

INNOVATION, ENTREPRENEURSHIP AND TRAINING IN THE FOOD SECTOR

History of ECOTROPHELIA in France



Alimentaria



Co-funded by the COSME programme
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INNOVATION, ENTREPRENEURSHIP AND TRAINING IN THE FOOD SECTOR

ECOTROPHELIA in France :

- an annual student competition for **eco-innovation** in the **food sector**,
- 30 higher education institutions,
- a support for innovation in education,
- more than 2000 students, 600 projects since the creation in 2000



ECOTROPHELIA competition : a stage-by-stage, non-linear evolution

AGORAL colloquiums in the 90's :
a pre-existing network

In 2000, the TROPHELIA competition was launched by 6 structure.

- focus on « product » innovation (organoleptic properties, packaging)
- a jury composed of professors and professionals (including ACTIA, a network of technical institutes for food)



Les trophées étudiants
de l'innovation alimentaire



ECOTROPHELIA competition : a stage-by-stage, non-linear evolution

- 2000 : creation of the TROPHELIA competition by 6 institutions
- 2008 : TROPHELIA extension at the European level : first TROPHELIA EUROPE session
- 2011-2012 : TROPHELIA became ECOTROPHELIA – promotion of eco-innovation. Launch of the IDEFI project.
- 2018 : Launch of the Hill project
- 2022 : Students from \approx 20 institutions participate each year to ECOTROPHELIA

ECOTROPHELIA competition : a stage-by-stage, non-linear evolution

- From a product orientated competition ... to a complete, reliable food eco-innovation project,
- From 6 ... to 30 institutions involved,
- From a single jury that evaluates all the projects, to a multi level evaluation

40 pages report (evaluation
by experts)

20 min presentation
(evaluation by the technical jury)

10 min speech
(final evaluation by the national jury)



A stage-by-stage evolution towards an established, well-recognized event

Years by years, an increasing amount of alumni ...

- more than 2000 former students were involve in the competition
- a great experience on the CV



Le coup de pub du dimanche - la... Bombe à l'ail!



A stage-by-stage evolution towards an established, well-recognized event

- Presentation of products at the SIAL event organised in Paris every two years
- An increasing implication of professionals and agri-food sectors :
 - from 2004 to 2020, creation of 7 thematic prizes, sponsored by food sectors organizations,
 - an increasing implication from ANIA, the national association of the food industry,
 - organization of a « food sectors » day in 2020



A stage-by-stage evolution towards an established, well-recognised event

Examples of success-stories with high visibility :

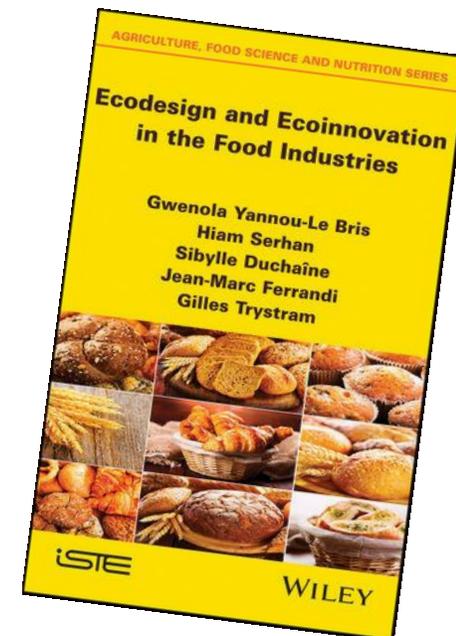
Hari&co (2012), a plant-based meat substitute
(and ready-to-eat meals now !)

Carré futés (2016), a cooking aid
from vegetables (and fruits now!)



From Food Innovation to Food Eco-Innovation

- A progressive awareness of the importance of sustainability in the process of innovation
- in 2012, TROPHELIA became ECOTROPHELIA
- A great opportunity to anticipate the transitions to come, and to help the industry to anticipate new regulation and consumers demand ... that are now coming

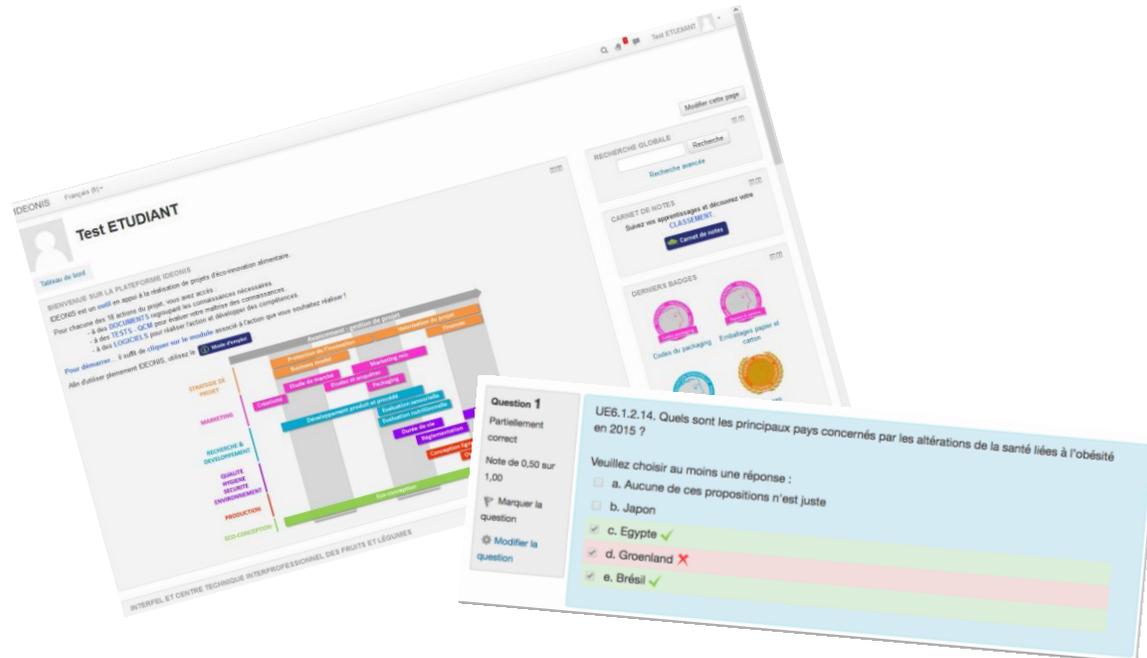


A stage-by-stage transformation of the pedagogical support

- From informal exchanges of good practice at the beginning
- Toward structured, formal projects, to share but also develop new tools to help the students,
 - Idefi project (ECOTROPHELIA focused)
 - Hill project (much larger field of application, but the ECOTROPHELIA competition is one of the play-ground)
 - European Projects « Feed The Mind » and « EntreCompFood », for sharing at the European level and develop entrepreneurial competences.

A stage-by-stage transformation of the pedagogical support

The online platform Ideonis, to develop students knowledge



The apprenticeship contract, to individualize competences acquisition



From 2000 to 2022, The ECOTROPHELIA competition allow us to :

- form more than 2000 students to (eco-)innovation in the food sector
- initiate numerous successful innovations, with economical and environmental added value
- develop interactions and networking between academia and industry
- support game-changer innovations in pedagogy

Contacts

Paul.menut@agroparistech.fr

Gilles.trystram@agroparistech.fr



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