



Entrepreneurship **Competence**
Agrifood industry

EntreComp
Food



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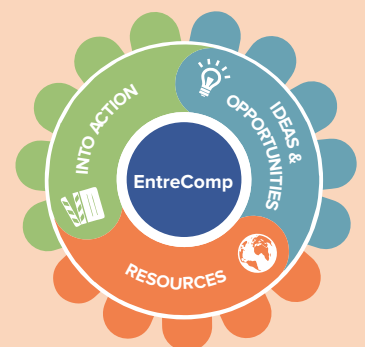
Deliverable:

D4.2 - Submission dossier - National editions of the EntreCompFood special award

Leading partner: **ANIA**

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Be curious and open Be determined Team up Develop ideas Use
resources responsibly Accept diversity Be innovative Be resilient
Imagine Listen actively Think strategically Make the most of your time
Guide action Learn by doing Behave ethically Learn from mistakes
Don't give up Think sustainably Reflect Assess impact Get support



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1. Introduction

1.1 Content of the deliverable

The Grand Agreement of the ENTRECOMP FOOD project states that:

A special award dedicated to Entrepreneurship competences (EntreCompFood award) in the frame of the Ecotrophelia competition will be created and the first national test editions are expected by M17. The 3 Member States represented within the EntreCompFood project (Slovenia, France and Spain) would be the first testers of this special award in 2021 (only national editions). Afterwards, the ambition is to replicate and upscale those first national tests towards the European edition of Ecotrophelia in 2022 with a special European EntreCompFood award.

The EntreCompFood special price will reward the best entrepreneurial project submitted by contestants (students). The entire award creation and preparation process will be coordinated by ANIA (for national and European processes) and validated by the consortium. Each National CoCo Manager will adapt the document to be created to national context (including translation into national languages). This will notably include:

- **the creation of a submission dossier for the national editions available in M11 (following the six identified modules based on the EntreComp frame);**
- the adaptation of the existing national "Information Students Manual" and contest "Rules" to integrate the new award (due in M11);
- the creation of a submission dossier for the European edition available in M27;
- the adaptation of the existing European "Information Students Manual" and contest "Rules" to integrate the new award (due in M27).

This deliverable, produced by ANIA with the support of all the project partners, presents the modifications made to the submission dossier of candidates participating in the national editions of the ECOTROPHELIA competition. The purpose of these modifications is to insert an ENTRECOMP FOOD "Entrepreneurship" award into the competition.

This document explains the changes brought about by the creation of this new award and proposes different options for integrating this award into any national ECOTROPHELIA competition.

1.2. Context

1.2.1. ECOTROPHELIA

The ECOTROPHELIA contest 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 Institutes.

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.

Established in France in 2000, ECOTROPHELIA expanded to a European scale in 2008, ECOTROPHELIA Europe is organized by the European Technology Platform "Food for Life", ANIA (National Association of Food Industries) and CCI Vaucluse. On the principle of a food innovation “Champions League” each European country organizes 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 higher education European establishments, scientific or commercial.

1.2.2. ECOTROPHELIA & the ENTRECOMP FOOD project

The entrepreneurial aspect of the proposals submitted by students in the framework of the ECOTROPHELIA competition (at both the national and European levels) has so far been little quantified by the technical and national jury responsible for awarding marks.

Currently, the projects submitted in the framework of the competition are evaluated based on 4 main criteria for the selection of the finalists: 1) oral presentation, 2) innovation, 3) tasting of the product on the stand, 4) evaluation of the stand.

Criterion n°1 "Oral presentation" includes several sub-criteria: marketing study, R&D and industrialisation study, packaging, financial viability of the project, consideration of sustainable development and quality of presentation.

These current criteria therefore do not include entrepreneurship, and the entrepreneurial capacities developed by students in the creation of their innovative products are not sufficiently highlighted. The ENTRECOMP FOOD project and the dedicated award will therefore highlight the entrepreneurial capacities of the students and encourage their development in all participants of the competition. The award will also help to develop the recognition of the ENTRECOMP competence framework. Moreover, the competition framework will give a real illustration of the entrepreneurial and soft skills that are still little recognised in the field of research and innovation. By associating the ENTRECOMP award with a project and a new product, the link between entrepreneurial skills and project development becomes clear and easier to demonstrate at all levels.

Moreover, the members of the ECOTROPHELIA EEIG recognise that this entrepreneurial aspect is not given sufficient consideration in the allocation of scores, as it has so far been considered too complex to define and quantify. The ENTRECOMP framework of competences makes it possible to specify what entrepreneurial competences are and to assess them in each proposal.

For students, knowing the level of their entrepreneurial skills can only be beneficial, particularly in the development and marketing of their products following the competition: being able to

position oneself in terms of entrepreneurship enables a student to identify and develop the missing skills needed to set up a successful business.

Finally, the university staff will also benefit from this award, which will enable them to guide students in the development of their soft skills. Here again, the lack of knowledge of the tools of entrepreneurship has prevented teachers and tutors from quantifying the entrepreneurial skills of their students. Being able to assess the situation of students will enable universities to help them develop these soft skills.

The final objective of this award will be to raise awareness among the professionals affected by the competition of the importance of entrepreneurial skills and their development.

2. Integration of the award in the ECOTROPHELIA competition

The national editions of the ECOTROPHELIA competition differ from one country to another, in terms of size, governance, management, and formats (submission files, scoring grids). This deliverable therefore proposes a common working basis that can be used in all national competitions.

2.1. Three possible options to implement the Entrepreneurship award at the national level

2.1.1. OPTION 1

An entrepreneurship skills evaluation grid including 7 EntreComp competences and grading advice will be proposed to a specific EntreComp – entrepreneurial jury. This evaluation grid will include all 7 competences covered by ENTRECOMP FOOD.

The evaluation of entrepreneurial skills will therefore be distinguished from the overall scoring of proposals and will be carried out by a committee of experts chosen from outside the technical jury (*a solution that would not increase the workload required of the technical jury*).

Pros and cons of the options:

- ➔ Evaluation of the 7 competences covered by the ENTRECOMP FOOD project
- ➔ Less time dedicated to train the jury members

- ➔ In case of evaluation by a committee of experts from outside of the technical jury, cost of travel/accommodation for the duration of the contest, necessity to find adequate members

See below an example of **specific entrepreneurship evaluation grid** including the 7 competences covered by the ENTRECOMP FOOD project:

TEAM NAME		XXXX						LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4			
University		XXXX						1pts	2pts	3pts	4pts			
Description of the project		2000 characters						Beginner	Intermediate	Advanced	Expert			
COMPETENCES											SUB-TOTAL	TOTAL	COMMENTS	
Ideas & Opportunities	Creativity	The team develops several ideas and opportunities to create value.												
		The team explores and experiments with innovative approaches												
		The team combines knowledge and resources to achieve valuable												
Ideas & Opportunities	Vision	The team imagines the future												
		The team is able to develop a vision to turn ideas into action												
		The team visualises future scenarios to help guide effort and action												
Ideas & Opportunities	Ethical & Sustainable thinking	The team assesses the consequences of ideas that bring value and the												
		The team reflects on how sustainable long-term social, cultural and												
		The team acts responsibly												
Resources	Motivation and perseverance	The team is determined to turn ideas into action and satisfy their need												
		The team is prepared to be patient and keep trying to achieve their												
		The team is resilient under pressure, adversity, and temporary failure												
Resources	Mobilising resources	The team gets and manages the material, non-material and digital												
		The team makes the most of limited resources												
		The team gets and manages the competences needed at any stage.												
In action	Working with others	The team members work together and co-operate with others to												
		The team is able to network												
		The team is able to solve conflicts and face up to competition												
In action	Learning through experience	The team uses any initiative for value creation as a learning												
		The team learns with others, including peers and mentors												
		The team reflects and learns from both success and failure												
TOTAL												0		
												Max	84	100

2.1.2. OPTION 2

Option 2 offers a pedagogical rather than a competitive award: the assessment of entrepreneurial skills is done via peer-to-peer review, and the results are analysed by the ECOTROPHELIA jury. There is no "winner" in this option: all students who participated in the explanatory workshop and the peer-to-peer review process receive an EntreCompFood certificate. This option does not associate entrepreneurial skills with competitiveness, but rather makes all participating students and teachers aware of the importance of entrepreneurial skills and the EntreComp competence framework.

Pros and cons of the options:

- ➔ Entrepreneurial skills are not associated with competitiveness but with continuous improvement.
- ➔ The participation of students in a dedicated workshop helps to strengthen the understanding of the issues at stake
- ➔ The implementation of the award does not require more time for the ECOTROPHELIA jury, which is not involved in the process apart from the final validation

1.2.3. OPTION 3

The jury of the ECOTROPHELIA competition will award the ENTRECOMP entrepreneurship award after the auditions carried out within the framework of the competition.

The global evaluation grid proposed to the technical jury will contain a new criterion, that of entrepreneurial skills. This criterion will be composed of 4 sub-criteria, entrepreneurial competences taken from the ENTRECOMP framework of competences. The 4 selected sub-criteria are:

- Creativity
- Vision
- Mobilising resources
- Ethical & Sustainable thinking

Under this option, the entrepreneurship criterion will be part of the overall scoring of the teams, but it will also be the subject of a specific award: the members of the technical jury will designate the team with the highest score in the "entrepreneurship" category, and the winning team will receive the Entrepreneurship Award.

See below an example of global evaluation grid including the entrepreneurship criteria:

CRITERIA	Sub-criteria	Weighting
Oral presentation		40%
	Marketing study	20%
	R&D and industrialisation studies	30%
	Packaging	10%
	Financial viability of the project	10%
	Taking sustainable development into account	10%
	Quality of presentation	20%
	INNOVATION	Formulation, creation process, packaging, distribution, eco conception
product tasting on the stand		20%
STAND EVALUATION		10%
ENTREPRENEURIAL COMPETENCES		15%
	Creativity	25%
	Vision	25%
	Mobilising resources	25%
	Ethical & Sustainable thinking	25%

Pros and cons of the options:

- ➔ This option makes it possible to integrate the entrepreneurial criterion into the overall scoring of the competition, and thus to highlight this criterion to the jury and the students
- ➔ This option requires training the jury members (from 10 to 25 depending on the country) in the issues of entrepreneurial skills and ensuring that they can judge them through the prism of the European ENTRECOMP competence framework.
- ➔ This option may be considered more time-consuming for jury members, who already have very little time to score many categories.

Specific requirement

Option 3 implies that all applicants participating in the ECOTROPHELIA competition (national editions) will have to add a document dedicated to entrepreneurial skills to their overall application.

This **1/2-pages document** should describe the skills from the ENTRECOMP skills framework that the group has prioritised in the creation of the product. This section should include a reflection on the skills involved and their importance: what skills were used? How were they developed during the project? What skills were missing? Did the project reveal in any way the importance of entrepreneurial skills?

This section will be judged by all members of the technical jury or by the expert committees recruited from this jury, depending on the option selected by the competition organiser.

2.2. Overview of the three options

	Option n°1	Option n°2	Option n°3
Jury	Specific EntreComp jury	Peer-to-peer review	National jury
Notation grid	7 competences + evaluation advice	7 competences, recognising ones strengths and areas of improvement	4 competences
Submission dossier with specific task related to EntreCompFood award	No	No	Yes
Organization of an EntreCompFood award workshop	No	Yes, with the aim to raise awareness on EntreComp and learn how to give feedback to teammates	No
Award	Coaching by a company	EntreCompFood certificate	Financial reward

3. Submission dossier

3.1. Description of the award

The establishment of the EntreCompFood special award must be made explicit in the competition rules (Ecotrophelia Information Students Manual) and in the submission dossier to be completed by all participating students.

See below an example for **OPTION 3**:

The team that is a candidate for the ENTRECOMPFOOD AWARD must meet all the criteria of the product's specifications defined in article 4.1 of these rules, as well as the following requirements (2020-2021 session):

- *Have demonstrated entrepreneurial skills throughout the product development process [Creativity/ Vision / Mobilising resources / Ethical & Sustainable thinking / Motivation and perseverance / Mobilising resources / Working with others and Learning through experience]*
- *Have prepared a 1–2-page document outlining the entrepreneurial skills that were used in the design of the product and throughout the project: This 1/2-pages document should describe the skills from the ENTRECOMP skills framework that the group has prioritised in the creation of the product. This section should include a reflection on the skills involved and their*

importance: what skills were used? How were they developed during the project? What skills were missing? Did the project reveal in any way the importance of entrepreneurial skills?

This award will be awarded to a team that has particularly highlighted and represented the value of entrepreneurial competences. An entrepreneurial project at the end of the competition will be considered a plus but is not mandatory.

Students interested in this award are encouraged to consult the European ENTRECOMP competence framework.

All additional information / work required from the participating students in the submission dossier must be explicated in the Ecotrophelia Information Students Manual. Within the framework of this document and the three options presented in it, only Option 3 requires a modification of submission dossier.

3.2. Description of the prize

Should also be added in the submission dossier to the description of the award the nature of the prize considered for each participating country (see example for OPTION 1 below):

“The competition is endowed with a special ENTREPRENEURSHIP AWARD by ENTRECOMP FOOD in the form of a support/coaching session in a business accelerator that puts start-ups in touch with large companies and successful SMEs.”

As a reminder, each participating country is free to decide on the nature of the award: financial reward, incubation, coaching...

4. Conclusion

In conclusion, this deliverable proposes several possible options for implementing an EntreCompFood award in any national edition of the ECOTROPHELIA competition.

The diversity of formats of these national editions prohibits the replication of a single model, hence this proposal. Any country wishing to implement this innovative award may use the above proposals to ensure a smooth transition.

Within the ENTRECOMPFOOD project, the partners will test the different solutions proposed above within the framework of the national editions of the ECOTROPHELIA competition.

The competences selected for the ENTRECOMP FOOD project can also be modified or enriched according to national needs and realities: the flexibility of the competence's framework will allow easy adaptation for each country wishing to develop this award.

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**EntreComp
Food**

Entrepreneurship Competence
AgriFood industry

Project title:

**Applying EntreComp to attract young people to the 1st European manufacturing sector:
the agri-food industry**

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