



ECOTROPHELIA EUROPE

2020 STUDENTS INFORMATION MANUAL



SUMMARY

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SCHEDULE & key dates in 2020

15th July

15th July before 6 p.m.
(GMT+1)

National Federation provides both **Letter of Commitment** and **Registration Form** 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 Rules). The Participant application will be considered final and official when the registration fee is paid to the Organizing Committee by bank transfer.

31st July

31st July

National Federation sends the information on the national students' team participating in ECOTROPHELIA Europe 2020.

31st July

31st 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.

If for reasons of force majeure the Participating Team is unable to provide the information above mentioned by the stipulated deadline, the Participating Team must contact the Organizing Committee to arrange a new date.

25th
September

25th September

Participating Team: send an extract of the Oral presentation (including software and font used) by electronic submission on https://eu.ecotrophelia.org And send by post at least 3 examples of the product packaging (see article 6.4 of the Rules).

18th & 19th
October

18th & 19th October

ECOTROPHELIA Europe 2020 Competition followed by the Award Ceremony at SIAL Paris 2020 (Paris, France).



Advice to complete your registration

By July 31st

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 the first contact for any request for additional information or official communications. The Team Leader's presence will be mandatory during the event.

Please do not provide an email from Hotmail or Live as these two have a high level security settings by default and it is probable that you do not receive communications from the organisation.

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 do not use a font size 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.
- Relevant illustrations of your product.

Advice to complete your registration

COMMUNICATION ELEMENTS

Product short 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, it will be included in all competition communications and 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 in commercial terms

Your text will be associated with the presentation of your project on the website and in the 2020 edition of the European contest brochure.

To meet the printing requirements it is crucial that you do not use more than **1500 characters** (including spaces 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 provide the main ingredients. Describe the appearance, shape and positions of different ingredients, colours ... Include organoleptic details. Specify possible nutrition or health claims/allegations. Present the packaging, shelf life, the preparation and distribution channels. Please also describe the marketing positioning of the product. Specify how the product is innovative.
- You must be precise in the terms used and the language used should be consistent with the product positioning.

Product's pictures in high definition

You must send at least 3 (three) pictures of the product (in high definition).

It is preferable if the pictures show the product and its packaging.

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

Feel free to attach up to 5 (five) on the submission form.

Please note: All the key issues detailed in the competition Rules (Annex 2) 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 **31st of July 2020**.

The dossier will necessarily include the following:

ESTABLISHMENT INFORMATION

The Higher Education Establishment(s) Information Form
⇒ The information in this form is to be included in the competition brochure

TEAM INFORMATION

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

PROJECT SUBMISSION

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

TEAM MATERIAL

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

PLEASE RESPECT THE SUBMISSION PROCEDURE AND DATES

If for reasons of force majeure the you are unable to provide the information above mentioned by the stipulated deadline, you must contact the Organizing Committee to arrange a new date.



ORAL PRESENTATION - MEDIA

By September 25th

An extract of your presentation to 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 the final format so you (and the organisation) can be sure that the final presentation will work 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



PACKAGING SAMPLES

By September 25th

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 in a dedicated space at SIAL Paris 2020.

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.

The samples shall be sent to the following address:

ECOTROPHELIA Europe Organizing Committee
EEIG ECOTROPHELIA EUROPE
Site Chabran - 1 Avenue Saint-Jean
84000 AVIGNON - FRANCE

Considering the importance of the space, attention must be paid to the samples' quality: all packaging should reflect a **professional high quality**.

Any samples with low quality will not be exposed.



Preparing the European Competition

Prior to your arrival at the SIAL Paris, you should confirm the presence of your team members and supervisors (teachers, pedagogical team, ...) in Paris by email to contact@ecotrophelia.eu.

The presence of the Team Leader is mandatory.

ACCOMMODATION

Accommodation for 2 nights for up to 3 students per team, from Oct. 17th evening up to Oct. 19th morning, is provided by the ECOTROPHELIA Organising Committee at the [HI Hostel Paris Yves Robert](#) (except for the hosting country's team).

Address: 20 esplanade Nathalie Sarraute, 75018 Paris, France

The Hostel is located at walking distance (13 min) from the « Gare du Nord » railway station, where you can find direct trains getting to the SIAL Paris (Line RER B) or to the main Airports (Roissy Charles de Gaulle or Orly).

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





TO REACH THE COMPETITION



GETTING TO SIAL Paris

The SIAL Paris exhibition takes place at the Parc des Expositions Paris Nord Villepinte. Reaching the SIAL Paris from the Youth Hostel is easy, by taking the RER B local train at “Gare du Nord” ; the full trip takes about an hour. All useful information to reach SIAL Paris can be found [here](#).

Once you enter the exhibition, the competition will be held in the **Mezzanine of Hall 4**; the SIAL Paris Map is presented here below. We do take care of your entry badge.



WE ARE HERE!





SATURDAY 17th OCTOBER

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

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

SUNDAY 18th OCTOBER

10AM TO NOON – SIAL Paris – JURY ROOM

Each student has to be present for registration the morning of 18th October in the jury room, **even if the team presents its product on the 19th October**. The ECOTROPHELIA Europe Organizing Committee will welcome you in the jury room, your final presentation will be uploaded (USB key, direct download or any other meaning) and briefly tested.

1:45PM TO 7PM – SIAL Paris – JURY ROOM

Student teams (1st group) presentation and tasting followed by Q&A from the jury. Each presentation lasts 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 19th OCTOBER

8AM TO 1PM – SIAL Paris – JURY ROOM

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

1PM TO 2:30PM – SIAL Paris – JURY ROOM

Jury deliberation; access to the room is strictly restricted.

2:30PM TO 3:30PM – SIAL Paris – 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

18th October 2020 – 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 the final version of the Oral Presentation from a USB device, direct download or any other mean

Receive a copy of the 2020 ECOTROPHELIA Europe Brochure

A copy will be given to each student.

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

The document will be downloadable after the competition on the website

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



PREPARING YOUR PRODUCTS



Before July 15th you must specify 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

Assign 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 18th October afternoon and 19th October morning. The detailed presentations timetable will be available on 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 a minimum of 25 samples for tasting** – take into account how you will present the product to the jury (cutlery, 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 **19th October afternoon**.



Announcement of the Winners Award Ceremony

ECOTROPHELIA Europe 2020
4 prizes to stimulate eco-innovative imagination
A total of 9500€ in prizes

3 TROPHIES



**ECOTROPHELIA EUROPE
GOLD**
Award: 4000 €

**ECOTROPHELIA EUROPE
SILVER**
Award: 3000 €

**ECOTROPHELIA EUROPE
BRONZE**
Award: 2000 €

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

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 2020 Rules, 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 6th November 2020 AT THE LATEST
And the originals must be sent to the following address:

EEIG ECOTROPHELIA EUROPE
Site Chabran – 1 Avenue Saint-Jean
84000 Avignon - FRANCE

PLEASE NOTE:

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 2019 winners?



Gold Prize to France

With **oRIZginal**, a tasty plant-based dessert made from organic French ingredients!



Silver Prize to Spain

With **MR. PINX**, edible sticks created to generate new sensory experiences from an eco-friendly approach.



Bronze Prize to Germany

With **TempSta**, a nutritious savoury cracker made of organically grown peas fermented by means of a fungus.



Communication Strategy prize to Slovenia

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





ECOTROPHELIA
EUROPE

Any questions?
Contact us



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Address: EEIG ECOTROPHELIA EUROPE
Site Chabran – 1 Avenue Saint-Jean – 84000 Avignon
FRANCE
Tel.: +33 662 584 674
e-mail: contact@ecotrophelia.eu

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

Youtube

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

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ARTICLE 15 - AMENDMENTS – CANCELLATION – extract from 2020 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.