



Entrepreneurship **Competence**
Agrifood industry

EntreComp
Food



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of the European Union

Deliverable:

**D4.3 - Description of the new award within the
national Ecotrophelia Information Students Manual
and contest**

Leading partner: **ANIA**

Published: **July 2021**

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. Context

The Consortium 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 prize will reward the best entrepreneurial project submitted by contesters (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 national Ecotrophelia Information Students Manual, depending on the Option (see Deliverable 4.2.) selected for the implementation of the ENTRECOMPFOOD award.

2. Adaptation of the existing national “Information Students Manual” and contest “Rules” to integrate the new award (due in M11)

You will find attached in Annex 1 to this deliverable the information manual for French students updated for the 2021 competition and including all information pertaining to the ENTRECOMPFOOD special award.

Similarly, the Spanish information manual for students were updated to highlight the ENTRECOMPFOOD special award and its specificities (attached, Annex 2).

Below the Rules to integrate the new EntreCompFood certificate in Slovenia as option 2 is described.



ECOTROPHELIA FRANCE

NATIONAL DESIGN COMPETITION
OF INNOVATIVE FOOD PRODUCTS

REGULATIONS FOR THE YEAR 2021

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PREAMBLE

ECOTROPHELIA's ambition is to promote entrepreneurship and competitiveness in the European food sector, through the implementation of a training network of excellence in food innovation and through the organisation of the national and European food innovation competition: "Les Trophées Étudiants de l'Innovation Alimentaire", a real incubator of ideas for the food industry

Teams of students from higher education in relation with companies, technical centres, competitiveness clusters, professional organisations: ANIA - Association Nationale des Industries Alimentaires, Fonds Français pour l'Alimentation, Interfel - Interprofession des Fruits et Légumes frais, INTERBEV - Interprofession de l'Élevage et des Viandes, France Filière Pêche, Terres Univia – the interprofession of vegetable oils and proteins, Crédit Agricole Alpes Provence / CAAP INNOV'ECO, ALIM 50+ and CNIEL - Centre National Interprofessionnel de l'Economie Laitière, are preparing and designing the future of the agri-food industry and new distribution methods by participating in the Student Trophies for Food Innovation.

A true incubator of ideas for the food industry, ECOTROPHELIA has created more than 750 food products; it is a marker of an age group on the consumption trends of the millennial generation.

The **ECOTROPHELIA network has been successfully mobilising cooperation between higher education, research and business players for more than 20 years to prepare the eco-responsible food products of tomorrow. It is the** driving force behind a network of excellence in education in France and Europe, and the organiser of French and European innovation training programmes.

This brand is a platform for innovation and inspiration for the food industry. It capitalises on the boundless creativity and energy of our brightest and most enterprising students, supported by the best Universities and Grandes Ecoles. Today, the ECOTROPHELIA competition is proud to be a showcase for educational excellence in food innovation and to become a tool for visibility and attractiveness for higher education institutions.

ARTICLE 1 - PURPOSE

ECOTROPHELIA FRANCE is organising a competition open to all students who are registered in a scientific and/or commercial higher education establishment located in the French Republic.

This competition consists, for each team, in presenting a food product that meets the specifications set out in article 4.

ARTICLE 2 - COMPOSITION OF TEAMS

- 2.1 Number:** A student team is composed of a number of students, from one or more institutions, which may not be less than 2 (two) and not more than 10 (ten). Students over 35 (thirty-five) years of age are not accepted.
- 2.2 Project Manager:** each student team appoints a "Project Manager" who will be the contact person between the ECOTROPHELIA FRANCE organising committee and his/her team. His/her presence is mandatory during the national rounds of the ECOTROPHELIA FRANCE competition.
- 2.3** Several student teams from the same institution may participate in the competition. However, the number of projects submitted by the institution may not exceed 3 (three).
- 2.4 Responsibility of the institution:** the organisation, operation and supervision of the student team for participation in the competition on the one hand, and the coordination of the team(s) with ECOTROPHELIA FRANCE on the other hand, are the responsibility of the institution in which all or some of the students in the team are registered.
- 2.5** Teams are not allowed to enter as self-selectors.

ARTICLE 3 - APPLICATION FILE

- 3.1** In order to participate in the competition, the students of the team, or the institutions in which the students are registered, must submit their application with all the documents listed below in electronic form on the website <https://fr.ecotrophelia.org/>, **no later than midnight on 12 April 2021**.

The file will necessarily include the following documents (see details in Annexes 1, 2, 3 and 4):

- A. Administrative file: team presentation form.

- B. Letter of collective commitment, signed by each member of the team.
- C. Explanatory technical file and any annexes.
- D. Product characterisation.
- E. Project description sheet - written in French and English - with relevant product photo.
- F. Project presentation text, written in English and French in commercial language.
- G. Product photo in high definition format.
- H. Innovation and precedence fact sheet.
- I. Description of the eco-innovative aspects of the product.
- J. Description of the entrepreneurial aspect of the product**
- K. Classification grid.

3.2 In order to participate in the competition, the students of the team, or the institutions in which the students are registered, must have sent a payment of €800 (eight hundred euros), corresponding to the competition registration fee, by 12 April 2021 at the latest, by cheque or bank transfer made out to AgroParisTech Innovation

3.3 Any application not received by **13 April 2021** as indicated in article 3.1 and 3.2, or incomplete or not duly constituted with regard to the requirements for participation in the competition, will not be taken into account by ECOTROPHÉLIA FRANCE.

ECOTROPHÉLIA FRANCE cannot claim any intellectual or industrial property rights on the file submitted or on the information contained therein.

ARTICLE 4 - SPECIFICATIONS

4.1 Description: The food product, which is the subject of the competition, must meet all the criteria of the following specifications, without the criteria being listed in ascending or descending order of importance.

The food product must :

- A.** be for **human consumption** by the general public;
- B.** be intended for the **market** at the retail and/or catering stage;
- C.** be **innovative** in one or more of its elements compared to existing food products on the market. This innovation may result in particular from the concept, and/or the technology, and/or the formulation, and/or the packaging, etc.; the **innovative nature of** the project must be justified in relation to the existing market and will be evaluated through a prior art search;
- D.** take into **account eco-innovation**, which may concern raw materials (origin, respect for seasonality, etc.) and/or packaging (recyclable, optimised shape, etc.) and/or the manufacturing process (energy-saving, water recycling, etc.) and/or distribution-logistics (new services or short supply chain) in order to facilitate the integration of the environmental dimension by companies throughout the life cycle of the food product;
- E.** **be characterised for its organoleptic, nutritional or other qualities;**
- F.** can be **reproduced industrially** in a production unit on the basis of a technical file (ingredients, raw materials: origin, range, manufacturing process, cost price, industrial investments, etc.);
- G.** **comply with the regulations** in force at the time of marketing (process, additives and ingredients, packaging, labelling, advertising, claims, food safety, etc.);
- H.** be **commercially relevant** (matching supply and demand, marketing plan, packaging, logistics, etc.);
- I.** demonstrate **overall consistency** in all the above criteria and in teamwork.

4.2 ECOTROPHÉLIA FRANCE Innovation Fruit and Vegetables

The food product, candidate for the **ECOTROPHÉLIA FRANCE Innovation Fruit and Vegetable Award**, must meet all the criteria of the specifications defined in article 4.1 of these rules, and must also meet the following requirements

- and/or give preference to **first range** fruit and/or vegetables in its **manufacture**;
- and/or **be identified** by the consumer as part of **the fruit and vegetable universe**;
- and/or be **innovative in the way the product is offered for sale**, in order to make it more accessible and create value for the consumer;
- and/or provide an **innovative and differentiating service** for the valorisation of fruit and vegetables at all stages.

The students will have to justify the choice of the range(s) of fruit and/or vegetables selected during its manufacture, through an argument in the technical file.

For 2021, INTERFEL invites students to take into account all the diversity of the fruit and vegetable sector in the development of their innovation, such as collective catering.

INTERFEL also invites to explore the creation of innovative services to facilitate the accessibility and the valorisation of products.

The food product shall be presented by means of an explanatory technical file in accordance with Article 3.1 of this Regulation.

4.3 ECOTROPHELIA FRANCE Innovation Meat

The food product, candidate for the **ECOTROPHELIA FRANCE Innovation Meat** Award, must meet all the criteria of the specifications defined in article 4.1 of these rules, and must also meet the following requirements

- be based on one or more of the following meats: beef, veal, sheep, goat or horse;
- and **be identified** by the consumer as meat or meat product;
- and/or be **innovative in the way the product is offered for sale**, in order to make it more compatible with new consumption patterns and create value for the consumer;
- and/or provide an **innovative and differentiating service** for the valorisation of meat at all stages.

The students will have to justify the choice of the meat(s) chosen during its manufacture, through an argumentation in the technical file.

For 2021, INTERBEV invites students to create the product they want to consume tomorrow.

The food product shall be presented by means of an explanatory technical file in accordance with Article 3.1 of this Regulation.

4.4 ECOTROPHELIA FRANCE Innovation French fish products

The food product, candidate for the **ECOTROPHELIA FRANCE Innovation Award French Fishery Products**, must meet all the criteria of the specifications defined in the whole of article 4.1 of these rules, and must also meet the following requirements:

- be based on one or more of the following species caught in French fisheries: common hake, common sardine, whiting, saithe, common mackerel, plaice, herring, haddock, horse mackerel;
- and be identified by the consumer as a French fishery product or a product made from French fishery products;
- and/or be innovative in the way the product is offered for sale, in order to make it more compatible with new consumption patterns and create value for the consumer;
- and/or provide an innovative and differentiating service for the promotion of French fishery products at all stages, taking into account the organisational and logistical specificities of the sector.

With this trophy, France Filière Pêche invites participants to imagine the product they would like to consume tomorrow.

Participants in the Trophy can use the tools made available by France Filière Pêche and available for free access or on request (non-exhaustive list):

- communication tools for the PAVILLON France brand
(website, recipe sheets, quality reference systems, regulations for use of the mark, etc.);
- tools for popularising science :
 - o www.stats-et-peche.fr
 - o scientific newsletters.

The food product shall be presented by means of an explanatory technical file in accordance with Article 3.1 of this Regulation.

4.5 ECOTROPHELIA FRANCE Innovation Pulses

The food product nominated for the **ECOTROPHELIA FRANCE Innovation Legumes** Award must meet all the criteria of the specifications defined in article 4.1 of these rules, and must also meet the following requirements

- be based on one or more **French** legumes: peas, broad beans, lupins, lentils, chickpeas, etc., from the whole seed or a processed fraction;
- be identified, by the consumer, as a legume-based product, with the legume(s) being highlighted and representing a significant part of the product;
- and/or be innovative in the way the product is offered for sale, in order to make it more compatible with new consumption patterns and create value for the consumer;
- and/or provide an innovative and differentiating service for the development of French legumes at all stages.

The product will help the consumer to apply the recommendations of the PNNS 4 (National Nutrition and Health Plan) on the consumption of legumes and allow him to have a balanced and diverse protein intake in his diet.

Participants in the Trophy can rely on the information made available by Terres Univia, which is freely accessible or available on request (list not exhaustive):

- information and communication tools for the Terres OléoPro brand:
<https://www.terresoleopro.com/> (website, YouTube channel, documentation...)
- information and documents available on the Terres Univia website
<http://www.terresunivia.fr>

The students will have to justify the choice of the legume(s) chosen during its manufacture, through an argumentation in the technical file.

For 2021, Terres Univia invites students to create the product they want to consume tomorrow.

The food product shall be presented by means of an explanatory technical file in accordance with Article 3.1 of this Regulation.

4.6 ECOTROPHELIA FRANCE Innovation Food for Seniors

The food product that is a candidate for the **ECOTROPHELIA FRANCE Innovation Food for Seniors** Award must meet all the criteria of the specifications defined in article 4.1 of these rules, as well as the following requirements (2020-2021 session):

- Targeting young, healthy seniors (age range 50-65) to prevent early on the risk of developing chronic diseases after the age of 65, the prevalence of which continues to increase at an early age.
- Promote healthy eating habits by following the recommendations of PNNS 4, in particular by correcting the INCA 3 findings, among others to compensate for the lack of vitamins B9, C, D, E, omega 3, selenium, etc.
- Be a food (not a drug or a food supplement), and preferably a "common" food, but not excluding the possibility of a FSMPF (Food for Special Medical Purposes).
- Based on an innovation whose objective is :
 - to develop a range of products accessible to the entire age group concerned;
 - to consider adapting the range of products to the catering industry at a later stage;
 - to imagine extensions of this range of products to usual uses or times of consumption;
 - to remove identified barriers to the consumption of a food recommended for the population concerned, and in particular to suggest a clear distribution and communication strategy adapted to the target population, which is often insensitive or surly when it comes to their future health.

With this trophy, ALIM 50+ and AG2R LA MONDIALE invite participants to imagine the product they ~~would~~ consume tomorrow, or that their parents would like to consume.

Participants in the Trophy will be able to use the tools provided by ALIM 50+, some of which are freely available on the website www.alim50plus.org :

- Preventive nutrition for "young seniors": MOOCs and the White Paper.
- The minutes and results of the Working Group "How to talk to young seniors".
- Scientific newsletters and webinars,
- and all the studies carried out by ALIM 50+ members and partners

The food product shall be presented by means of an explanatory technical file in accordance with Article 3.1 of this Regulation.

4.7 ECOTROPHELIA FRANCE Innovation Nutrition

The candidate food product for the **ECOTROPHELIA FRANCE Innovation Nutrition** Award must meet all the criteria of the specifications defined in article 4.1 of these rules, as well as the following requirements

- Promote the application of the recommendations of the PNNS (National Nutrition and Health Plan) 4.
- To enable consumers to better balance their diet and to contribute to their health and/or well-being, including but not limited to children, the elderly and people with long-term chronic conditions...
- It does not meet the definition of a medicinal product; it may nevertheless meet the requirements of the ADDFMS regulation (dietetic foods for special medical purposes). This last point is not a requirement but a possibility offered to the applicants - provided that it is available on the general public distribution channels (see article 4.1).
- Based on an innovation whose objective is :
 - improve the nutritional quality of an existing food,
 - and/or to remove identified barriers to the consumption of a food recommended for the general population or specific population subgroups,
 - and/or to preserve the functionality of an active ingredient or health ingredient (e.g. encapsulation of probiotics, antioxidants...).

The food product shall be presented by means of an explanatory technical file in accordance with Article 3.1 of this Regulation.

4.8 Special mention France, Terre de lait

The food product applying for the Special Mention France, Land of Milk must be presented in an explanatory file in accordance with article 3.1 of these rules. The food product must meet all the criteria of the specifications defined in article 4.1 of these rules. This label will be awarded to a product that has particularly highlighted the value of French dairy products.

4.9 ECOTROPHELIA Students' Favourite Award - My product in 120 seconds

The food product that is a candidate for the "ECOTROPHELIA Students' Favourite" award must be presented in an explanatory file in accordance with article 3.1 of these rules. The food product must meet all the criteria of the specifications defined in article 4.1 of these rules, and its oral presentation during the competition must be distinguished by its originality and its ability to convince.

4.10. ENTRECOMPFOOD Award

The team that is a candidate for the ECOTROPHELIA 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]

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

ARTICLE 5 - SELECTION BODIES

In order to select the winners by awarding the corresponding prizes or, where appropriate, by awarding a distinction, a Pre-selection Committee, a Technical Jury, a National Jury and a Fruit and Vegetable Innovation Jury are set up.

5.1 Pre-selection committee

The role of the **Pre-selection Committee**, composed of all the member organisations of ECOTROPHELIA FRANCE, is to :

- to check the regularity of the files with regard to the competition rules,
- pre-select, from among the dossiers regularly submitted, those that meet the criteria of the specifications referred to in Articles 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7 and 4.8.

The Pre-selection Committee will meet before ¹ June 2021 to pre-select the applications. The task of the Pre-selection Committee is to draw up minutes of :

- the list of files received,
- the list of files regularly received,
- the list of files pre-selected by him to participate in the national tests.

5.2 Technical Jury

The **Technical Jury** consists of the members appointed by ECOTROPHELIA FRANCE:

- six representatives of higher education institutions;
 - four representatives of higher education institutions, chosen from among the member institutions of ECOTROPHELIA FRANCE ;
 - two representatives of the institutions among the new institutions involved in the 2021 edition;
- four representatives of the technical centres chosen from among the member centres of ECOTROPHELIA FRANCE ;
- four professional organisations and competitive clusters;
- four experts from the professional world chosen for their expertise in the fields of nutrition, distribution and international affairs;
- two representatives of the fruit and vegetable trade association: INTERFEL ;
- two representatives of the meat trade association INTERBEV ;
- two representatives of the fisheries interprofession: FRANCE FILIERE PÊCHE ;
- two representatives of CREDIT AGRICOLE ALPES PROVENCE / CAAP INNOV'ECO.
- two Terres Univia representatives
- two ALIM 50+ representatives.

The Technical Jury will meet on 22 and 23 June 2021. During the final deliberation of the Technical Jury on 23 June, the members representing the higher education institutions will not be required to remain in the meeting.

The Technical Jury is responsible for selecting the teams to be presented to the National Jury, up to a maximum of ten teams to be selected.

The Technical Jury also has the role of :

- to decide on the list of projects to be presented to the Fruit and Vegetable Innovation Jury from the list of projects that meet the specifications defined in Article 4.2 (up to a maximum of six dossiers, without any indication of scoring);

- to award the ECOTROPHELIA FRANCE "Meat Innovation" prize defined in article 4.3;
- to award the ECOTROPHELIA FRANCE "Innovation French Fishery Products" prize defined in article 4.4;
- to award the ECOTROPHELIA France "Innovation Légumineuse" prize defined in article 4.5;
- to award the ECOTROPHELIA France "Innovation Alimentation Seniors" prize defined in article 4.6.
- to award the ECOTROPHELIA France "EntreCompFood Award" prize defined in article 4.10.

5.3 National Jury

The National Jury is composed of fifteen personalities designated by ECOTROPHELIA FRANCE for their reputation, their independence and their skills.

The National Jury will meet at the date and place of the national ECOTROPHELIA FRANCE event: 24 June 2021.

The National Jury's task is to select, from among the dossiers pre-selected by the Technical Jury, the three dossiers that best meet the criteria of the specifications (article 4.1), and to rank these three dossiers to determine the winning teams for the Gold, Silver and Bronze Trophies.

The National Jury also awards the ECOTROPHELIA FRANCE Innovation Nutrition prize from among the dossiers pre-selected by the Technical Jury for the dossier that best meets the criteria of the corresponding specifications (article 4.7). The Director General of the French Food and Health Fund is by right a member of the National Jury.

The President of INTERBEV or his representative is by right a member of the National Jury. He/she shall designate the winner of the ECOTROPHELIA FRANCE Meat Innovation Award to the President of the National Jury.

The President of France Filière Pêche or his representative is by right a member of the National Jury. The President of the National Jury designates the winner of the ECOTROPHELIA FRANCE Innovation Award for French fisheries products.

The President of Terres Univia or his representative is by right a member of the National Jury. He shall designate to the President of the National Jury the winner of the ECOTROPHELIA France Innovation Légumineuse prize.

The President of ALIM 50+ or his representative is by right a member of the National Jury. He/she will nominate the winner of the ECOTROPHELIA France Innovation Food for Seniors Award to the President of the National Jury.

The President of the Centre National Interprofessionnel de l'Economie Laitière or his representative is by right a member of the National Jury. He shall designate to the President of the National Jury the winner of the special mention France, Land of Milk.

5.4 Fruit and Vegetable Innovation Jury

The Jury in charge of awarding the ECOTROPHELIA FRANCE Fruit and Vegetable Innovation Prize is composed of a maximum of ten personalities proposed by INTERFEL, in agreement with ECOTROPHELIA FRANCE, for their reputation, their independence and their skills.

This jury is chaired by the representative appointed by the SIREF Commission of INTERFEL.

The Fruit and Vegetable Innovation Jury will meet on the date and at the venue of the national ECOTROPHELIA FRANCE event: 24 June 2021 in Nancy.

The Jury will award the ECOTROPHELIA FRANCE Fruit and Vegetable Innovation Prize from among the dossiers preselected by the Technical Jury for the dossier that best meets the criteria of the specifications (4.2).

The President of INTERFEL is by right a member of the National Jury. He shall designate the winner of the ECOTROPHELIA FRANCE Fruit and Vegetable Innovation Award to the President of the National Jury.

5.5-The students

The students selected for the final rounds, present in Nancy from 22 to 24 June 2021, will be invited to vote for their favourite project and thus designate the winner of the "ECOTROPHELIA Students' Favourite" prize in the light of the criteria defined in article 4.9.

5.6 Other provisions

Each member of the Pre-selection Committee, the Technical Jury, the National Jury and the Fruit and Vegetable Innovation Jury is subject to the principle of impartiality inherent in the ECOTROPHELIA FRANCE competition. The decisions of the Technical Jury, the National Jury and the Fruit and Vegetable Innovation Jury are sovereign and without appeal.

The members of the Pre-selection Committee, the Technical Jury, the National Jury and the Fruit and Vegetable Innovation Jury are bound by the secrecy of their deliberations.

The minutes drawn up by the juries are kept at the headquarters of ECOTROPHELIA FRANCE.

Confidential information provided by the teams may not be disclosed or published without their express permission.

ARTICLE 6 - TIMETABLE

The schedule for the 2021 competition is defined as follows (see Annex 5: Schedule):

6.1 Before the national events

In order to participate in the competition, the team must have sent to ECOTROPHELIA FRANCE :

By midnight on 12 April 2021 :

The documents making up the application file (see articles 3.1 and 3.2).

ECOTROPHELIA FRANCE will acknowledge receipt of these elements:

- to the team, by email to each student before 1st June 2021;
- to the institution, by electronic means, and will send an invoice corresponding to the amount of the payment of the registration fee fixed for the year 2021 at 800 € (eight hundred euros).

No later than midnight on 10 June 2021, by electronic submission via <https://fr.ecotropheia.org/> : an extract of the oral presentation material that will be used during the Technical Jury's defense. This will allow the identification of all the technical elements used (font, video, soundtrack...).

6.2 National events

The ECOTROPHELIA FRANCE competition will take place during an event organised in Nancy at the Palais du Gouvernement **from 22 to 24 June 2021**.

The official reception of the preselected teams for the national events will take place on **Tuesday 22 June 2021 at 11am** in Nancy.

The teams must have submitted three copies of the packaging of the finished food product, as described in the file, in accordance with the conditions indicated by ECOTROPHELIA FRANCE.

During this national event, the invited teams must have set up a stand to present their product **by 12 noon on Wednesday 23 June**.

The Technical Jury will take place from **Tuesday 22 June to Wednesday 23 June 2021**.

In addition, the teams whose applications have been pre-selected by the Technical Jury must be able to make an oral presentation of the food product described in their application to the National Jury and/or the Fruit and Vegetable Innovation Jury on **Thursday 24 June 2021**.

On Thursday 24 June afternoon, the exhibition area of the stands will be **open to professionals, economic personalities and regional politicians by invitation**. Those present will be invited to evaluate the stands and the organoleptic qualities of the products in order to award the *Bernard Loiseau ECOTROPHELIA* prize.

6.3 Proclamation of results

The announcement of the results will take place on **Thursday 24 June 2021**.

6.4 ECOTROPHELIA Europe

The winning team of the ECOTROPHELIA FRANCE d'Or award will represent France at the European competition, which will take place in October 2021.

ARTICLE 7 - AWARD OF PRIZES

7.1 Pre-selection committee

Each file submitted is evaluated by two experts appointed by ECOTROPHELIA FRANCE, who are responsible for awarding a mark and writing a summary of the expertise. A ranking is made according to the score given and the Pre-selection Committee decides on the list of projects pre-selected to participate in the national rounds.

ECOTROPHELIA FRANCE will inform the teams whose projects have been selected of the place, date and time of the national event, as well as the summary sheet of the evaluation of their project, which will provide suggestions for improvement for the oral rounds.

7.2 Technical Jury

The teams invited to the Technical Jury will give an oral presentation of all the technical aspects of their project (business plan, industrial process, innovation, etc.).

No tasting takes place during this oral test. However, a plate must be prepared for presentation to the Technical Jury to enable them to understand the characteristics of the product.

The Technical Jury evaluates all the stands and tastes the products during this evaluation.

Each project is evaluated according to four weighted criteria:

Oral presentation	50 %
Tasting at the stand	20 %
Stand presentation	10 %
Innovation	20 %
Total	100 %

The teams with the highest marks from the Technical Jury are presented to the National Jury (up to a maximum of ten dossiers, without any indication of marks).

7.3 National Jury

7.3.1. Category Gold, Silver, Bronze

Each member of the National Jury assigns a score for each file submitted for selection.

The score per file is determined by the average of the scores awarded to each file by the members of the National Jury; the highest score corresponds to the file that the National Jury considers best meets the criteria of the specifications (4.1).

The three winning entries in the Gold, Silver and Bronze categories are the three entries that received the three highest scores from the National Jury among the entries selected by the Technical Jury. The prizes are awarded in descending order of the scores obtained.

In the event that two or more dossiers receive the same mark, a second mark will be awarded after discussion of the dossiers by the members of the National Jury.

If the files concerned receive the same score again, the best file will be decided by drawing lots.

7.3.2. Category Innovation Nutrition

Each member of the National Jury assigns a score for each file submitted for selection.

The score per file is determined by the average of the scores attributed by the members of the National Jury to each file on the nutrition criterion. The highest score corresponds to the file that the National Jury considers best meets the criteria of the ECOTROPHELIA FRANCE Innovation Nutrition Award specifications (4.7).

7.4 Fruit and Vegetable Innovation Jury

Each member of the Fruit and Vegetable Innovation Jury gives a score for each dossier submitted for selection.

The score per file is determined by the average of the scores given to each file by the members of the Jury. The highest score corresponds to the file that the Jury considers best meets the criteria of the specifications (4.2).

7.5 Bernard Loiseau ECOTROPHELIA Prize

This prize is awarded by those present at the national event, professionals, economic and political figures from the region, who are invited to evaluate the stands and the organoleptic qualities of the products. Each team is given a score. The winning team is the one with the highest score. In the event that two or more stands receive the same mark, a draw will be held to decide between the teams concerned.

7.6 ECOTROPHELIA Students' Favourite Award - My product in 120 seconds

The "My product in 120 seconds" event will take place during the national ECOTROPHELIA FRANCE event: 23 June 2021 in **Nancy**.

The team with the best presentation will be awarded the ECOTROPHELIA "Students' Favourite" prize.

ARTICLE 8 - PRIZES AND AWARDS

8.1 ECOTROPHELIA FRANCE Award

The competition has nine ECOTROPHELIA FRANCE prizes:

1. **ECOTROPHELIA FRANCE D'OR** and the award of €5000 (five thousand euros) - selection for the ECOTROPHELIA EUROPE 2021 competition;
2. **ECOTROPHELIA FRANCE D'ARGENT** and a discount of €2500 (two thousand five hundred euros);
3. **ECOTROPHELIA FRANCE DE BRONZE** and a discount of 1500 € (one thousand five hundred euros);
4. **ECOTROPHELIA FRANCE "INNOVATION FRUITS AND VEGETABLES"** and an award of €4,000 (four thousand euros) by INTERFEL, the fresh fruit and vegetable interprofession;
5. **ECOTROPHELIA FRANCE "INNOVATION PÊCHE"** and the award of €4000 (four thousand euros) by France Filière **Pêche**,
6. **ECOTROPHELIA FRANCE "INNOVATION VIANDES"** and an award of €4,000 (four thousand euros) by INTERBEV, the livestock and meat trade association;
7. **ECOTROPHELIA France "LEGUMINOUS INNOVATION"** and the award of €4000 (four thousand euros) by Terres Univia;
8. **ECOTROPHELIA France "INNOVATION ALIMENTATION SENIORS"** and the award of €4000 (four thousand euros) by ALIM 50+ and **AG2R LA MONDIALE**;
9. **ECOTROPHELIA FRANCE "INNOVATION NUTRITION"** and the award of €1000 (one thousand euros) by the French Fund for Food and Health.

8.2 Other awards

8.2.1. The competition is endowed with a **special ENTRECOMPFOOD AWARD in the form of a support/coaching session in a business accelerator that puts start-ups in touch with large companies and SMEs.**

8.2.2. Special mention France, Terre de lait and a prize of €1000 (one thousand euros) from the CNIEL - Centre National Interprofessionnel de l'Economie Laitière.

8.2.3. The "**Bernard Loiseau ECOTROPHELIA**" prize is endowed with €500 (five hundred euros).

8.3 Possible honours

The National Jury and the Fruit and Vegetable Innovation Jury will have the right to award honorary distinctions and/or special mentions to one or more teams, to reward other innovative approaches.

8.4 Terms of payment

Each student in the team, whose file has been awarded a prize, will receive a payment of an amount calculated in proportion to the number of students in (see article 3.1B) on the basis of the amount corresponding to the prize.

ARTICLE 9 - SUPPORT AND PROMOTION

9.1 Brand and logo

The ECOTROPHELIA brand and logo remain the property of their depositor. They may be used by the teams only for the limited purposes indicated in these rules. Any commercial, advertising or other communication referring to this competition must specify the exact title and date of the competition, the title awarded and the nature of the food product which justified the prize.

9.2 Other provision

Participants who do not receive a prize, even if they have received another honour, may not mention or take advantage of the competition for commercial or advertising purposes.

ARTICLE 10 - OTHER PROVISIONS

10.1 ECOTROPHELIA FRANCE reserves the right to modify, postpone or cancel the competition or to modify the dates or conditions, if reasons beyond its control oblige it to do so and without engaging its responsibility. In case of cancellation of the competition, the sums received by ECOTROPHELIA FRANCE from the participants as competition fees will be returned without delay and without interest to the institution in which the students are registered. This restitution will be considered as a full release of ECOTROPHELIA FRANCE towards the students; the institution will be personally responsible for the distribution of this sum among the students of the team having participated in the competition.

10.2 Acceptance of the Regulation

Participation in the competition implies full and unreserved acceptance by the students and the corresponding institution of the provisions of these rules.

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

10.3 Protection of personal data

In accordance with article 34 of the French law "Informatique et Libertés" of 6 January 1978, each candidate registered for the competition has the right to access, modify, rectify and delete data concerning him/her.

10.4 Applicable law

These rules are subject to French law.

10.5 Competent court

Any difficulties in the interpretation or application of these rules will be decided by ECOTROPHELIA FRANCE. If the parties fail to find an amicable solution, jurisdiction will be given to the competent court of AgroParisTech Innovation's head office in Paris, regardless of the domicile of the defendant, ~~or the~~ event of a warranty claim, summary proceedings or multiple defendants.

Jointes **Annexes 1 to 5**

Annex 1: Application Form

Annex 2: Innovation and precedence description sheet

Annex 3: "List of eco-innovation impacts of the food product presented" sheet

Annex 4: Classification grid

Annex 5: Planning 2021

End line



ECOTROPHELIA FRANCE

REGISTRATION FORM - 2021 EDITION

DOCUMENTS TO BE ATTACHED TO THE FILE

Administrative documents

A	Administrative file: team presentation form	<i>Online entry</i>
B	Letter of collective commitment, signed by each member of the team	<i>Download form & file to be deposited</i>

The product presentation file

C	Explanatory technical file and any annexes	<i>Files to be deposited</i>
D	Characterisation of the product, in French and English	<i>Online entry</i>
E.1	Project description sheet written in French with relevant product photo	<i>File to be filed</i>
E.2	Project description sheet in English with relevant photo of the product	<i>File to be filed</i>
F.1	Project presentation text, written in French in a commercial language	<i>Online entry</i>
F.2	Project presentation text, written in English in a commercial language	<i>Online entry</i>
G	Product photo in high definition format	<i>File to be filed</i>
H	Innovation and precedence fact sheet	<i>Online entry</i>
I	Description of the eco-innovative aspects of the product	<i>Online entry</i>
J	Classification grid	<i>Online entry</i>

All parts A to J must be submitted electronically on the website <https://fr.ecotrophelia.org/> by midnight on 12 April 2021 at the latest.

Registration fees

K	Payment of the registration fee in the amount of €800 (one thousand eur).	<i>Cheque or order form to be transmitted before 13 April 2021</i>
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ANY APPLICATION NOT RECEIVED BY APRIL 13, 2021 AS INDICATED IN ARTICLE 3.1 and 3.2, OR INCOMPLETE OR NOT DULY CONSTITUTED WITH REGARD TO THE REQUIREMENTS OF THE COMPETITION TO PARTICIPATE, WILL NOT BE ACCEPTED BY ECOTROPHELIA FRANCE.

ADMINISTRATIVE PIECES

A - ADMINISTRATIVE FILE TEAM PRESENTATION FORM (online entry)

The number of students in each team may not be less than 2 or more than 10. Students over 35 years of age are not accepted (see article 2.1 of the rules).

YOUR PROJECT

**Name of the project
submitted Category (s)**

Starter
Main
course
Dessert
Accompanying
Snacking Drinks
Other

YOUR ESTABLISHMENT(S)

Name Institution n°1

Address
Address complement
Postcode
City

Name Institution No. 2

Address
Address complement
Postcode
City

Name Institution No. 3

Address
Address complement
Postcode
City

The teachers who accompany your project and your team

Surname, first name
(teacher 1) School
Telephone
@mail address

Surname, first name
(teacher 2) School
Telephone
@mail address

Surname, first name
(teacher 3) School
Telephone
@mail address

Surname, first name
(teacher 4) School
Telephone
@mail address

Surname, first name
(teacher 5) School
Telephone
@mail address

YOUR TEAM

1. PROJECT LEADER = MEMBER 1

The project manager is the contact person between the ECOTROPHELIA France Organising Committee and his team. He/she will be contacted as a priority for any request for additional information on the project. His/her presence is mandatory during the national events in Nancy.

Name, First name

Date of birth

Personal e-mail address

Where all the information about the competition will be sent

Postal address

Valid at least until 1 October 2021 - Street, Postcode, City

Telephone Bank details

IBAN and BIC number - Attach a copy (image file or PDF to be filed) of a RIB (with IBAN and BIC references)

2. OTHER TEAM MEMBER = MEMBER 2

Name, First name

Date of birth

Personal e-mail address

Where all the information about the competition will be sent

Postal address

Valid at least until 1 October 2021 - Street, Postcode, City

Telephone Bank details

IBAN and BIC number - Attach a copy (image file or PDF to be filed) of a RIB (with IBAN and BIC references)

3. OTHER TEAM MEMBER = MEMBER 3

Name, First name

Date of birth

Personal e-mail address

Where all the information about the competition will be sent

Postal address

Valid at least until 1 October 2021 - Street, Postcode, City

Telephone Bank details

IBAN and BIC number - Attach a copy (image file or PDF to be filed) of a RIB (with IBAN and BIC references)

4. OTHER TEAM MEMBER = MEMBER 4

Name, First name

Date of birth

Personal e-mail address

Where all the information about the competition will be sent

Postal address

Valid at least until 1 October 2021 - Street, Postcode, City

Telephone Bank details

IBAN and BIC number - Attach a copy (image file or PDF to be filed) of a RIB (with IBAN and BIC references)

5. OTHER TEAM MEMBER = MEMBER 5

Name, First name

Date of birth

Personal e-mail address

Where all the information about the competition will be sent

Postal address

Valid at least until 1 October 2021 - Street, Postcode, City

Telephone Bank details

IBAN and BIC number - Attach a copy (image file or PDF to be filed) of a RIB (with IBAN and BIC references)

6. OTHER TEAM MEMBER = MEMBER 6

Name, First name

Date of birth

Personal e-mail address

Where all the information about the competition will be sent

Postal address

Valid at least until 1 October 2021 - Street, Postcode, City

Telephone Bank details

IBAN and BIC number - Attach a copy (image file or PDF to be filed) of a RIB (with IBAN and BIC references)

7. OTHER TEAM MEMBER = MEMBER 7

Name, First name

Date of birth

Personal e-mail address

Where all the information about the competition will be sent

Postal address

Valid at least until 1 October 2021 - Street, Postcode, City

Telephone Bank details

IBAN and BIC number - Attach a copy (image file or PDF to be filed) of a RIB (with IBAN and BIC references)

8. OTHER TEAM MEMBER = MEMBER 8

Name, First name

Date of birth

Personal e-mail address

Where all the information about the competition will be sent

Postal address

Valid at least until 1 October 2021 - Street, Postcode, City

Telephone Bank details

IBAN and BIC number - Attach a copy (image file or PDF to be filed) of a RIB (with IBAN and BIC references)

9. OTHER TEAM MEMBER = MEMBER 9

Name, First name

Date of birth

Personal e-mail address

Where all the information about the competition will be sent

Postal address

Valid at least until 1 October 2021 - Street, Postcode, City

Telephone Bank details

IBAN and BIC number - Attach a copy (image file or PDF to be filed) of a RIB (with IBAN and BIC references)

10. OTHER TEAM MEMBER = MEMBER 10

Name, First name

Date of birth

Personal e-mail address

Where all the information about the competition will be sent

Postal address

Valid at least until 1 October 2021 - Street, Postcode, City

Telephone Bank details

IBAN and BIC number - Attach a copy (image file or PDF to be filed) of a RIB (with IBAN and BIC references)

B - LETTER OF COLLECTIVE COMMITMENT (file to be submitted)

Attach a collective letter of commitment (Model below to be downloaded, printed, and returned dated, signed) form to be downloaded, then file.

This **MANDATORY** document is unique; it must be dated and bear the name and **SIGNATURE of EACH team member**.

We, the undersigned, (*NAME, FIRST NAME*)

Team members (recall the name of the project presented)

- *declare to have read and accepted the rules of the ECOTROPHELIA France 2021 competition;*
- *we undertake, in the creation and presentation of the file on which the ECOTROPHELIA France competition is based, not to introduce any reminiscence likely to violate or infringe on the rights of third parties and, if the file of the team of which we are a part is selected by the Pre-selection Committee, to participate in the national prize-giving event on the date and at the time indicated by ECOTROPHELIA France;*
- *We also commit ourselves, if we win a prize, that the corresponding food product, if it is marketed, will bear the ECOTROPHELIA brand and logo on its packaging, respecting the graphic charter registered at the INPI;*
- *hereby authorize ECOTROPHELIA to publish our full names and photographs, as well as any shots in which our image appears, which will be taken during the national prize-giving event;*
- *hereby assign our copyright on the elements defined in articles 3.1-f, 3.1-g 3.1-h 3.1-i and 3.1-j of the rules, i.e. the presentation text, the photo, the packaging of the product presented for the purpose of reproducing these elements on the media issued in the context of the ECOTROPHELIA France 2021 competition;*
- *we commit ourselves to participate in October 2021 in the ECOTROPHELIA Europe competition, if the team to which we belong is the winner of the ECOTROPHELIA France d'Or 2021 prize.*

Date - Signatures

THE PRESENTATION DEVELOPMENT PRODUCER

C - EXPLANATORY TECHNICAL FILE (files to be submitted)

The food product must be presented in an **explanatory technical file** limited to 50 pages (any annexes are also limited to 50 pages) containing the following information written in French:

- a. a description of the food product: exact name, precise category (e.g. savoury starters, desserts, ready meals, alcoholic drinks, etc.), general description, composition, manufacturing process, packaging, model of packaging, conservation;
- b. a description of the innovation behind it (innovative character linked to the product itself, its composition, formulation, recipe, etc.), the processes and techniques used, the packaging, the method and duration of conservation, the packaging, the way it is used by the consumer and its distribution logistics;
- c. a marketing and sales plan;
- d. a detailed business plan;
- e. a presentation of the terms and conditions of the company's participation for students who have worked in partnership to create the project.

Submit the explanatory technical file.

Your file in **pdf - doc - docx - ppt or pptx** format must not exceed **50 MB**.

Submit any annexes.

You may attach up to 5 **annexes**. **Please note:** The total number of annexes should not exceed 50 pages.

Each of your files in **pdf - doc - docx - ppt or pptx** format must not exceed **50 MB**.

D - PRODUCT CHARACTERIZATION (online entry)

Write a one-line **characterisation of your product (100 characters, including spaces and punctuation, i.e. approximately one line)**.

This information will be included in all the competition's communication materials: press kits, competition presentation brochure, website, list of projects distributed to the members of the jury, etc. **It must be communicated in French and English.**

E - PROJECT DESCRIPTION SHEET

E.1 - written in French (file to be submitted)

Attach a description of the project written in French, with a relevant illustration of the product.

This is a two-page description of the project: a summary presenting the approach and the particularities ("plus") of the product compared to the existing one, as well as elements allowing to appreciate the part of the contribution of the industrialists in case of partnership. The sheet may be illustrated by a photo of the product and/or its packaging.

This form will be distributed to the experts, members of the Pre-selection Committee and members of the Technical Jury. Each of your files in **pdf - doc - docx - ppt or pptx** format must not exceed **50 MB**.

E.2 - written in English (file to be submitted)

Attach a description of the project written in English, with a relevant illustration of the product.

This is the form described in section "E.1", written in English.

F - PROJECT PRESENTATION TEXT

F.1 - written in French in a commercial language (file to be submitted)

Enter an online presentation of the project, written in French, in a commercial language.

This text will be inserted in the competition brochure and associated with the presentation of the projects on the websites. In order to respect printing constraints, it should not exceed 1000 **characters, including spaces and punctuation**.

Please note: to facilitate your input, the "copy and paste" function from Word can be used.

Some advice

A potential consumer who is not familiar with the project must be able to understand quickly and easily **what** your project **looks like** and in **which category** it should be listed (starter, dessert, aperitif...):

- Announce the main ingredients.
- Describe the external appearance, the shape and arrangement of the different ingredients, the colours (e.g. chocolate coating).
- Combine the gustatory aspect (e.g. combining the crispness of a meringue, the creaminess of a vegetable mousse and the spiciness of the sauce).

- Indicate the nutritional positioning (energetic, rich in vitamins, etc.).
- Present the packaging, the conservation times, the method of preparation, the method of distribution.
- Think about the marketing positioning of the product (for which age group, which price - low-end/luxury - which type of use, which nutritional positioning - traditional, exotic, dietetic cooking...).
- Specify how the product is innovative (what it adds, what is different).

The terms used in this text must be consistent with the positioning of the product.

You must be precise in the use of terms (saying that the product is "spicy" is not enough, you must specify the spices used or at least the main ones).

F.2 - written in English in a commercial language (file to be submitted) Enter online a presentation text of the project, written in English, in a commercial language. This text will be inserted in the competition presentation brochure and associated with the presentation of the projects on the websites. In order to respect printing constraints, it should not exceed 1000 characters, including spaces and punctuation. This is the text described in point "F.1", written in English.

G - HIGH DEFINITION PHOTO OF THE PRODUCT (file to be submitted)

Attach a photo of the product.

This photo will be used in the global communication of the competition. Please attach the JPG file in high definition format - minimum 1Mb.

The images must have a resolution greater than 1200x800 pixels.

Please note: You can attach up to 3 photos following the same principle.

H - INNOVATION AND BACKGROUND DESCRIPTION SHEET (online entry)

Attach the innovation and precedence description sheet.

(Complete the online form - see Annex 2 of the Regulation).

I - DESCRIPTION OF THE ECO-INNOVATIVE ASPECTS OF THE PRODUCT (online entry)

Attach the description of the eco-innovative aspects of the product.

(Complete the online form - see Annex 3 of the Regulation).

J - DESCRIPTION OF THE ENTREPRENEURIAL ASPECT OF THE PRODUCT (online entry)

N/A

K - CLASSIFICATION GRID

Attach the basic product classification grid: Complete the online form - see Annex 4 of the Regulation.

INSCRIPTION FRAIS HELDSK FEEDING FOR 2021

Complete your application by paying the registration fee of 800 €.

Payment by cheque to AgroParisTechInnovation.

Payment of the registration fee can also be made by transfer to the bank account of the, after issuing an invoice.

In this case, attach to the file an order form issued by the institution confirming that the amount of the registration fee will be paid, and specifying the conditions of invoicing.

Contact - information

Organising Committee ECOTROPHÉLIA France

Address: Site Chabran - 1 avenue Saint-Jean - 84000 AVIGNON

E-mail: contact@ecotrophelia.fr - <https://fr.ecotrophelia.org/>

List of "eco-innovation" impacts of the food product presented

Form to be attached to the registration file

In order to identify the "eco-innovation" dimension of your project, please fill in this questionnaire which presents the different axes where an environmental dimension has potentially been considered. A brief description should be given in the boxes you tick.

Name of the project		...	
Establishment		...	
		Theme	Description
1 - Raw materials	<input type="checkbox"/>	Production method	<i>(organic, sustainable agriculture)</i>
	<input type="checkbox"/>	Procurement	<i>(transport, short circuit...)</i>
	<input type="checkbox"/>	Valuation of a by-product	<i>(unused plant/animal part...)</i>
2 - Manufacturing processes	<input type="checkbox"/>	Energy and water use	<i>(qualitative/quantitative...)</i>
	<input type="checkbox"/>	Valuation of co-products	<i>(setting up a secondary circuit)</i>
	<input type="checkbox"/>	Waste management	<i>(actions implemented...)</i>
3 - Packaging	<input type="checkbox"/>	Materials used	<i>(secondary channel, recycled)</i>
	<input type="checkbox"/>	Shape of the packaging	<i>(transport logistics, shelving, etc.)</i>
	<input type="checkbox"/>	Reflection on over-packaging	<i>(primary, secondary packaging...)</i>
	<input type="checkbox"/>	End of life	<i>(re-use, re-employment, recycling...)</i>
4 - Distribution	<input type="checkbox"/>	Distribution method	<i>(local, national...)</i>
	<input type="checkbox"/>	Marketing method	<i>(advertising, commercial...)</i>
5 - Management of the company	<input type="checkbox"/>	Standards and certification	<i>(ISO, ADEME)</i>
	<input type="checkbox"/>	Steps taken	<i>(carbon footprint, LCA, CSR...)</i>
6 - Other	<input type="checkbox"/>	(...)	<i>(...)</i>

Classification grid based on products

Form to be attached to the registration file

You are invited to **classify your product** in order to allow us to integrate it in the database of products presented to the ECOTROPHELIA competition. **In each of the 6 headings** (1. category - 2. raw materials - 3. preservation method - 4. target public - 5. consumption situation 6. characterisation of the innovation), tick the item(s) that correspond to the positioning of your product. (This is a multi-selection form; you can therefore tick one or more items in each section).

Product name	...
Establishment	...

Category

- | | |
|--|---|
| <input type="checkbox"/> Accompaniment | <input type="checkbox"/> Foam |
| <input type="checkbox"/> Culinary help | <input type="checkbox"/> Egg product |
| <input type="checkbox"/> Functional food | <input type="checkbox"/> Bread & pastries |
| <input type="checkbox"/> Seasoning | <input type="checkbox"/> Breakfast |
| <input type="checkbox"/> Butters & margarines | <input type="checkbox"/> Cooked dish |
| <input type="checkbox"/> Biscuits & cakes | <input type="checkbox"/> Meat product |
| <input type="checkbox"/> Drink | <input type="checkbox"/> Dairy product |
| <input type="checkbox"/> Confectionery & Chocolate | <input type="checkbox"/> Sauce & juice |
| <input type="checkbox"/> Dessert | <input type="checkbox"/> Soup |
| <input type="checkbox"/> Ice cream & sorbet | <input type="checkbox"/> Spreadable |

Raw materials

- | | |
|--|--|
| <input type="checkbox"/> Seaweed | <input type="checkbox"/> Milk and cheese |
| <input type="checkbox"/> Alcohol | <input type="checkbox"/> Plant milk |
| <input type="checkbox"/> Cereal | <input type="checkbox"/> Vegetable |
| <input type="checkbox"/> Chocolate | <input type="checkbox"/> Legume |
| <input type="checkbox"/> Crustaceans & Shellfish | <input type="checkbox"/> Egg |
| <input type="checkbox"/> Starch | <input type="checkbox"/> Fish |
| <input type="checkbox"/> Fruit | <input type="checkbox"/> Salt |
| <input type="checkbox"/> Nuts | <input type="checkbox"/> Soya |
| <input type="checkbox"/> Vegetable oil | <input type="checkbox"/> Sugar |
| <input type="checkbox"/> Insect | <input type="checkbox"/> Meat |

Storage method

- | | |
|------------------------------------|---------------------------------|
| <input type="checkbox"/> Preserves | <input type="checkbox"/> Dry |
| <input type="checkbox"/> Fees | <input type="checkbox"/> Frozen |

Target audience

- | | |
|--|---|
| <input type="checkbox"/> Adult | <input type="checkbox"/> Intolerant (gluten, lactose, egg...) |
| <input type="checkbox"/> Baby | <input type="checkbox"/> Senior |
| <input type="checkbox"/> Diabetic | <input type="checkbox"/> Sportsman |
| <input type="checkbox"/> Dietetics-Nutrition | <input type="checkbox"/> Vegetarian |
| <input type="checkbox"/> Child | <input type="checkbox"/> Family |

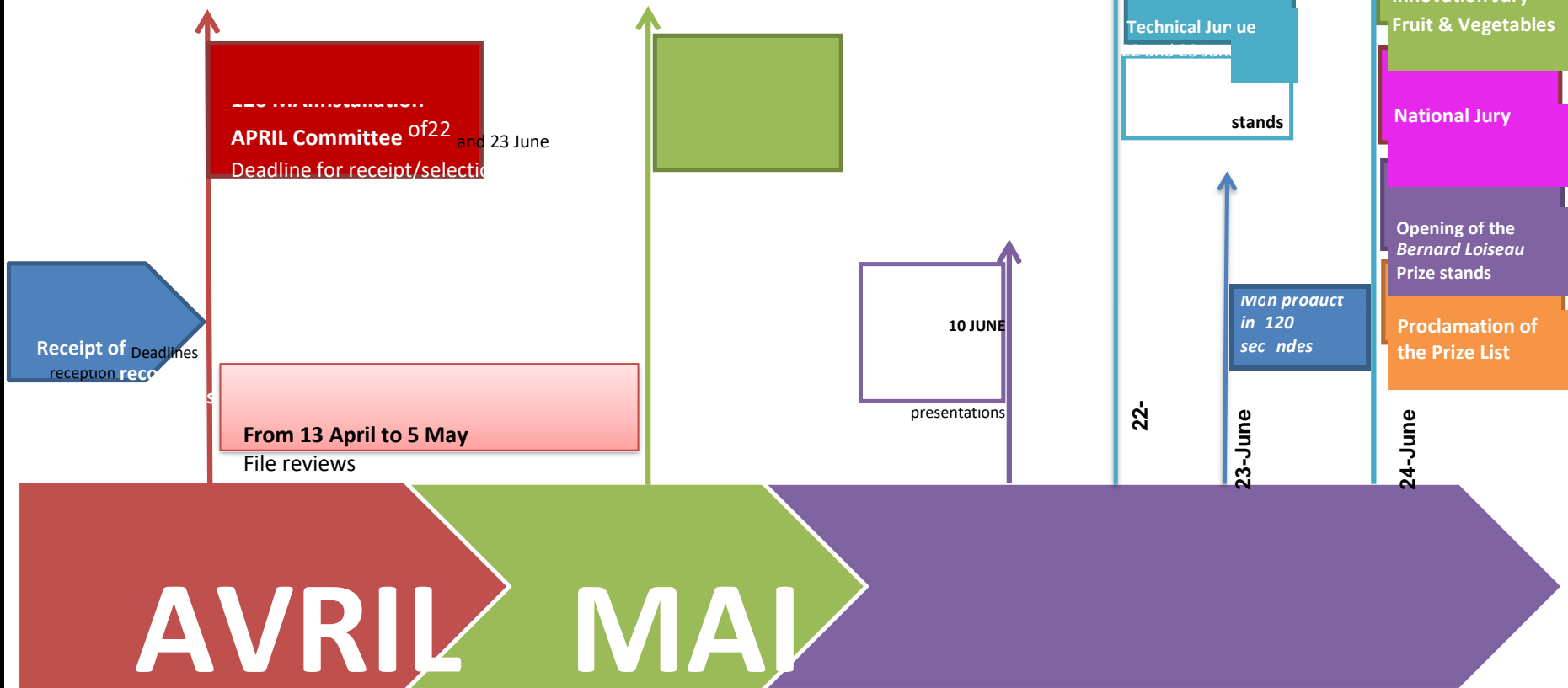
Consumption situation

- | | |
|---|---|
| <input type="checkbox"/> Aperitif & savoury snack | <input type="checkbox"/> Snack & sweet snacks |
| <input type="checkbox"/> Input | <input type="checkbox"/> Breakfast |
| <input type="checkbox"/> Dessert | <input type="checkbox"/> Dish |

Characterisation of the innovation

- | | |
|---|--|
| <input type="checkbox"/> Recipe | <input type="checkbox"/> Service |
| <input type="checkbox"/> Raw material | <input type="checkbox"/> Target audience |
| <input type="checkbox"/> Process | <input type="checkbox"/> Packaging |
| <input type="checkbox"/> Concept | <input type="checkbox"/> Storage method |
| <input type="checkbox"/> Distribution format | <input type="checkbox"/> Eco-design |
| <input type="checkbox"/> Distribution channel | |

PLANNING 2021 (updated to 16/11/2020) teams



BASES CONCURSO ECOTROPHELIA ESPAÑA 2021

ARTÍCULO 1 - Objetivo

La Federación Española de Industrias de la Alimentación y Bebidas (FIAB), organiza el concurso ECOTROPHELIA ESPAÑA, creación de productos alimentarios innovadores, abierto a todos los estudiantes matriculados en los últimos cursos de grado universitario o de ciclos formativos de grado superior, dentro del territorio nacional.

Cada equipo realizará una presentación de un producto alimentario innovador que se acogerá a las condiciones establecidas en el artículo 2.

La final de Ecotrophelia España 2021 se celebra el 16 de septiembre en la Fundación Alicia, Manresa, Barcelona.

ARTÍCULO 2 – Condiciones

2.1 El producto alimentario, objeto del concurso, debe seguir los criterios con las siguientes condiciones.

El producto debe ser:

- **Apto para alimentación humana;**
- **Comercializable;**
- **Innovador** en uno o más de uno de sus elementos comparado con los productos alimentarios existentes en el mercado. La innovación puede estar relacionada con el concepto y/o aspectos técnicos y/o formulación y/o envasado...;
- **Con carácter medioambiental** de “Eco-innovación” en la materia prima (origen orgánico, o con huella de carbono reducida) y/o en el envasado (reciclable) y/o en el proceso de fabricación (ahorro de energía, empleo de agua reciclada) y/o en la distribución/logística (nuevos servicios o cadena corta) a fin de facilitar la integración de una dimensión medioambiental de las empresas en el proceso de producción de los productos alimenticios;

- **Distinguible** por sus cualidades organolépticas, nutricionales u otras;
- **Conforme a la regulación vigente** (proceso, aditivos e ingredientes, envasado, etiquetado, seguridad alimentaria...);
- Mostrar una **total coherencia** en todos los criterios mencionados y trabajo de equipo.

2.2 El producto debe presentarse con un informe técnico explicativo con la siguiente información:

- **Descripción del producto:** nombre exacto, categoría específica (por ejemplo, entrada, postre, plato preparado, bebida...), descripción general, composición, proceso de elaboración, envasado (modelo), conservación, ejemplo de la etiqueta del producto con toda la información obligatoria (p.ej., denominación, información nutricional, lista de ingredientes, peso neto, fecha caducidad/consumo preferente, etc.);
- **Descripción de la naturaleza de las cualidades innovadoras** del producto (características innovadoras del producto, su composición, formulación, receta...), proceso y técnicas utilizadas, método de conservación y vida útil, envasado, método de utilización por el consumidor y logística de distribución;
- **Público objetivo y canales de comercialización.** 1) A qué tipo de consumidor está dirigido, esto es, la población en general o un segmento concreto, como deportistas, público infantil, tercera edad, vegetarianos, etc. 2) Qué canales de comercialización se consideran más idóneos en función del público objetivo: tiendas especializadas, farmacias, gran consumo, herbolarios, canal online, canal HORECA, etc.
- **Plan de marketing.** El plan de marketing es un documento en formato texto o esquemático donde se recogen todos los estudios de mercado realizados, los objetivos de marketing a conseguir, las estrategias a implementar y la planificación a seguir, establece el plan de acción que seguirá para alcanzar el conjunto de objetivos que se ha propuesto.
- **Plan financiero.** El plan financiero es un documento que recoge inversión, financiación, precios, costes de productos y costes fijos (salarios, etc.), previsión de ventas en distintos años y distintos escenarios (pesimista, realista y optimista).

- **Plan de comunicación.** El plan de comunicación es un documento que recoge las políticas, estrategias, recursos, objetivos y acciones de comunicación, tanto interna como externa, que se propone realizar.
En el plan de comunicación se detalla el público objetivo, mensajes clave, acciones de difusión, la estrategia de comunicación a seguir.

ARTÍCULO 3 – Participación en el concurso

3.1 Para participar en el concurso, los estudiantes de cada equipo deben enviar a FIAB el informe descrito anteriormente, respetando los plazos establecidos.

El informe debe incluir los siguientes elementos:

a. Presentación del equipo y descripción del proyecto especificando:

- El nombre del proyecto presentado (nombre exacto y descripción del proyecto en unas líneas en español e inglés).
- Detalles de contacto de cada estudiante del equipo (nombre, apellidos, DNI, dirección, teléfono de contacto, dirección de correo electrónico)
- Detalles de contacto del tutor (nombre y dirección de correo electrónico)

Plazo presentación equipo: 3 de mayo 2021

b. Informe técnico del proyecto conforme al artículo 2.2 de las normas.

Plazo presentación informe técnico: 18 de junio 2021

c. Texto de presentación del proyecto, en términos comerciales, para acompañar la presentación del producto en el contexto actual.

Plazo presentación final proyecto: 6 de septiembre 2021

3.2 Para participar en la fase final del concurso, los participantes deberán:

- a. aportar producto alimentario innovador para su cata
- b. aportar presentación comercial final
- c. seguir las instrucciones indicadas por FIAB para acceso Fundación Alicia y demás detalles logísticos.

ARTÍCULO 4 – Jurado

4.1 Preselección de proyectos

Una vez terminado el plazo de envío de informes técnicos, una Comisión Técnica designada por FIAB tras evaluar todos los proyectos hará la selección de los equipos que participarán en la final nacional del concurso.

4.2 Los proyectos seleccionados para el concurso se someterán a la decisión **del Jurado Nacional** que será elegido por FIAB por su notoriedad, independencia y competencia.

Este Jurado tiene la misión de seleccionar los tres mejores productos.

Criterios evaluados por el jurado nacional:

- Innovación de la propuesta
- Eco-Innovación de la propuesta
- Viabilidad Industrial
- Interés Comercial
- Características nutricionales
- Seguridad Alimentaria y conformidad con la regulación europea
- Cualidades Organolépticas
- Plan de Marketing y Comunicación
- Packaging
- Plan Financiero
- Presentación General: coherencia en todas las fases del proyecto, claridad y concisión en la exposición, etc.

Las decisiones del Jurado son definitivas.

El equipo ganador representará a España en el certamen europeo.

ARTÍCULO 5 – Premios

- **La organización del concurso otorgará tres premios: oro, plata y bronce**

Todos los miembros de cada equipo recibirán un diploma de participación firmado por el Presidente y el Secretario del Jurado.

- **La organización del concurso otorgará un premio especial “Premio Emprendimiento Ecotrophelia - ENTRECOMPFOOD”**

El equipo candidato al PREMIO EMPRENDIMIENTO ECOTROPHELIA ENTRECOMPFOOD debe cumplir todos los criterios del pliego de condiciones del producto definidos previamente en estas bases, así como los siguientes requisitos:

- Haber demostrado habilidades emprendedoras a lo largo del proceso de desarrollo del producto [**Creatividad/ Visión / Movilización de recursos / Pensamiento ético y sostenible / Motivación y perseverancia / Movilización de recursos / Trabajo con otros y Aprendizaje a través de la experiencia**].
- Haber preparado un documento de 1 a 2 páginas en el que se describan las habilidades empresariales que se utilizaron en el diseño del producto y a lo largo del proyecto: este documento de 1/2 páginas debe describir las competencias del marco de competencias [ENTRECOMP](#) que el grupo ha priorizado en la creación del producto. Esta sección debe incluir una reflexión sobre las competencias implicadas y su importancia: ¿qué competencias se utilizaron? ¿Cómo se han desarrollado durante el proyecto? ¿Qué competencias faltaron? ¿Ha revelado el proyecto de alguna manera la importancia de las habilidades empresariales?

Este premio se concederá a un equipo que haya destacado y representado especialmente el valor de las competencias empresariales.



**Entrepreneurship
Competence
Agrifood industry**



Annex 3: The Rules to integrate the new EntreCompFood certificate in Slovenia, option 2

EntreCompFood certificate was in 2021 organised as an on top activity for students participating in Ecotrophelia Slovenia 2021 contest. EntreCompFood certificate is also a proof of entrepreneurial knowledge gained by student participating, which might be recognise as a reference for their first job applications. The rules to get the EntreCompFood certificate were:

- Student had to enrol in Ecotrophelia Slovenia 2021 to experience the process of innovating food product within a team.
- The student had to actively participate in the EntreCompFood workshop.
- The student had to submit one peer to peer evaluation form. During the workshop, the student was guided to do one peer to peer evaluation, which was checked for completion through the submitted EntreCompFood Certification – WORKSHEET.

Annex 4: Peer to peer evaluation form named: EntreCompFood Certification – WORKSHEET, used for option 2

EntreCompFood Certification

WORKSHEET

The name of the Team at Ecotrophelia Slovenia 2021:

Name of the student:

Name of the student, recipient of the feedback:

Date:

1. In cooperation with ___ (name of a teammate), I noticed that:

He/she was excellent in the two competencies bellow (mark as bold):

- Creativity — Develop creative and targeted ideas.
- Vision — Work to realise your vision of the future.
- Ethical and sustainable thinking — Estimate the consequences and impact of ideas, opportunities and actions.
- Motivation and perseverance — Stay focused and persistent.
- Resource Inclusion — Collect and manage the resources you need.
- Cooperation — Connect, participate and network.
- Experiential Learning — Learn through activities, both from your success and mistakes, as well as from experience of others.

1.1. Write an example, describe the situation where he/she was mastering that competence

Example for competency 1. (*Write the competence and describe the situation*):

Example for Competence 2. (*Write the competence and describe the situation*):

2. In cooperation with ___ (name of a teammate), I noticed that:

He/she was excellent in the two competencies bellow (mark as bold):

- Creativity — Develop creative and targeted ideas.
- Vision — Work to realise your vision of the future.
- Ethical and sustainable thinking — Estimate the consequences and impact of ideas, opportunities and actions.
- Motivation and perseverance — Stay focused and persistent.
- Resource Inclusion — Collect and manage the resources you need.
- Cooperation — Connect, participate and network.
- Experiential Learning — Learn through activities, both from your success and mistakes, as well as from experience of others.

2.1. Write an example, describe the situation where he/she has a possibility to improve & grow

3. Example for competency 1. (*Write the competence and describe the situation*):

4. Example for Competence 2. (*Write the competence and describe the situation*):

5. Please describe the specific examples in relation to the competences listed above in the person who you are giving your feedback (the Traffic light technique).

- **What do I like?**

- **What do I miss, what do I want more?**

- **What do I want less?**

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Annex 5: EntreCompFood certificate – example for Option 2



The certificate is a white document with a light blue background. At the top, there are three logos: the Slovenian Agricultural Chamber (Gospodarska zbornica Slovenije), the Faculty of Biotechnology (Biotehniška fakulteta), and the University of Ljubljana (Univerza v Ljubljani). Below these logos, the text reads: "GZS-Zbornica kmetijskih in živilskih podjetij in Biotehniška fakulteta, Univerza v Ljubljani izdajata". The main title "ENTRECOMPFOOD CERTIFIKAT" is centered in large, bold, green letters. Below the title, there are two horizontal lines. The first line is followed by the text "Ime in priimek:" and "se je kot članica ekipe". The second line is followed by the text "naziv izdelka na tekmovanju Ecotrophelia Slovenija 2021". Below this, the date "dne 3. junija 2021 udeležil-a delavnice:" is followed by the title of the workshop: "Od ideje do rešitve: Opolnomočiti začetek podjetniške poti z znanji in spretnostmi iz kompetenčnega okvirja EntreComp za podjetništvo". A paragraph of text describes the workshop's focus on developing an innovative product and the skills gained. At the bottom, there are two signatures: "dr. Tatjana Zagorc, Direktorica GZS-ZKŽP" and "prof. dr. Lea Demšar, Prodekanja Odd. za živilstvo". The date "Ljubljana, 15. junij 2021" and the number "Št. potrdila: 2021/E15" are on the left. At the bottom, there are three logos: the EntreComp Food logo, the European Union flag, and the COSME logo with the text "Sofinancirano s programom Evropske unije: COSME".

Gospodarska zbornica Slovenije
Zbornica kmetijskih in živilskih podjetij

Biotehniška fakulteta
Univerza v Ljubljani

Univerza v Ljubljani
Fakulteta za živilstvo

GZS-Zbornica kmetijskih in živilskih podjetij in
Biotehniška fakulteta, Univerza v Ljubljani izdajata

**ENTRECOMPFOOD
CERTIFIKAT**

Ime in priimek:
se je kot članica ekipe

naziv izdelka na tekmovanju Ecotrophelia Slovenija 2021

dne 3. junija 2021 udeležil-a delavnice:
***Od ideje do rešitve: Opolnomočiti začetek podjetniške poti z znanji
in spretnostmi iz kompetenčnega okvirja EntreComp za podjetništvo***

Na delavnici smo se osredotočili na izkušnjo razvoja inovativnega izdelka, s katero so študentje nadgradili svojo formalno izobrazbo. Glavni poudarek je bil na tehniki podajanja povratne informacije, ki je ključna za sodelovanje ter nadaljnji razvoj. Osredotočili smo se na kompetence, kot so vizija, postavljanje ciljev, ustvarjalnost, etično in trajnostno razmišljanje, vključevanje virov, motiviranost in vztrajnost, sodelovanje in timsko delo, ter izkustveno učenje.

dr. Tatjana Zagorc
Direktorica GZS-ZKŽP

prof. dr. Lea Demšar
Prodekanja Odd. za živilstvo

Ljubljana, 15. junij 2021
Št. potrdila: 2021/E15

EntreComp Food

Sofinancirano s programom Evropske unije: COSME

Project title:

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

About us:

You want to know more details about our project?

Please find more detail documents on our webpage: www.gzs.si/entrecompfood

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Project partners:



Project founder:



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