higher education institutions and national federations representing food and drink industry in Europe. Thus, the ECOTROPHELIA network, a reference educational model supported by the European Union, plays an organisational role in promoting innovation and entrepreneurship among students. It is in this context that National Food Federations and the European Federation FoodDrinkEurope decided, to create a European Economic Interest Grouping that now carries these initiatives: EEIG ECOTROPHELIA EUROPE

The European Economic Interest Grouping aims to:

- Promote cooperation and exchanges between SMEs and universities, research institutes, public and private bodies involved in food innovation,
- Define policies, organise the European ECOTROPHELIA Europe competition and promote participation in the Competition and its results,
- Promote excellence education programmes linked to food innovation,
- Increase awareness and spreading information, particularly to students and young entrepreneurs.

ARTICLE 1 - ORGANISERS

The EEIG ECOTROPHELIA EUROPE organises a European-wide competition for innovative food products.

The ECOTROPHELIA EUROPE Organizing Committee will be hereafter called “**the Organizing Committee**”.

ARTICLE 2 - COMPETITION RULES

ECOTROPHELIA EUROPE is a European competition for creating innovative food products that puts each participating country's shortlisted prize-winners head to head.

In every European country, the federation (or representative organisation) of food and drink industry and higher education institutions (Universities, institutes of technology) organise a national event in order to select the most innovative food project. Holders of innovations form teams of between 2 to 10 students from scientific, commercial, private or public European higher education institutions.

ARTICLE 3 - PARTICIPANTS

3.1 The ECOTROPHELIA EUROPE competition is directed at any national organisation recognized as a food association or national industry platform (regardless of the legal structure - association, company...) recognised by the ECOTROPHELIA EUROPE Organizing Committee.

The national organiser is hereafter called “**the Participant**”.

3.2 Are allowed to participate in the contest:

- National organisations from European Union Member states;
- National organisations from European countries not in the European Union;
- Non-European national organisations as associated countries, under the authorization of the Organizing Committee.

ARTICLE 4 - TERMS & CONDITIONS FOR TAKING PART

4.1 Each Participant should apply to the Organizing Committee **in writing** through:

- a “**Letter of Commitment**”, signed and dated by the Participant,
- the “**Registration Form**” filled in online in the following website: <https://eu.ecotrophelia.org/>;

The Organizing Committee will acknowledge receipt of both documents and will send an invoice referring to the **registration fee**. For the 2020 edition the fee is set at:

- 2 200€ (two thousand two hundred Euros) for non-EEIG members;
- 1 600€ (one thousand six hundred Euros) for EEIG members.

The Participant's application will be considered final and official when the registration fee is paid to the Organizing Committee. The Organizing Committee reserves the right to limit the number of applications to a maximum of 20 (twenty) for the 2020 edition of the European competition. Participants' applications will be registered on a **first come first served basis**.

4.2 Each Participant must organise a national competition for creating innovative food products meeting the criteria defined in the official specifications described below (*cf. article 6*).

Any Participant directly appointing a national student team registered at a European public or private higher education institution, science- or business school might be accepted by special dispensation by the Organizing Committee. Therefore this special dispensation has to be requested to the Organizing Committee **by 31st May 2020 at the latest**.

ARTICLE 5 - HOW THE TEAMS SHOULD BE MADE UP

A student team is made up of at least 2 (two) and no more than 10 (ten) students. Each student must be registered at a European public or private higher education institution, or science or business school. PhD students and students who are over 35 (thirty five) years old are not accepted.

Each student team must designate a "**Team Manager**" who will be the intermediary between the Organizing Committee and their team. He/she must be present at the ECOTROPHELIA EUROPE competition. Organisation, running and supervision of the student team taking part in the competition is **the responsibility of the Participant**.

ARTICLE 6 - OFFICIAL SPECIFICATIONS

6.1 The food product entered in the competition must meet all the criteria set out in the following official specifications, hereafter the "official specifications". Please note that these criteria are not listed by order of importance.

The food product must:

- be fit for **human consumption** and aimed at consumers;
- **be marketable** in retail distribution or in the restaurant and hotel sectors;
- be **innovative** in one or several aspects compared to food products already on the market. This innovation can come especially from the concept, and/or technology, and/or recipe, and/or packaging...;
- **take on board eco-innovation**, which could mean the raw materials/ ingredients (origin, organic or with low carbon footprint) and/or packaging (recyclable) and/or manufacturing process (energy saving, water recycling) and/or distribution-logistics (new channels or direct consumer sales), making it easier for all businesses in the food production chain to integrate the environmental dimension;
- **stand out** for its taste, nutritional or other **qualities**;
- be **reproducible for manufacturing** in a production unit based on technical specifications (ingredients, manufacturing process, cost price, business investment...);
- **be conform to relevant European regulation applicable at the day of the competition** (processing, additives and ingredients, packaging, labelling, advertising standards, food safety...);
- be **commercially relevant** (suitable for a local and/or national and/or European market and meeting a demand, marketing plan, packaging, logistics...);
- show **global coherence** for all the criteria set out above.

6.2 Presentation dossier

The food product must be presented using an explanatory dossier limited to 20 (twenty) pages in A4 format, PDF version and written in English. Any potential appendices to this dossier are limited to 10 (ten) pages. This explanatory dossier must contain the following information:

- a **description of the food product**: exact name, precise category (for example: savoury starters, desserts, ready-made meals, alcoholic drinks etc...), general description, composition, the product's taste and nutritional qualities, technical specifications, manufacturing process, packaging, shelf life;
- a **description of the product's innovation** and eco-innovative aspects;
- a **summary of the marketing, sales and business plan**;
- a **description of the communication strategy** specifying the privileged axes (how the consumer will accept the product innovation), message content, and media and channels available for the following targets:
 - consumers (social media networks, radio promotion, advertising...)
 - and/or buyers, distributions (communication to central purchasing).

The dossier will be analysed and evaluated by the Jury based on the key issues detailed in Annex 2.

6.3 Product description and written presentation in commercial language

- A **product description** must be written in **100 (one hundred) characters** (including spaces and punctuation);
- A **written presentation** of the project must be written in a **commercial language**. This text must contain a maximum of **1500 characters** (including spaces and punctuation) with a title with the product's exact name and the precise category of the food product (savoury starters, dessert, etc...). It will be used for the competition brochure and websites.

At least one photo of the product must be sent to the Organizing Committee (high resolution format - JPEG minimum 1Mo). This photo will be used in the framework of the competition's global communication.

6.4 Packaging

Each team must send at least 3 (three) examples of the product's packaging to the Organizing Committee, which will be used for display during the ECOTROPHELIA EUROPE competition.

For those teams who provide a transparent packaging, it is requested that the packaging is sent with the product inside. If the product is not stable enough to stay unchanged at room temperature until the end of the competition (meaning at least 1 month), a stable model similar to the final product should be included inside.

6.5 Presentation material

Each team will give an oral presentation in front of the European judging panel during the ECOTROPHELIA EUROPE competition and will provide the necessary support for this presentation in advance to the Organizing Committee (PowerPoint document...).

ARTICLE 7 - TIMETABLE

7.1 To take part in the competition, the Participant must send to the Organizing Committee:

7.1.1 By the 31st May 2020 AT THE LATEST:

- the "**Letter of Commitment**", fully completed, dated and signed;
- the "**Registration Form**", fully completed.

The above-mentioned documents should be returned by the Participant by email to contact@ecotrophelia.eu as well as by post to the following address:

*EEIG ECOTROPHELIA EUROPE
Site Chabran - 1 avenue Saint-Jean - 84000 AVIGNON - France*

The Organizing Committee will acknowledge receipt of both documents and will send an invoice referring to the **registration fee**.

The payment of the registration fee should be made by bank transfer into the bank account specified on the invoice. The Participant application will be considered final and official when the registration fee is paid to the Organizing Committee.

Each Participant will be given a login access for the website <https://eu.ecotrophelia.org/> to submit the information requested.

7.1.2 By the 1st July 2019 AT THE LATEST, online on <https://eu.ecotrophelia.org/>:

- information required about the Participant as well as his logo in JPEG format (minimum 1Mb);
- information required about the industrial representative designated by the Participant to represent him on the ECOTROPHELIA EUROPE judging panel;
- information required about the students that are part of the national winning team participating in ECOTROPHELIA EUROPE;
- information about the ECOTROPHELIA success stories of the Participant's country (optional).

7.2 To take part in the competition, the student team must send to the Organizing Committee:

7.2.1 By the 15th July 2019 AT THE LATEST, online on <https://eu.ecotrophelia.org/>:

- personal information about each team member;
- information about the higher education institution(s) presenting the Participant's national team and their logo in JPEG format (minimum 1Mb);
- the product description and written presentation of the project in commercial language (as per article 6.3 of current rules), in both English;
- the presentation dossier and any appendices (as per article 6.2 of the current rules) limited to 20 (twenty) pages in A4 format, PDF version - everything in this dossier shall be written in English;
- at least one high resolution product photo (in JPEG format – minimum 1Mo) – as per article 6.3 of the current rules;
- the material and tasting requirements in order to organise as best as possible the tasting session;
- a collective statement signed by each member of the Participant's team written using the following terms (this document should also be sent by email to contact@ecotrophelia.eu), and by post to the following address:

*EEIG ECOTROPHELIA EUROPE
Site Chabran - 1 avenue Saint-Jean - 84000 AVIGNON - France*

"We the undersigned (first and last names):

- *confirm we are students under 35 years old;*
- *confirm that we are not PhD students;*

- have read and accepted the ECOTROPHELIA EUROPE 2020 Rules;
- commit not to introduce any reminiscence which may violate or infringe the rights of third parties in the creation and presentation of the file submitted to the ECOTROPHELIA EUROPE contest;
- also commit to that, if we win a prize corresponding to our food product, and if commercialized, the product will bear on its packaging the trademark and logo ECOTROPHELIA EUROPE respecting the visual style guidelines registered as a Trademark at the Office for Harmonization in the Internal Market (OHIM);
- authorize the ECOTROPHELIA EUROPE Organizing Committee to publish our names and photographs of ourselves, including all shots in which our images appear, particularly those taken during the ECOTROPHELIA EUROPE competition and during the awards ceremony";
- assign our copyright for those elements defined in articles 6.3, 6.4 and 6.5 of the rules, meaning the presentation, photo, product packaging and contents of the presentation back-up, for the reproduction of these elements in the supporting material sent out as part of the ECOTROPHELIA EUROPE competition".

7.2.2 By the 1st September 2020 AT THE LATEST to the following address:

EEIG ECOTROPHELIA EUROPE

Site Chabran - 1 avenue Saint-Jean - 84000 AVIGNON - France

- At least 3 (three) examples of the product packaging (as per article 6.4 of the current rules) that will be part of a display at ECOTROPHELIA EUROPE.

7.2.3 By the 1st September 2020 AT THE LATEST, online at <https://eu.ecotrophelia.org>:

- The support material for the oral presentation (as per article 6.5 of the current rules).

7.3 Any dossier not submitted as set out in the current article, or incomplete or inconsistent with the competition rules for taking part, will be disregarded by the Organizing Committee.

7.4 The competition will take place on Sunday 18th and Monday 19th October 2020 in the frame of the SIAL exhibition in Paris.

7.5 Results of the competition will be announced during the Award Ceremony on Monday 19th October 2020 afternoon at the SIAL Paris.

ARTICLE 8 - TEAM EXPENSES

8.1 Team accommodation

The Organizing Committee will book and pay for the participating students' accommodation at ECOTROPHELIA EUROPE up to **maximum of 3 (three) students per team**, according to conditions set out by the Organizing Committee.

The accommodation for the three above-mentioned students will be taken in charge and chosen by the Organizing Committee.

8.2 Transport and meal costs

Each student team except the hosting country's team (France in 2020), will be reimbursed for their travelling expenses (transport costs and meals), by keeping and sending to the Organizing Committee original receipts, up to a **maximum amount of 1,000€ (one thousand Euros) per team**, on the following conditions:

8.2.1 For the transport costs

- by plane, train or bus: in economy class, based on nominative standard tickets the cheapest possible (on handing over original documents);
- by car: upon highway tickets and fuel cost tickets. No taxi receipts will be reimbursed.

8.2.2 For meals

- The ECOTROPHELIA EUROPE Organizing Committee will reimburse expenses **up to 4 meals per student** for the period from **Sunday 18th October until Monday 19th October up to 15 (fifteen) Euros per meal and per student** (only upon presentation of original invoices / receipts).

8.2.3 Procedure to follow for reimbursement

- Each "Team manager" must send, by the 7th November 2020 at the latest, by email to contact@ecotrophelia.eu and by post to the address mentioned below, a summary list of incurred expenses (and total amount requested) for their team's travelling expenses and original supporting documents (tickets, invoices, receipts, etc...);

EEIG ECOTROPHELIA EUROPE

Site Chabran - 1 avenue Saint-Jean - 84000 AVIGNON - France

- Each team's travelling expenses will be paid by bank transfer into each Team Manager's bank account after examination of the eligibility of the costs by the ECOTROPHELIA EUROPE Organizing Committee.

The national team of the hosting country will not be eligible for transportation nor meal expenses.

ARTICLE 9 - JUDGING PANEL - SELECTION PROCESS

9.1 To choose the competition winners and award prizes accordingly, a European judging panel will be formed, composed of representative figures from the food and distribution industry sector, members of the European Commission, an industrial representative from the national food industry appointed by the Participant, as well as specialists in food innovation.

9.2 The European judging panel will assess the students' presentation in English and the products' organoleptic properties.

9.3 During the selection process, each team will present their product in English, organise a tasting of the product and answer questions from the judging panel.

9.4 Each member of the judging panel will give a score for each project (c.f. Annex 1 – Assessment Grid). The mark for each project is determined by the average of the marks given to each project by the members of the judging panel. The highest mark will go to the project, which the judging panel thinks best corresponds to the criteria set out in the specifications. The three winning projects will be the three that receive the top three highest scores from the judging panel.

Prizes will be awarded in reverse order of scores. If two or more projects receive the same mark, a second mark will be given after further discussion of said projects by the members of the judging panel.

If the projects concerned receive the same mark again, the best project will be decided by drawing lots.

9.5 Each judging panel member shall be subject to the principle of impartiality inherent to the ECOTROPHELIA EUROPE competition. The industrial representative, judging panel member, appointed by each Participant to represent the national food industry, cannot judge the product presented by their own country's national team.

The judging panel's decisions are final and not subject to appeal. The judging panel members are bound by secrecy.

9.6 The minutes of the judging panel's decisions are held at the headquarters of the ECOTROPHELIA EUROPE Organizing Committee. The deliberation of the results and ranking of the teams will remain confidential.

9.7 Any confidential information submitted by the teams and identified as such by said teams as "Confidential," may not be disclosed or published without their express permission.

ARTICLE 10 - PRIZES

The competition has three official prizes:

- ECOTROPHELIA EUROPE Gold Prize: € 4000 (four thousand Euros)
- ECOTROPHELIA EUROPE Silver Prize: € 3000 (three thousand Euros)
- ECOTROPHELIA EUROPE Bronze Prize: € 2000 (two thousand Euros).

Other prizes:

- The competition is endowed with a special "Communication Strategy" prize awarded by the EEIG ECOTROPHELIA EUROPE for an amount of 500 € (five hundred euros). The food product, candidate for the special prize, must meet all the criteria of the specifications as defined in Article 6.1 of this Rules, and its presentation should also stand out by its communication approach (how the consumer will accept the product innovation via consumer tests, new consumer awareness, new tools, new contents in social media...).

The judging panel reserves the right to award, without appeal, a special distinction to a participating team whose file presents a particularly original innovation aspect or packaging.

The prizes will be paid by bank transfer to each student of the prize winning teams, who signed the collective agreement. They will each receive a sum equivalent to the pro rata amount of the overall prize awarded.

The winners accept the prizes in advance, which cannot be exchanged.

ARTICLE 11 - PR & MARKETING

Any commercial PR, advertising or other form of reference to this competition by the Participant shall specify the competition's title and exact date, and the name given to and nature of the food product that received the prize awarded by the judging panel.

The ECOTROPHELIA EUROPE brand and logo remain the property of the trademark holder. They can only be used by the teams for limited purposes specified in these regulations, in line with the visual style guidelines of the registered trademark.

ARTICLE 12 - ACKNOWLEDGEMENT OF THE RULES

Participation in the competition implies complete and unreserved acceptance of the current rules by the students and the Participant.

The Participant commits to signing the document referred to in Article 7.1.1, to distribute a copy of these rules to each registered team member, and shall guarantee compliance with all provisions of these rules and indemnify the ECOTROPHELIA EUROPE Organizing Committee for all claims related to the participation of said members.

ARTICLE 13 - PERSONAL INFORMATION AND DATA PROTECTION

ECOTROPHELIA is GDPR compliant:

- All the data recorded are dedicated to the ECOTROPHELIA competition itself and will not be used out of this scope without owner's explicit consent.
- Every candidate registered in the competition has the right to access, modify, change and remove any personal data. To exercise this right, he should write to the ECOTROPHELIA EUROPE Organizing Committee: EEIG ECOTROPHELIA EUROPE - Site Chabran - 1 avenue Saint-Jean - 84000 AVIGNON - France.
- ECOTROPHELIA guarantees that both data confidentiality and security are maintained by adopting the appropriate process and measures.

ARTICLE 14 - AMENDMENTS - CANCELLATION

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.

ARTICLE 15 - LITIGATION

15.1 Applicable law

The current rules are subject to French Law.

15.2 Competent jurisdiction

Any difficulties in interpreting or applying the current rules will be decided by the Organizing Committee.

Should the parties fail to settle amicably, the relevant court in Paris will decide, wherever the defendant's home is, even if for an appeal, summary proceedings or multiple defendants.

These rules are written in French and English. If there are any discrepancies between said versions, the French version will be used.

ECOTROPHELIA EUROPE ORGANIZING COMMITTEE

EEIG ECOTROPHELIA EUROPE

Contact: Françoise Gorga - Delegated Administrator EEIG ECOTROPHELIA EUROPE

Ana Amado – Project Manager

contact@ecotrophelia.eu

EEIG ECOTROPHELIA EUROPE - Site Chabran - 1 avenue Saint-Jean - 84000 AVIGNON - France

<https://eu.ecotrophelia.org>

ANNEX 1

ECOTROPHELIA EUROPE 2020

ASSESSMENT GRID



PROJECT PRESENTATION AND PRODUCT TASTING

TEAM	
COUNTRY	

Member of the Jury	Assessment Criteria	Assessment
		Marking scale
		from 0 to 10
NAME SURNAME	A. HOW INNOVATIVE IS THE PROPOSAL?	
	B. HOW <u>ECO</u> -INNOVATIVE IS THE PROPOSAL?	
	C. INDUSTRIAL FEASIBILITY	
	D. MARKET CREDIBILITY	
	E. NUTRITIONAL CHARACTERISTICS	
	F. FOOD SAFETY AND CONFORMITY TO EUROPEAN RULES	
	G. TASTE, ORGANOLEPTIC PROPERTIES	
	H. MARKETING AND COMMUNICATION PLANS	
	I. PACKAGING	
	J. GENERAL PRESENTATION	
	TOTAL/100	

The marking scale for each of the criteria ranges from 0 to 10 (whole numbers only)

- 0, 1 or 2 *not dealt with*
- 3 or 4 *insufficient*
- 5 or 6 *average - incomplete*
- 7 or 8 *well dealt with*
- 9 or 10 *very well dealt with*





A N N E X 2

ECOTROPHELIA EUROPE 2020

DOSSIER ANALYSE - KEY ISSUES

1 - Originality, creativity & innovating aspects of the product

2 - Marketing plan

- Concept test
- Final consumer study
- Competition analysis
- Evaluation of the potential market
- Strategy, segmentation, positioning
- Marketing mix: precision and consistence

3 - Technical study: formulation process and manufacturing diagram

- Presentation of the innovation technical stakes
- Presentation of the results of the formulation process and/or the process development
- Composition details, manufacturing diagram, technical characteristics
- Sensory analysis, validation of the product's microbiological quality (shelf life/use by date)
- Packaging technical characteristics for product conservation
- Nutritional value and health: justification

4 - Technological study: manufacturing simulation at industrial scale

- Identification of potential suppliers for industrial manufacturing
- Implementation of the process at industrial scale: proposal of a manufacturing line
- Description of the production plant characteristics around the manufacturing line
- Risk assessment:
 - HACCP for the production process
 - Management of potential allergens at a production level

5 - Regulatory study

- Regulations on a product level
 - Actual regulation towards claims
 - Novel food: authorization
- Rules regarding the product name

6 - Sustainable development aspects

- At ingredients/raw material level, at a manufacturing process level, at a packaging level, at distribution level, at company management level

7 - Financial study: 3 years simulation

- 3 years' operating account
- Project profitability towards investment
- Business plan consistency

8 - General project consistency

- Technical feasibility at an industrial scale
- Product characteristics suitability towards marketing stakes
- Innovation protection strategy.