



ECOTROPHELIA EUROPE

European Competition for Creating Innovative Food Products

R U L E S 2 0 2 4

Version updated on the 5th of April 2024
amending Article 4 and Article 7 as regards the timetable for the 2024 edition

FOREWORD

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 capitalising 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.
- **2020 – 2021:** ECOTROPHELIA dealt with the COVID-19 crisis and the impossibility to organise a physical event for two (2) consecutive years. The institution has managed to maintain the competition by organising an online event. The ECOTROPHELIA EUROPE Organising Committee rent a TV set for the occasion, while the judging panel and the competing teams were connected remotely thanks to Zoom or Skype. The replay of the two editions are available online, on YouTube:
Replay 2020: https://youtu.be/MGgFi_pLAYQ
Replay 2021: <https://youtu.be/IUVmFOiRA0E>

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.

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ARTICLE 1. ORGANISERS

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

The ECOTROPHELIA EUROPE Organising Committee will be hereafter called "**the Organising 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, etc) 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. National organisation

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

The national organiser is hereafter called "**the Participant**".

3.2. Student team

The team participating in the competition must fulfil the conditions in Article 5 and be registered by the Participant to be authorised to participate. The Participant is responsible for ensuring that the conditions set out in Article 5 are fulfilled. The team is hereafter called "**the Student Team**".

3.3. Countries

Countries 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 authorisation of the Organising Committee.

ARTICLE 4. TERMS & CONDITIONS FOR TAKING PART

4.1. Application

Each Participant should apply to the Organising Committee 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 Organising Committee will acknowledge receipt of the documents above and will send an invoice referring to the **registration fee**. For the 2024 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 Organising Committee. The Organising Committee reserves the right to limit the number of applications to a maximum of 20 (twenty) for the 2024 edition of the European competition. Participants' applications will be registered on a **first come first served basis**.

4.2. National competition

Each Participant must organise a national competition for creating innovative food products meeting the criteria defined in the official specifications described below (cf. Article 6.1).

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 Organising Committee. Therefore this special dispensation has to be requested to the Organising Committee **by July 1st 2024 at the latest**.

ARTICLE 5. HOW THE STUDENT TEAMS SHOULD BE MADE UP

5.1. Composition of the Student Team

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. The competition is made for initial students. **PhD students** or **students with a significant professional experience** (including but not limited to lifelong learning, career transition or people returning to university after long period of work) are not accepted.

5.2. Team Manager

Each Student Team must designate a "**Team Manager**" who will be the intermediary between the Organising Committee and their team. He/she must be present at the ECOTROPHELIA EUROPE competition. The Team Manager is a student team member, not a faculty member.

Organisation, running and supervision of the Student Team taking part in the competition is **the responsibility of the Participant**.

ARTICLE 6. OFFICIAL REQUIREMENTS

Please, note that the Student Team will have access to its Team Area on the ECOTROPHELIA EUROPE website where they will find important information. **Every submission must be done through the website.**

6.1. Food product requirements

6.1.1. Food Product – Official Specifications

The food product entered the competition must meet all the criteria set out in the following official specifications.

THE FOOD PRODUCT MUST*:

- a) be fit for **human consumption** and aimed at consumers;
- b) **be marketable** in retail distribution or in the restaurant and hotel sectors;
- c) 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...;
We recommend to consult our database to avoid products that have already been presented. If there already is a similar product concept in the database, the score for innovation may be reduced.
- d) **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;
- e) **stand out** for its taste, nutritional or other **qualities**;
- f) be **reproducible for manufacturing** in a production unit based on technical specifications (ingredients, manufacturing process, cost price, business investment...);
- g) **be conform to relevant European regulation applicable at the day of the competition** (food safety, processing, additives and ingredients, packaging, labelling, advertising standards...);
- h) be **commercially relevant** (suitable for a local and/or national and/or European market and meeting a demand, marketing plan, packaging, logistics...);
- i) show **global coherence** for all the criteria set out above.

*Please note that these criteria are not listed by order of importance.

6.1.2. Technical file requirements

⇒ **Size:** The food product must be presented using an explanatory dossier limited to 20 (twenty) pages in A4 format, PDF version and written in English.

⇒ **Annexes:** Any potential appendices to this dossier are limited to 10 (ten) pages.

⇒ **Content:**

The technical file must present all aspects that the jury will evaluate:

- a) **Description of the 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;
- b) **Description of the product's innovation:** the concept, and/or the technology, and/or the packaging, etc.;
- c) **Description of the product eco-innovation:** this may relate to raw material (origin, respect of seasonal,...), and/or packaging (recyclable, optimised shape, etc.) and/or the manufacturing process (energy-efficient, recycling, etc.) and/or distribution and logistics (new services or short supply chains) to make it easier for companies to integrate the environmental dimension throughout the life cycle of a food product;
- d) **Description of the quality aspects of the product:** The Student Team must demonstrate that the product is safe for consumption and conform to European rules;
- e) **Description of the marketing and communication plan** specifying 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), market credibility, brand strategy and assets;
- f) **Description of the entrepreneurial aspects** of the project: business plan, including a business plan detailing the problem-solution fit, the solution-market fit, market characteristics (e.g. size, geography), route to market, sales strategy, financial planning and risk management.

The dossier will be analysed and evaluated by the Jury based on the criteria detailed in Annex 1.

6.2. Project Submission forms

The Student Team must:

6.2.1. Project information

Provide the product description and written presentation in commercial language:

- A **product short marketing presentation** which must be written in **100 (one hundred) characters** (including spaces and punctuation);
- A **written marketing presentation** of the project which 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 (savory starters, dessert, etc...);
- **At least one photo** of the product and its packaging must be sent to the Organising Committee (**very good quality - high resolution format - JPEG minimum 1Mo**). This photo must be as professional as possible.

*Note: The Organising Committee will use the 6.2.2 information in the framework of the competition's global communication (social media, press, etc) and in the database. Thus, the Organising Committee highly recommends to **provide a good written marketing presentation and high quality photos for promotion of the product.***

6.2.2. University information

Submit the educational establishment/university information:

- Name(s) of the establishment(s)/university(ies);
- Logo of your establishment(s)/university(ies);
- Contact of a member of faculty in the establishment(s)/university(ies).

6.2.3. Team information

Download, complete and submit the Team Members Details Template available in the Project Submission form.
Information requested:

- Title: Mr or Ms;
- First name, Last name;
- Home address;
- Email;
- Phone number;
- Date of birth (The team members must meet the requirements Article 5.1);
- Bank details: to reimburse the teams after the competition (see Article 8) and pay the prize (see Article 10).

6.2.4. Material for preparation of the food product

Submit the material required to prepare the product during the Competition.

The material (plates, spoons, pans,...) will be ordered for the Student Team to be used and shared with the other teams during the competition.

If any request for specific equipment cannot be provided by the organising committee, it is up to the Student Team to ensure that they have the specific equipment to prepare its food product.

If a Student Team plans to bring its own material, inform the Organisational Committee, so no material will be ordered.

6.3. Entrepreneurship Training - Mandatory

The Student Team will be registered for the EIT FOOD training about entrepreneurship. It is an approx. 12 hours learning to help them improve their presentation and acquire additional skills. At least one student per team must provide the proof that he/she completed the Inspire4Ecotrophelia training on entrepreneurship.

If a team does not provide evidence of completion of the training, it will not be eligible to the Entrepreneurship Spirit prize.

Please note: if the Student Team has already completed the training in the context of its National competition, the Student Team is not required to complete the training or the assessment a second time. However, the Student Team have to submit the proof of completion of the training.

Link to the training:

https://eitfood.eduframe.nl/login/eduframe?redirect_to=https%3A%2F%2Ffeitfood.instructure.com%2Flogin%2Fcas

By August 26th: The Student Team must have completed the training and submit the assessment via Canvas. The EIT FOOD team will provide comments and give the proof of completion of the training.

By September 1st: Via the Project Documents form, the teams must provide the proof of completion of the entrepreneurship training, with the technical file and the oral presentation.

On **September 30th, at 10:00 a.m. CET:** at least one team member per team must attend the online seminar given by our partner EIT Food. During this session, the teams will receive additional guidance and feedback for the oral presentation. EIT FOOD will prepare this meeting using the documents as received by September 1st.

6.4. Project Documents form

By September 1st: the Student Team must submit via the Project Documents form:

- The **technical file** (specifications in article 6.1) (the technical file is confidential, only the members of the jury and the Organising Committee will have access to it);
- The **oral presentation:** upload the slide deck the Student Team will present to the jury the day of the competition (ppt, etc). A comprehensive draft version is requested in advance to make sure everything will work properly the

day of the competition and to prepare the entrepreneurship training seminar. Upload the font files used in your presentation too. (The final version of the oral presentation will be requested at registration, on the 1st day of the competition);

- The **proof of completion of the entrepreneurship training** (article 6.3).

*Note: The oral presentation differs from the entrepreneurship training assessment. In this form, the oral presentation (slide deck of your entire project) the Student Team will present to the jury the day of the competition is requested, **not** the training assessment.*

Note: the members of the jury are committed to confidentiality, however it is the responsibility of the team to share the very sensitive information. The technical dossier is confidential, only the Organising Committee and the jury members will access it.

ARTICLE 7. TIMETABLE TO TAKE PART IN THE COMPETITION

7.1. The **Participant** must send to the Organising Committee:

Each Participant will be given a login access to the Federation Area in the website to submit the requested information: <https://sandbox.ecotrophelia.org/federation-area>

7.1.1. By July 1st 2024:

The following documents should be returned by the Participant via the Federation Area:

- the "**Letter of Commitment**", fully completed, dated and signed;
- the "**Registration Form**", fully completed: information required about the Participant as well as his logo (Federation's logo) in JPEG format (minimum 1Mo).
- The "**National Judge for the European Panel**": information required about the industrial representative designated by the Participant to represent it on the ECOTROPHELIA EUROPE judging panel;
- The "**National Team Profile Request**": students team information (participating in ECOTROPHELIA EUROPE) required to contact the Student Team;
- The "**National ECOTROPHELIA Success Stories**" (optional): information about the ECOTROPHELIA success stories of the Participant's country.

The Organising 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 Organising Committee.

⚠ If for reasons of force majeure the Participant is unable to provide the information above mentioned by the stipulated deadlines, the Participant must contact the Organising Committee before the deadline of 1 July 2024 to request a new date. The Organising Committee reserves the right to decline requests that have a material impact on the organisation of the Competition.

7.2. The **Student Team** must send to the Organising Committee

Each Student Team will be given a login access for the website to submit the information requested: <https://sandbox.ecotrophelia.org/team-area-submission-status>.

7.2.1. By July 18th 2024:

The Student Team must fully complete the **Project Submission Forms** via the Team Area, including:

- The **Team Information** template completed (See article 6.2.3);
- The **Establishment information** (see article 6.2.2): information about the higher education institution(s) (HEIs) of the Student Team and HEIs' logo in JPEG format (minimum 1Mo);
- The **Project information** (more details in article 6.2.1):

- the product descriptions in commercial language in English;
- at least one high resolution product photo and one photo of the Student Team (in JPEG format – minimum 1Mo);
- the Collective Commitment letter (available in the Team Area) signed by each member of the Student Team:

“We the undersigned (first and last names):

- *confirm we are initial students;*
 - *confirm that we are not PhD students or students with a significative professional experience (lifelong learning);*
 - *have read and accepted the ECOTROPHELIA EUROPE 2024 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 commercialised, 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);*
 - *authorise the ECOTROPHELIA EUROPE Organising 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 6.2, 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”.*
- The **Material for preparation of the food product** (see article 6.4): the material and tasting requirements in order to organise the tasting session as best as possible.

7.2.2. By August 26TH 2024:

The Student Team must have completed the training and **submit the training assessment** via training platform: Canvas. The EIT FOOD team will provide feedback to the Student Team and will provide the proof of completion of the training.

7.2.3. By September 1ST 2024:

The Student Team must submit the **Project Documents form** and provide the following documents via the Team Area:

- The **Technical File** and any appendices (as per article 6.1 of the current rules) limited to 20 (twenty) pages in A4 format, PDF version, written in English;
- The **Oral Presentation**: send the support material (slide deck) for the oral presentation (see article 6.4 of the current rules. The oral presentation differs from the entrepreneurship training assessment. The oral presentation to the jury the day of the competition is expected.
- The **Proof of completion of the Entrepreneurship training** (see article 6.3)

7.2.4. On September 30th 2024, at 10:00 am CET:

An online seminar will be organised by the EIT FOOD team to provide additional guidance and feedback on the Student Team project and presentation based on the entrepreneurship assessment results and oral presentations.

At least one student per team must participate.

7.2.5. By October 4th 2024:

The Organising Committee **must have received** the packaging of the product by October 4th 2024.

Address:

EEIG ECOTROPHELIA EUROPE
c/o EIT Food
To the attention of Desi Vanrintel
Ubicenter A, Philipssite, Bus 34, 3001 Leuven, Belgium

The packaging will be exhibited at the SIAL Innovation area of the SIAL. It is the most visited area of the fair, thus, your packaging must look as most professional as possible:

- If your packaging is transparent: there are 2 possibilities:
 - o Your product can be kept at ambient temperature: send your product with the packaging to be exhibit
 - o Your product can't be kept at ambient temperature: it is not possible to exhibit a product that might perish expire and rot while exhibited, thus the team will have to provide a mock-up product or photo in the packaging.

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

⚠ *Special covid rule: the pre cited dates may evolve considering the covid sanitary situation.*

7.3. Disqualification of the dossier

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

7.4. Dates of the competition

The competition **will take place on October 20th and 21st 2024** in the frame of SIAL Paris 2024 in Paris, France.

7.5. Award ceremony

Results of the competition will be announced during the Award Ceremony at the end of the competition on Monday 21st afternoon. All Student Teams are invited to join.

ARTICLE 8. TEAM EXPENSES

8.1. Team accommodation

The Organising 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 Organising Committee.

The accommodation for the three above-mentioned students will be taken in charge and chosen by the Organising Committee, **for 2 nights, from Saturday 19th to Monday 21st morning**. Check out on Monday 21st of October.

Accommodation for additional team members can be arranged provided that by the 1st of July, the Organising Committee has been informed of the request including a confirmed number of additional beds. The additional accommodation costs for more than 3 students per team will be deducted from the maximum amount of transport and meal costs (1000€) allocated by the Organising Committee.

⚠ **No other accommodation will be taken into consideration. If the Student Team prefers to book another accommodation (AirBnB, etc...), it will not be possible to request money nor refund for the 3 students mentioned above.**

8.2. Transport and meal costs

Each Student Team will be reimbursed for their travelling expenses (transport and meals costs), by keeping and sending to the Organising Committee original bills and receipts, up to a **maximum amount of 1,000€ (one thousand Euros) per team** (whole Student Team), on the following conditions:

8.2.1. For the transports costs

- o by plane, train or bus: in economy class, based on nominative standard tickets the cheapest possible (on handing over original documents);
- o by car: upon highway tickets and fuel cost bills.
- o **No taxi receipts will be reimbursed.** Uber or other similar companies are considered as taxi.

8.2.2. For the meal costs

- The ECOTROPHELIA EUROPE Organising Committee will reimburse food expenses for the period from **19th to 21st of October 2024 up to 50 euros per day per student** for drinks, coffee, snacks and meals and only upon presentation of original invoices / bills.

Please note that alcoholic drinks will not be reimbursed.

8.3. Process for reimbursement

Information and documents to be completed by the Student Team are available in the Team Expenses – Reimbursement page in the Team Area.

8.3.1. By November 3rd 2024:

Each "Team manager" must send, by email to contact@ecotrophelia.eu, the **summary table template of incurred expenses** (provided in the Team Area) for their team's expenses and **original supporting documents** (tickets, invoices, bills, receipts, etc...).

Each team's travelling and food expenses will be paid by bank transfer into each Team Manager's bank account (unless express demand of the team) after examination of the eligibility of the costs by the ECOTROPHELIA EUROPE Organising Committee.

8.3.2. Eligible documents:

The Student Team must provide eligible documents to be reimbursed:

- Restaurant: the Student Team must request an invoice/bill when they pay, where appears the details of the order, restaurant data, date, etc. On that document, there should be: name of the restaurant, address, description of the order, VAT, the merchant's tax number or VAT identification number, price with and without VAT, date. Restaurants should be used to it.
- Grocery shop: when paying, the Student Team must request an invoice to the cashier. The Student Team must at least get the purchase receipt with detail of the purchase.
- Transports: the Student Team must request for an invoice. Train and bus tickets and boarding passes can be added as additional document. Please note:
 - Flights, bus and trains: some companies will send the invoice automatically while for others it is necessary to request it. Information needed: student name, price, company name, date of the travel (both legs of the journey);
 - Public transport: when ordering the public transport tickets the Student Team must request the invoice in addition to the tickets. The following info should appear in the invoice: student name (if possible), company name, the merchant's tax number or VAT identification number, VAT, price.

⚠ WARNING: We do not reimburse:

- Credit or debit card receipts
- Proof from your bank account

These documents are not official accountable documents eligible for reimbursement, only invoices and bills are.

More information about eligible documents in the Team Area: <https://eu.ecotrophelia.org/en/team-area-submission-status>

ARTICLE 9. JUDGING PANEL - SELECTION PROCESS

9.1. Judging panel composition

To choose the competition winners and award prizes accordingly, a European judging panel will be formed, composed of about 20 representative figures from the food and distribution industry sector, members of the European Commission, industrial representatives from the national food industry appointed by the Participant, as well as specialists in food innovation. At registration, the Participant must register one person to represent their country in the judging panel.

9.2. Language

The European judging panel will assess the students' presentation in English.

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

9.3. Scores

Each member of the judging panel will give a score from 0 to 10 for different criteria and for each project (c.f. Annex 1 – Assessment Grid). The global score of a project is determined by the average of the scores given to each criterion by the members of the judging panel. The highest score 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 score, a decision will be taken by the judging panel after further discussion.

9.4. Impartiality

Each judging panel member shall be subject to the principle of impartiality inherent to the ECOTROPHELIA EUROPE competition. The 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 a non-disclosure agreement regarding the presented projects and the results of the competition.

9.5. Confidentiality

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

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 AND CRITERIA

10.1. Main prizes

The competition rewards three main prizes:

- ECOTROPHELIA EUROPE Gold Prize: € 4000 (four thousand Euros) and additional coaching by EIT Food experts;
- ECOTROPHELIA EUROPE Silver Prize: € 3000 (three thousand Euros);
- ECOTROPHELIA EUROPE Bronze Prize: € 2000 (two thousand Euros).

10.2. Communication Strategy prize

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 winning team will be the one with the highest score for the *G – Marketing and communication plan* criterion of the assessment grid (Annex 1). If a team is also the recipient of a main prize, the Communication Strategy prize will be awarded to the team with the next highest score.

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 and relevant contents in social media or other, clear brand message and brand identity, multi-channel approach...

10.3. Entrepreneurial Spirit prize

The competition is endowed with a special "Entrepreneurial Spirit" prize awarded by EIT FOOD for an amount of 500 € (five hundred euros). The winning team will be the one with the highest score for the Entrepreneurship Spirit criterion (Annex 1). If a team is also the recipient of a main prize, the Entrepreneurial Spirit prize will be awarded to the team with the next highest score.

Any demonstration of the spirit of entrepreneurship will in essence embrace all of the criteria used to determine the winners. The essence of entrepreneurship is the ability to identify and pursue new opportunities, often by solving problems, meeting needs, or adding value to existing products or services. Entrepreneurship involves risk-taking, creativity, innovation, and perseverance, teamwork ability, the vision and motivation to turn ideas into reality as well as the viability of the commercial activity (Business description, innovation, ethical and sustainable thinking, feasibility, scalability, the X factor).

10.4. Payment of the prizes

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.

The Organising Committee is not responsible for any tax implications upon receiving the prize.

Note: If a team member have an issue with their bank account, the payment can be done to another student with express demand of the student concerned.

ARTICLE 11. PUBLIC RELATIONS & MARKETING

Any commercial public relations (PR), advertising or other form of reference to this competition by the Participant **shall specify the competition's title and exact dates, 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 Student Team 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 Organising 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 context 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 Organising Committee: contact@ecotrophelia.eu;
- ECOTROPHELIA guarantees that both data confidentiality and security are maintained by adopting the appropriate process and measures.

ARTICLE 14. AMENDMENTS - CANCELLATION

The Organising 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 Belgian Law.

15.2. Competent jurisdiction

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

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

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

ECOTROPHELIA EUROPE ORGANISING COMMITTEE

EEIG ECOTROPHELIA EUROPE

Registered Office: Ubicenter A, Philipssite, Bus 24, 3001 Leuven, Belgium

contact@ecotrophelia.eu

Maarten van der Kamp – President
Marine Lonjou – Project Manager

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ANNEX 1

ASSESSMENT GRID – voting platform

1- ASSESSMENT GRID OF THE JURY

The screenshot shows a voting interface for a product. At the top, there is a photo of the product, labeled 'Photo of the product'. Below the photo, the product name and country are displayed: '2 - Peelaste GREECE', labeled 'Product name and country'. A small text description reads 'Taste not waste! Potato peels transformed for sustainable snacking - a guilt-free delight.', labeled 'Product description'. Below this is a button labeled 'Look at the technical file', labeled 'Direct access to the technical file'. The main part of the interface consists of a list of assessment criteria, each with a 'Select your vote' dropdown menu:

- A - HOW INNOVATIVE IS THE PROPOSAL ?
- B - HOW ECO-INNOVATIVE IS THE PROPOSAL ?
- C - INDUSTRIAL FEASIBILITY
- D - MARKET CREDIBILITY
- E - NUTRITIONNAL CHARACTERISTICS
- F - FOOD SAFETY AND CONFORMITY TO EUROPEAN RULES
- G - MARKETING AND COMMUNICATION PLANS
- H - PACKAGING
- I - GENERAL PRESENTATION
- J - TASTE, ORGANIC PROPERTIES
- Entrepreneurship Spirit (Creativity, vision, motivation, team work ability, ethical, sustainable thinking)

At the bottom of the interface is a large blue button labeled 'VOTE !'. To the right of the interface, a text box explains the marking scale: 'The marking scale for each of the criteria ranges from 0 to 10 (whole numbers only)'. The scale is defined as follows:

- 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

2- DETAILS OF THE ASSESSMENT CRITERIA

A – How innovative is the proposal?

- The assessment of the product innovation results in its originality, creativity and innovating aspects. The innovation may result in particular from the concept, and/or the technology, and/or packaging, and/or ingredients, etc.
- The innovative nature of the project will have to be justified in relation to the existing market and will be assessed by means of a prior art search on internet, ECOTROPHELIA database and any other resources. If a similar project already exists, the Student Team will have to prove the difference in innovation.
- The presentation of the innovation technical stakes is expected.

B – How eco-innovative is the proposal?

- In the European Union, eco-innovation is promoted by the Environmental Technology Action Plan (ETAP), as “the production, assimilation or exploitation of a novelty in products, production processes, services or in management and business methods, which aims, throughout its lifecycle, to prevent or substantially reduce environmental risk, pollution and other negative impacts of resource use (including energy)”.
- The assessment of the eco-innovation of the project may relate to raw materials/ingredients (origin, respect for seasonal, ...), and/or packaging (recyclable, optimised shape, etc.) and/or the manufacturing process (energy-efficient, recycling, etc.) and/or distribution and logistics (new services or short supply chains) to make it easier for

companies to integrate the environmental dimension throughout the life cycle of a food product.

C – Industrial feasibility

- The industrial feasibility of the project means it must be reproducible industrially in a production unit on the basis of a technical file (ingredients, raw materials: origin, range, manufacturing process and diagram, cost price, industrial investments, etc.) or in mass catering or in the catering trade.
- The assessment will result in the 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, the technical feasibility at industrial scale, and last but not least, the risk assessment (HACCP for the product process, management of potential allergens, etc).

D – Market credibility

- The market credibility refers to the understanding of the market by the Student Team and the commercial relevance of the product on the market. The assessment will result in the market analysis, competition analysis, evaluation of potential market, consumer acceptability of the new product, and matching the product-market fit to the target consumer.

E – Nutritional characteristics

- The nutritional characteristics are taken into consideration to evaluate the product: justification or/and claim of the nutritional value and health claims, composition details, technical characteristics, results of the formulation process and/or the process development.

F – Food safety and conformity to European rules

- **Food safety is the most important point when developing a food product since it involves the consumer health.** The company role when developing a food product is to make sure the food product is safe for consumption. Thus, the product quality must be compliant with the European rules in terms of ingredients, process, microorganisms, cold chain, etc.
- The sensory analysis and validation of the product's microbiological quality (shelf life/use by date) are a necessity.
- Further regulations at product level such as regulation towards claims and novel food authorisation, regulations on the product's name and packaging information content may also apply.

G – Marketing and communication plan

- The score obtained for this criterion will define the winning team of the Communication Strategy award.
- The marketing and communication plan defines how to convince the consumer to buy the food product. The food product, candidate for the Communication Strategy 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 marketing and communication approach.
- To achieve this, the Student Team will be able to demonstrate a dynamic and responsive communications strategy, encompassing:
 - A clear understanding of the audience - precisely who are the customers, and why? This includes evidence of validation of target customer group(s), and credible customer segmentation based on relevant criteria - based on demographics, behaviour, preferences, etc.;
 - Clear development of brand messaging, aligned to the company's values and which is aligned/resonates with the above customers and which is based on a consistent tone of voice across all communications to reinforce brand identity, adapted to suit the context of the communication (formal/informal);
 - A seamless and relevant multi-channel approach (e.g. email, web, social media, live chat, phone support, in-person interactions, direct mail, in store materials, etc), using innovative approaches to meet the clear objectives of the communications strategy, which might at different points place a differing emphasis on such things as education, awareness, and sales;
 - The provision of timely and relevant content, (information, updates and promotions) to engage customers and a plan to ensure that content is relevant to the customer's journey, providing value at each stage;
 - Analysis of customer feedback, response rates, and other metrics to continuously refine and improve the product.
- To do this successfully, the Student Team must also provide a strong marketing plan, based on concept tests, final

customer study, evaluation of the potential market, the strategy, segmentation and positioning of the product on the market, and the marketing mix (precision and consistency).

H – Packaging

- On the day of the oral presentation, the Student Team must provide the packaging (prototype, or more developed) to the jury. The packaging must be compliant with European regulation in terms of information content and material.
- The originality and easy-to-use of the packaging will be assessed as well as the technical characteristics for product conservation.

I – General presentation

- The jury will assess the general oral presentation based on how clear, concise and compelling Student Teams present their product and its features.
- This includes a logical structure including a hook, a statement of the problem and how the product provides a solution, key features of the product such as the source of the eco-innovation, taste and nutritional characteristics, and relevant market information such as customer characteristics, size of the opportunity and routes to market.
- It also includes the style of the presentation, including the extent to which it is clear, aimed at the correct audience, and delivered in a style reflecting the brand. Further elements of the assessment include the professionalism of the presenters (posture, team dynamic, persistence), and the effective use of pace, power and pauses.

J – Taste, organic properties

- The jury will assess the organoleptic properties of the food product in terms of appearance, texture, smell and flavour. In fact, the organoleptic quality of the food product influences how the customers experience food with their senses and determine if the consumer will buy it again.

K – Entrepreneurship Spirit (viability of the business – venture creation)

- Any demonstration of the spirit of entrepreneurship will in essence embrace all of the criteria used to determine the winners. The essence of entrepreneurship is the ability to identify and pursue new opportunities, often by solving problems, meeting needs, or adding value to existing products or services. Entrepreneurship involves risk-taking, creativity, innovation, and perseverance, as well as the vision and motivation to turn ideas into reality.
- In addition to the identified criteria, (Creativity, Vision, Motivation & Teamwork ability), the **viability of the commercial activity will be best assessed by the team presenting a coherent and persuasive narrative for their business idea, encompassing:**
 - Business description: How clear and comprehensive was the description of the business idea? How consistent is the business plan? Did the team explain the problem they are solving, the target market, the customer(s), the value proposition, the revenue model (3 years' operating account), and the competitive advantage of their proposal?
 - Innovation, ethical & sustainable thinking: To what extent does the business idea represent a breakthrough new concept, improvement over current methods, and level of sustainability? How does the proposal address critical challenges and opportunities within the food system? What is the innovation protection strategy?
 - Feasibility: How realistic and viable is the business idea? Did the team demonstrate the technical, operational, and financial feasibility of their proposal? Did they validate their assumptions and test their prototype with potential customers and stakeholders?
 - Scalability: How scalable and replicable is the business idea? Did the team identify the potential market size, growth, and demand for their proposal? Did they consider the regulatory, legal, and ethical aspects of their proposal? How is the project profitability towards investment?
 - The X factor/le facteur X/le je ne sais quoi: There will always be an indefinable element identifiable on reading the dossier, hearing the pitch and interacting with the team during the Q&A. This might include (but never be limited to!) such things as precision, clarity and coherence of the proposition or the commitment, passion and commitment of the team to their idea. Such a factor is always worthy of bonus points!