



## **THE 12TH EDITION OF THE ECOTROPHELIA EUROPE INNOVATION FOOD COMPETITION WILL OCCUR IN OCTOBER AT ANUGA :**

### **THE WORLD'S MOST IMPORTANT FOOD AND BEVERAGE TRADE FAIR**

From the 8th to the 9th of October, the winning university from numerous countries of Europe will compete in the frame of the ECOTROPHELIA Europe contest at ANUGA; the world's leading food fair for retail trade, food service and catering taking place in Cologne, Germany.

Talent, creativity, and perspective are the three guiding principles of the competition, which serves as a real springboard for food leaders and entrepreneurs of tomorrow. Each team, winners of their national contest, will present their projects to a jury composed of 18 important representatives of the food industry.

Fourteen countries will be represented. This list consists of Belgium, Croatia, Denmark, France, Germany, Greece, Italy, Netherlands, Portugal, Romania, Serbia, Slovenia, Spain, and the United Kingdom.

The competition will award three official prizes:

- ECOTROPHELIA Europe Gold (prize: €4,000)
- ECOTROPHELIA Europe Silver (prize: €3,000)
- ECOTROPHELIA Europe Bronze (prize: €2,000)

And two special prizes:

- Communication strategy award (prize: €500)
- Entrepreneurship spirit (prize: €500)

## Administration and Sponsors of the competition:

The organizing committee of ECOTROPHELIA Europe is composed of the EEIG ECOTROPHELIA EUROPE platform, a European Economic Interest Group composed of federations: ANIA (France), CCIS-CAFÉ (Slovenia), SEVT (Greece), LVA (Austria), FIAB (Spain), FEVIA (Belgium), SI (Iceland), FoodDrinkEurope and EIT FOOD.

Additionally, ECOTROPHELIA Europe 2023 is proud to announce its new administrator - supported by the EU; EIT Food. This organization leads the world's largest and most dynamic food innovation community by creating connections right across the food system that stimulate new ideas and inventions to drive change.

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It is more important than ever to support students across Europe to help them come up with new, sustainable ideas and bring them to market: they are the leaders for whom uncertainty and volatility will be key boundaries for their work. As such, they need to be entrepreneurial to build suitable and equitable solutions that help us get to 2030 and beyond.”

Maarten Van der Kamp,  
Delegated administrator of the EEIG ECOTROPHELIA EUROPE,  
Director of Education EIT Food.



Co-funded by the  
European Union



### About EIT Food:

“We invest in projects, individuals, and organizations that share our goals to deliver positive impact at speed and scale.

We connect stakeholders right across the food system to drive change through collective learning, problem-solving, and invention.”

*ECOTROPHELIA Europe is supported by its partners: Nestlé, Campden BRI, EEIG ECOTROPHELIA EUROPE and EIT Food.*



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## The history of the ECOTROPHELIA competition:

For more information about the ECOTROPHELIA competition, here are some key historical points:

- **2008:** The first session of the TROPHELIA Europe competition takes place at SIAL Paris with eight national federations (Germany, Austria, Belgium, Denmark, Spain, France, Italy, and Slovenia).
- **2011:** The European Commission gives its approval to launch a European project aimed at promoting eco-innovation in the agri-food industry: ECOTROFOOD. The TROPHELIA competition becomes ECOTROPHELIA.
- **2014:** ECOTROPHELIA is behind the creation of FOODLAB, a European laboratory of innovations aimed at promoting and encouraging entrepreneurship among higher education students. The project is supported by the European Union within the framework of the ERASMUS program.
- **2015:** ECOTROPHELIA Europe is held at the 2015 Universal Exposition in Milan, whose theme is "Feeding the Planet, Energy for Life." In total, 16 European countries participate in the adventure, within the pavilion of the European Commission.
- **2019:** ECOTROPHELIA promotes the development of a strategic partnership project within the FEEDtheMIND ERASMUS+ program, which brings together seven partners from five European countries to implement new teaching methods focusing on the acquisition of knowledge and skills.
- **2020 - 2021:** ECOTROPHELIA faces the Covid-19 crisis and cannot organize an in-person competition for two consecutive years, but an online event is held instead. The jury and competing teams connect remotely using Zoom or Skype, available on Youtube
- **2022:** After two years of Covid-19, the competition is back, face-to-face at SIAL Paris. Relive the success story of the Serbian winners at SIAL Innovation in Paris.

### Contacts:

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