



Entrepreneurship **Competence**
Agri**food** industry

EntreComp
Food



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Deliverable:

D4.4 - Submission dossier - European edition 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





**Entrepreneurship
Competence
Agrifood industry**



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1. Summary

As one of the main EntreCompFood project deliverables is creation of Entrepreneurship award based on EntreComp framework for Ecotrophelia Europe competition.

A special award dedicated to Entrepreneurship competences (EntreCompFood award) in the frame of the Ecotrophelia competition was created at the national test editions in Slovenia, France and Spain. Afterwards, the best practice was replicate and upscale to the European edition of Ecotrophelia in 2022 with a special European EntreCompFood award.

The EntreCompFood special price rewarded the best entrepreneurial project submitted by contesters (students). The entire award creation and preparation process was coordinated by ANIA (for national and European processes) and validated by the consortium.

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 ENTRECOMPFOOD "Entrepreneurship" award into the Ecotrophelia 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.

For the future editions EntreCompFood project has built stronger collaboration between Ecotrophelia competition and EIT FOOD to support based on EntreComp framework continuation of Entrepreneurship award celebration during Ecotrophelia Europe competition. In the year 2023 the award will impacting even larger number of students all over Europe due to involvement of all national federations.

The special edition of EntreCompFood newsletter was distributed to the National Federations / who are organising the Ecotrophelia competition on national level to inspire them to introduce entrepreneurship award and to support them with the tools to do it.

EntreCompFood Guide targeting educators also explains the mentoring program and why is it important to support students on their pathway to try and make first steps learning about entrepreneurship.

In collaboration with EIT Food Ecotrophelia, who is offering the students to freely access the Inspire4Ecotrophelia training. The training is on-line course on entrepreneurship competences (business plan, etc). An online meeting organised for mentors of the teams nationally to present them existing training materials available to all students participating on national levels. The winners of national editions of Ecotrophelia competitions will be invited to participate in an on-line coaching session organized with EIT FOOD in September 2023 as part of Ecotrophelia Europe competition.

2. Context

The Grand Agreement of the ENTRECOMPFOOD 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 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 submission dossier of candidates participating in the national editions of the ECOTROPHELIA competition. The purpose of these modifications is to insert an ENTRECOMPFOOD "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.

3. 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. At the beginning of Ecotrophelia competition many students wanted to join to just experience the development of new food product. Today most of the students joins the competition, because they wish to become entrepreneurs.

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.

4. 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.

5. Integration of the entrepreneurship award in the ECOTROPHELIA Europe competition

The integration of Entrepreneurship award is based on three main pillars:

- **Entrepreneurial self assessment:**

to rise awareness on the competences that are being developed mainly through the participation to the Ecotrophelia competition. Students may track their progress in competence development by answering the self assessment questionnaire at the start of the Ecotrophelia project as well as the end of the competition.

- **Online course designed for the students to improve their entrepreneurial skills:**

This course has been developed with the help EIT FOOD. This course called [Inspire 4 Ecotrophelia](#) has been designed according to previous experience with teams participating in ECOTROPHELIA Europe. The proof that one of the team members went through the [Inspire 4 Ecotrophelia](#) EIT course on entrepreneurship is requested to participate to Ecotrophelia Europe competition.

- **Selection of a winning team by jury:**

The competition is endowed with a special "Entrepreneurship" prize awarded by EntreCompFood project partners for an amount of 500€ (five hundred euros offered by ANIA). The awarded team will be the one with the higher score for the entrepreneurship criteria, assessed by the jury members. See list of key issue to be analysed in the dossier below.

Moreover, the wining team will receive a special support by EIT FOOD to foster the team members entrepreneurial skills in accordance with the EntreComp framework.

6. Submission dossier

6.1 Entrepreneurial self assessment

The establishment of the EntreCompFood special award is explicit in the competition rules (Ecotrophelia Information Students Manual) and in the submission dossier to be completed by all participating students. The students need to add to their dossier a description of the entrepreneurship demarche: how did the team started to act upon its ideas and transform them into the food product with a value for others? which entrepreneurial competences the team members have developed during the process of creation (answering [entrepreneurial self assessment questionnaire](#) can help the teams answer this question).

6.2 Entrepreneurial training

All the participating teams are sensibilized to the EntreComp framework via an online course designed for the students to improve their entrepreneurial skills.

This course has been developed with the help EIT FOOD. This course called Inspire 4 Ecotrophelia has been designed according to previous experience with teams participating in ECOTROPHELIA Europe.

The proof that one of the team members went through the [Inspire 4 Ecotrophelia](#) EIT course on entrepreneurship is requested to participate to Ecotrophelia Europe competition.

Moreover, the wining team will receive a special support by EIT FOOD to foster the team members entrepreneurial skills in accordance with the EntreComp framework.

All students participating in Ecotrophelia competition from any country were invited to join the free online entrepreneurship training programme that take approximatively 12 hours to complete.

- Team building and sustaining momentum
- Sustainability and stakeholder value (eco-innovation)
- Techniques (1): SWOT and PESTEL
- Segmenting the market: Who is the customer
- IP and how to communicate it
- Techniques (2): Negotiations
- Techniques (3): Basics of finance Make or buy: partnering and sourcing
- Scaling the venture Techniques (4): Testing the proposition

Followed by a short exam at the end and a certificate of completion.

EIT Food is an initiative supported by the European Union. Its mission is to accelerate innovation to build a food system for the future that produces healthy and sustainable food for all. EIT food invests in projects, organisations and people who share these goals for a healthy and sustainable food system. They also equip entrepreneurs and professionals with the skills to transform the food system and train the next generation.

6.3 Jury assessment of the entrepreneurship spirit or potential

The entrepreneurship spirit is assessed by the jury members. See list of key issue to be analysed in the dossier below. Prior the assessment the jury was also familiarised with the entrepreneurial competences based on EntreComp framework, through informative presentation prepared by EntreCompFood project.

7. DOSSIER ANALYSE - KEY ISSUES ARE DESCRIBED BELOW

1 - Originality, creativity & innovating aspects of the product

2 - Marketing plan

- Concept test
- Final consumer study
- Competition analysis
- Evaluation of the potential market
- Strategy, segmentation, positioning
- Marketing mix: precision and consistence

3 - Technical study: formulation process and manufacturing diagram

- Presentation of the innovation technical stakes
- Presentation of the results of the formulation process and/or the process development
- Composition details, manufacturing diagram, technical characteristics
- Sensory analysis, validation of the product's microbiological quality (shelf life/use by date)
- Packaging technical characteristics for product conservation
- Nutritional value and health: justification

4 - Technological study: manufacturing simulation at industrial scale

- Identification of potential suppliers for industrial manufacturing
- Implementation of the process at industrial scale: proposal of a manufacturing line
- Description of the production plant characteristics around the manufacturing line
- Risk assessment:
 - HACCP for the production process
 - Management of potential allergens at a production level

5 - Regulatory study

- Regulations on a product level
 - Actual regulation towards claims
 - Novel food: authorization
- Rules regarding the product name

6 - Sustainable development aspects

- At ingredients/raw material level, at a manufacturing process level, at a packaging level, at distribution level, at company management level

7 - Financial study: 3 years simulation

- 3 years' operating account
- Project profitability towards investment
- Business plan consistency

8 – Entrepreneurship spirit

- ❖ Creativity
- ❖ Vision
- ❖ Ethical & sustainable thinking
- ❖ Motivation & perseverance
- ❖ Mobilising resources
- ❖ Working with others
- ❖ Learn through experience

9 - General project consistency

- Technical feasibility at an industrial scale
- Product characteristics suitability towards marketing stakes
- Innovation protection strategy.

8. Conclusion

In conclusion, this deliverable presents, how the EntreCompFood award was taken into account in the European edition of the ECOTROPHELIA competition. In 2022, it was the first time at Ecotrophelia competition to celebrate the Entrepreneurship award. Entrepreneurship award was designed by EntreCompFood project and supported by EIT FOOD on-line training courses. With entrepreneurship award, we want to emphasize on the importance of the development of entrepreneurship competence already during education, because it is an important decision factor for youth to continue their career path in the same area they have studied – food & agricultural technology.

Ecotrophelia is an excellent project-based learning opportunity to strengthen student entrepreneurial competences due to team work, learning from experience and to turn their creative ideas into real food products with added value, its impact on the planet and human health.

For the future editions EntreCompFood project has inspired stronger collaboration between Ecotrophelia competition and EIT FOOD to support continuation of celebrating Entrepreneurship award during Ecotrophelia Europe competition. In the year 2023 the winners of national editions of Ecotrophelia competitions will be invited to participate in an on-line coaching session organized with EIT FOOD in September 2023. The special edition of [EntreCompFood newsletter](#) was distributed to the National Federations / who are organising the Ecotrophelia competition to inspire them to introduce entrepreneurship award and to support them with the tools to do it. In collaboration with EIT Food Ecotrophelia, who is offering the students to freely access the Inspire4Ecotrophelia training. The training is an on-line course on entrepreneurship competences (business plan, etc). On the January 2023 an online meeting was organised for mentors of the teams nationally to present their existing training materials.

Beyond the competitions, ECOTROPHELIA has over the years become a network of training excellence in food innovation that mobilises higher education institutions and national federations representing food and drink industry in Europe. Thus, the [ECOTROPHELIA](#) network plays an organisational role in promoting innovation and entrepreneurship among students. With new cooperation with EIT FOOD, the entrepreneurship trainings will be offered to all the students participating at national level and on European level to the Ecotrophelia competition.

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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**

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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Contact:

Urška Pivk Kupirovič, PhD // Project coordinator // EntreCompFood project // urska.pivk.kupirovic@gzs.si

Project partners:

Gospodarska
zbornica
Slovenije

Zbornica kmetijskih
in živilskih podjetij

Univerza v Ljubljani
Biotehniška fakulteta


 **FIAB**
SPANISH FOOD AND DRINK
INDUSTRY FEDERATION

 **Junta de Andalucía**
Consejería de Empleo, Formación
y Trabajo Autónomo
ANDALUCÍA EMPRENDE, FUNDACIÓN PÚBLICA ANDALUCÍA

 **ania**
Association Nationale des
Industries Alimentaires

AgroParisTech 
Talents for a sustainable planet

Project founder:



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