



ECOTROPHELIA EUROPE

European Competition for Creating Innovative Food Products

R U L E S 2 0 2 5

Version updated on the 20 December 2024
amending Article 4 and Article 7 as regards the timetable for the 2025 edition

FOREWORD

ECOTROPHELIA has the ambition to promote entrepreneurship and competitiveness within the European food industry by implementing a training network of excellence in food innovation and the organization of national and European food innovation competitions "The Student Awards of Food Innovation" a real eye-opener for the food industry.

ECOTROPHELIA is a great platform for innovation and inspiration for the food industry. It allows capitalising on the limitless creativity and energy of our brightest and most enterprising students, supported by the best Universities and High Education Institutions.

The competition is a major catalyst:

- offering students full-scale learning and training, by confronting them with real situations, the rules and laws of an uncompromising market in a state of perpetual evolution.
- developing a culture of curriculum innovation, by making changes to teaching methods, particularly through project-based learning, in direct contact with professionals in the sector.

ECOTROPHELIA is a "real ideas" incubator for the food industry, it is an age-group marker on the consumption trends of the Millennial generation and Generation Z.

HISTORY

Founded in France in 2000, ECOTROPHELIA Europe was extended to a European level in 2008 and is now organised by the EEIG ECOTROPHELIA EUROPE, a European Economic Interest Group made up of trade unions from 7 European countries representing the interests of national food companies. Based on the principle of a "Champions League" for food innovation, each European country organises its own national competition to select the most innovative food project to be presented at ECOTROPHELIA Europe. Each country's selection is coordinated by its national food federation. The teams are composed of 2 to 10 students from public or private European higher education institutions, scientific or commercial.

Key dates of the competition:

- **2008:** First edition of ECOTROPHELIA Europe, then called TROPHELIA, with 8 participating countries (Austria, Belgium, Denmark, France, Germany, Italy, Slovenia and Spain).
- **2011:** Recognising the exemplary nature of TROPHELIA, the European Commission gave the green light to the Chamber of Commerce and Industry of Vacluse to implement a European project to promote eco-innovation in the food sector: ECOTROFOOD. The TROPHELIA competition then became ECOTROPHELIA.
- **2014:** ECOTROPHELIA inspired the creation of FOODLAB, a European food innovation laboratory to promote entrepreneurship in higher education and encourage student entrepreneurship, supported by the European Union through the ERASMUS programme.
- **2015:** ECOTROPHELIA Europe 2015 took place at the Milan 2015 Universal Exhibition, whose theme was "Feeding the Planet, Energy for Life". Based on a champion's league of food innovation, 16 European countries participated in ECOTROPHELIA Europe 2015 in the European Commission Pavilion.
- **2019:** ECOTROPHELIA supported the development of a strategic partnership project in the framework of the ERASMUS+ programme - FEEDtheMIND, which brings together 7 partners from 5 European countries to work on new pedagogical methods for the acquisition of knowledge and skills.
- **2020 - 2021:** ECOTROPHELIA overcame the COVID-19 crisis and the impossibility of organising a physical event for two (2) consecutive years. The institution has managed to maintain the competition by organising an online event. The ECOTROPHELIA EUROPE organising committee hired a television set for the event, while the jury and the competing teams were connected remotely via Zoom or Skype. The replays of the two editions are available online on YouTube:
Replay 2020: https://youtu.be/MGgFi_pLAYQ
Replay 2021: <https://youtu.be/IUVmFOiRA0E>
- **2024:** ECOTROPHELIA celebrates its 25th anniversary

Beyond the competitions, ECOTROPHELIA has become a network of excellence in food innovation training, mobilising higher education institutions and national associations representing the food and drink industry in Europe. The ECOTROPHELIA network, a reference educational model supported by the European Union, thus plays an organisational role in promoting innovation and entrepreneurship among students.

It is in this context that the national food federations and the European federation FoodDrinkEurope decided to create a European Economic Interest Grouping (EEIG) that will now take these initiatives forward: EEIG ECOTROPHELIA EUROPE.

The ECOTROPHELIA EUROPE European Economic Interest Grouping aims to:

- Promote cooperation and exchanges between SMEs and universities, research institutes, public and private bodies involved in food innovation,
- Define policies, organise the European ECOTROPHELIA Europe competition and promote participation in the competition and its results,
- Promote educational excellence programmes related to food innovation,
- Raise awareness and disseminate information, in particular to students and young entrepreneurs.

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ARTICLE 1. ORGANISER

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

The Organising Committee of ECOTROPHELIA EUROPE is hereinafter referred to as the “**the Organising Committee**”.

ARTICLE 2. COMPETITION RULES

ECOTROPHELIA EUROPE is a European competition for the creation of innovative food products, which pits the shortlisted winners of each participating country against each other.

In each country, the federation (or representative organisation) of the food and drink industry and higher educational institutions (universities, institutes of technology, etc.) organise a national event in order to select the most innovative food project. The owners of the innovations form teams of between 2 and 10 students from scientific, commercial, private or public European higher educational institutions.

ARTICLE 3. PARTICIPANTS

3.1. National organisation

The ECOTROPHELIA EUROPE competition is open to any national organisation recognised by the ECOTROPHELIA EUROPE Organising Committee as a food industry federation or national industry platform (whatever its legal form - association, company...).

The national organiser is hereinafter referred to as “**the Participant**”.

3.2. Student team

The team taking part in the competition must meet the conditions set out in Article 5 and must be registered by the Participant in order to be allowed to participate. The Participant is responsible for ensuring that the conditions set out in Article 5 are met.

The team is hereinafter referred to as “**the Student Team**”.

3.3. Countries

Countries eligible to participate in the competition:

- National organisations from Member States of the European Union;
- National organisations from European countries which are not members of the European Union;
- National organisations from non-European countries as associated countries, with the approval of the Organising Committee.

ARTICLE 4. TERMS & CONDITIONS FOR TAKING PART

4.1. Application

Each Participant should apply to the Organising Committee by submitting:

- a “**Letter of Commitment**”, signed and dated by the Participant (annex 2),
- the “**Registration Form**” completed online at the following website: <https://eu.ecotrophelia.org/>;

The Organising Committee will acknowledge receipt of the above documents and will send an invoice for the **registration fee**. For the 2025 edition the fee is fixed at:

- 2 200€ (two thousand two hundred euros) for non-EEIG members;
- 1 600€ (one thousand six hundred euros) for EEIG members.

Once the registration fee has been paid to the Organising Committee, the participant's application is considered definitive and official. The Organising Committee reserves the right to limit the number of applications to a maximum of 20 (twenty) for the 2025 edition of the European Championship. Applications will be accepted on a first-come, first-served basis.

4.2. National competition

Each Participant must organise a national competition for the creation of innovative food products that meet the criteria set out in the official specifications described below (see Article 6.1).

Any Participant that directly nominates a national student team enrolled in a public or private higher education institution, scientific or business school may be accepted by special dispensation from the Organising Committee. This special dispensation must be requested from the Organising Committee **no later than 30 June 2025, 13:00 CET**.

ARTICLE 5. HOW THE STUDENT TEAMS SHOULD BE MADE UP

5.1. Composition of the Student Team

A Student Team consists of at least 2 (two) and no more than 10 (ten) students. Each student must be enrolled at a public or private higher education institution or scientific or business school. The competition is made for initial students. **PhD students** or **students with significant professional experience** (including but not limited to lifelong learning, career transition or people returning to university after a long period of work) will not be accepted.

5.2. Team Leader

Each Student Team must appoint a "**Team Leader**" who will act as the liaison between the Organising Committee and the team. He/she must be present at the ECOTROPHELIA EUROPE competition. The Team Leader is a member of the student team, not a member of the faculty nor mentor.

The organisation, management and supervision of the Student Team taking part in the competition is **the responsibility of the Participant**.

ARTICLE 6. OFFICIAL REQUIREMENTS

Please, note that the Student Team will have access to their Team Area on the ECOTROPHELIA EUROPE website where they will find important information. **All submissions must be made through the website.**

6.1. Innovative food product requirements

6.1.1. Food Product – Official Specifications

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

THE FOOD PRODUCT MUST*:

- a) be fit for **human consumption** and intended for consumers;
- b) **be marketable** in the retail, catering or hotel sectors;
- c) be **innovative** in one or more aspects compared to food products already on the market. This innovation may be the concept and/or the technology and/or the recipe and/or the packaging...;
We strongly recommend to consult the ECOTROPHELIA EUROPE database and the national database (if such exist) to avoid products/ideas that have already been presented. If a similar product concept already exists in the database, the innovation score may be reduced.
- d) **incorporate eco-innovation**, which could mean the raw materials/ingredients (origin, organic, with low carbon footprint...) and/or packaging (recyclable,...) and/or manufacturing process (energy saving, water recycling,...) and/or distribution-logistics (new channels, direct sales to consumers...), making it easier for all companies in the food production chain to integrate the environmental dimension;
- e) **stand out** for its taste, nutritional or other **qualities**;
- f) be **reproducible for production** in a production unit on the basis of technical specifications (ingredients, production process, cost price, business investment...);
- g) **comply with the relevant European regulations in force on the day of the competition** (food safety, processing, additives and ingredients, packaging, labelling, advertising standards...);
- h) be **commercially relevant** (suitable for a local and/or national and/or European market and meet a demand, marketing plan, packaging, logistics...);

i) show **overall coherence** for all the above criteria.

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

6.1.2. Technical file requirements

The Student Team must submit a technical file of the innovative food product as requested in this article:

- ⇒ **Size of the document:** The innovative food product must be presented by means of an explanatory dossier limited to 20 (twenty) pages (without annexes) in A4 format, PDF version and written in English.
- ⇒ **Annexes:** Any annexes to this dossier shall be limited to 10 (ten) pages.
- ⇒ **Content:**

The technical file must cover all the aspects to be assessed by the jury:

 - a) **Description of the product:** exact name, exact category (for example: savoury starters, desserts, ready meals, alcoholic beverages, etc.), general description, composition, taste and nutritional qualities of the product, technical specifications, manufacturing process, packaging, shelf life;
 - b) **Description of the product's innovation:** concept and/or the technology and/or the packaging, etc;
 - c) **Description of product eco-innovation:** this may relate to the raw material (origin, respect of seasonality, etc.), and/or the packaging (recyclable, optimised shape, etc.) and/or the manufacturing process (energy efficiency, recycling, etc.), and/or distribution and logistics (new services, short supply chains...), in order to help for businesses to integrate the environmental dimension throughout the life cycle of a food product;
 - d) **Description of the quality aspects of the product:** The Student Team must demonstrate that the product is safe for consumption and complies with European regulations;
 - e) **Description of the marketing and communication plan** specifying how the consumer will accept the product innovation, the message content, and the media and channels available for the following targets: consumers (social media networks, radio promotion, advertising...) and/or buyers, distribution (communication with central purchasing), market credibility, brand strategy and assets;
 - f) **Description of the entrepreneurial aspects** of the project: business plan, including a business plan detailing the problem-solution fit, the solution-market fit, market characteristics (e.g. size, geography), route to market, sales strategy, financial planning and risk management.

The dossier will be analysed and evaluated by the Jury, as well as the oral presentation, on the basis of the criteria listed in Annex 1.

6.2. Submission of information and documents by the Student Team - Project Submission forms

6.2.1. Project Submission forms

The Student Team must submit the **Project Submission forms** via Team Area on the Ecotrophelia Europe website. These Project Submission forms include:

6.2.1.1. Project information

The Student Team must provide a public product description and a public written presentation in commercial language:

- A **short marketing presentation** of the product, written in **100 (one hundred) characters** (including spaces and punctuation);
- A **written marketing presentation** of the project, written in a **commercial language**. This text must contain a maximum of **1500 characters** (including spaces and punctuation) with a title that includes the exact name of the product and the exact category of the food product (savory starters, dessert, etc.);
- **At least one photo of the product and its packaging** and **one photo of the Student Team** must be sent to the Organising Committee (**very good quality - high resolution format - JPEG minimum 1Mo**). This photo must be as professional as possible (some examples in the database).

Note: The Organising Committee will use the information provided in 6.2 for the global communication of the competition (social media, press, etc.) and in the database. The Organising Committee therefore strongly recommends that a good written marketing presentation and high quality photos are provided to promote the product and work of the Student Team. It is the team's responsibility not to disclose any compromising information in the public descriptions.

6.2.1.2. University information

The Student Team must provide information about the educational institution(s)/university(s):

- Name(s) of the institution(s)/university(s);
- Logo of your institution(s)/university(s);
- Contact person(s) at the institution(s)/university(s), i.e. professors, mentors, etc.

6.2.1.3. Team information

The Student Team must download, complete and submit:

- the template for Team Info file
- and the Collective Commitment Letter (Annex 3)

available in the team area.

Information required in the Team Info file:

- Title: Mr or Mrs;
- First name, Last name;
- Year of study (bachelor's, master's or equivalent)
- Home address;
- E-mail address;
- Phone number;
- Date of birth (Team members must meet the requirements of Article 5.1);
- Bank details: to reimburse the teams after the competition (see Article 8) and to pay the prizes (see Article 10).

6.2.1.4. Material for preparation of the food product

The Student Team must submit the material needed to prepare the product during the competition.

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

Specific material equipment may not be provided by the Organising Committee. If a request for specific equipment cannot be provided by the organising committee, it is the responsibility of the Student Team to ensure that they have the specific equipment to prepare their food product.

If a Student Team intends to bring their own equipment, they must inform the Organisational Committee, so that no equipment is ordered.

Note: No more material will be provided than that specified on the Material form, unless it has been requested by the teams and validated by the Organising Committee. The kitchens are basically completely empty of equipment, thus only the material requested will be available.

6.2.2. Project Documents form

The Student Team must submit the following via the **Project Documents form** available in the Team Area on the Ecotrophelia Europe website:

- The **technical file** (specifications in article 6.1) (the technical file is confidential, only authorised persons designated by the organising committee will have access);
- The **oral presentation**: upload the slide deck that the Student Team will present to the jury on the day of the competition (ppt, etc.). A full draft version is requested in advance to ensure that everything works properly on the day of the competition and to prepare the entrepreneurship training seminar. Also upload the font files used in your presentation too. (The final version of the oral presentation will be requested at registration, on the 1st day of the competition, before the beginning of the presentations);
- The **proof of completion of the entrepreneurship training** (Article 6.3).

Note: The Oral Presentation is different from the Entrepreneurship Training Assessment, it is referring to the oral presentation (slide deck of your entire project) that the Student Team will present to the jury on the day of the competition.

Note: The members of the jury are committed to confidentiality, however it is the responsibility of the team to share the very sensitive information. The technical dossier is confidential and only the jury members and authorised persons designated by the organising committee will have access to it.

6.3. Entrepreneurship Training – Mandatory for every team member

The Student Team will be registered for the EIT FOOD entrepreneurship training. It is an approx. 12-hour training to help the students improve their presentation and acquire additional skills. The entire team must provide the proof of having completed the Inspire4Ecotrophelia entrepreneurship training. This proof will be provided by the EIT Food team.

If a team does not provide proof of completion of the training, they will not be eligible for the Entrepreneurship Spirit prize.

Note: if a Student Team has already completed the training in the context of its National competition, the Student Team is not required to complete the training or submit the assessment a second time even if it is highly recommended to do so. However, the Student Team must provide proof of completion of the training.

Special link to the Entrepreneurship training dedicated to the European competition:

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

Note: In the frame of the European competition, the submission of the assessment via any link dedicated to the national competition won't be taken into consideration for the European competition. Only the link above or available on the Ecotrophelia Europe website are valid for the European contest.

By [Coming soon]: The Student Team must have completed the training and submitted the assessment via Canvas. The EIT Food team will provide comments and the proof of completion of the training.

By [Coming soon]: The Student Team have to submit the proof of completion of the entrepreneurship training, via the Project Documents form (see Article 6.2.2).

On **[coming soon], at [coming soon] CET:** At least one team member per team must attend the online seminar organised by our partner EIT Food. During this session, the teams will receive additional guidance and feedback for the oral presentation. EIT Food will prepare this meeting using the documents as received by **[coming soon].**

ARTICLE 7. TIMETABLE TO TAKE PART IN THE COMPETITION

7.1. The Participant must provide to the Organising Committee:

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

7.1.1. By 1 July 2025:

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

- The "**Letter of Commitment**", fully completed, dated and signed (Annex 2);
- The "**Registration Form**", fully completed: the required information about the Participant as well as his logo (Federation's logo) in JPEG format (minimum 1Mo).
- The "**National Judge for the European Panel**": the necessary information about the industrial representative appointed by the participant to represent it on the ECOTROPHELIA EUROPE jury;
- The "**National Team Profile Request**": information about the student team participating in ECOTROPHELIA EUROPE required to contact the student team;
- The "**National ECOTROPHELIA Success Stories**": information about the ECOTROPHELIA success stories of the Participant's country. The aim is to list all the success stories that arose in the context of ECOTROPHELIA.

The Organising Committee will acknowledge receipt of both documents and will send an invoice for the **registration fee of**. The registration fee must be paid within 30 days after receipt of invoice by bank transfer, to the bank account indicated on the invoice. The participant's application will be considered final and official when the registration fee has been paid to the Organising Committee.

⚠ If, for reasons of force majeure, the Participant is unable to provide the above information by the specified deadlines, the Participant must contact the Organising Committee before the deadline of 1 July 2024 to arrange a new date. The Organising Committee reserves the right to refuse requests that have a significant impact on the organisation of the competition.

7.2. The Student Team must provide to the Organising Committee:

Each Student Team will be given a login to the website to submit the required information:

<https://sandbox.ecotrophelia.org/team-area-submission-status>.

7.2.1. By 15 July 2025:

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

- The **Team information** template completed and the **Collective Commitment Letter** (Annex 3) signed (see Article 6.2.1.3);
- The **University information** (see Article 6.2.1.2): information about the higher education institution(s) (HEI) of the Student Team and the logo of the HEI in JPEG format (minimum 1Mo);
- The **Project information** (more details in Article 6.2.1.1):
 - the product descriptions in commercial language in English;
 - at least one high resolution product photo and one photo of the Student Team (in JPEG format – minimum 1Mo);
- The **Material for preparation of the food product** (see article 6.2.1.4): the material and tasting requirements for organising the tasting session in the best possible way.

7.2.2. By [coming soon] 2025:

The Student Team must have completed the training and **submitted the training assessment** via the training platform: Canvas. The EIT FOOD team will provide feedback to the Student Team and will provide the proof of completion of the training (see Article 6.3).

7.2.3. By [coming soon] 2025:

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

- The **Technical File** and any annexes (according to article 6.1 of the current rules) limited to 20 (twenty) pages in A4 format, PDF version, written in English;
- The **Oral Presentation**: send the supporting material (slide deck) for the oral presentation (see article 6.2.2 of the current rules). The oral presentation is different from the evaluation of the entrepreneurship training. The final oral presentation to the jury is expected on the day of the competition, before the beginning of the competition.
- The **Proof of completion of the Entrepreneurship training** (see article 6.3).

7.2.4. On [coming soon] 2025, at [coming soon] CET:

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

At least one student per team must attend (see Article 6.3).

7.2.5. By [coming soon] 2025:

The Organising Committee **must receive** the packaging of the product by [coming soon] 2025.

Address:

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

The packaging will be exhibited at **[coming soon]**. It is the most visited area of the fair, thus, your packaging must look as must professional as possible:

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

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

⚠ *Special Covid rule: the above-mentioned dates may be changed in the light of the Covid health situation.*

7.3. Disqualification of the dossier

The Organising Committee will disqualify any dossier that is not submitted in accordance with this rules, is incomplete or does not comply with the rules of the competition.

7.4. Dates of the competition

The competition will take place on **[coming soon] 2025**, as part of **[coming soon]**.

7.5. Award ceremony

The results of the competition will be announced at the Awards Ceremony at the end of the competition on **[coming soon]**. All student teams are invited to join.

ARTICLE 8. TEAM EXPENSES

8.1. Team accommodation

The Organising Committee will book and pay for the accommodation of the participating students at ECOTROPHELIA EUROPE, up to a **maximum of 3 (three) students per team**, according to the conditions set out by the Organising Committee.

Accommodation for the above-mentioned three students will be arranged and selected by the Organising Committee, **for 2 nights, from [coming soon]**.

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

⚠ **No other accommodation will be considered. If the Student Team prefers to book other accommodation (AirBnB, etc...), it will not be possible to request money or reimbursement for the 3 students mentioned above and the cancellation fees will be deducted from the maximum amount of 1000€ allocated.**

8.2. Transport and meal costs

Each Student Team will be reimbursed for their travel expenses (transport and meals), by keeping and sending to the Organising Committee the original bills and receipts, up to a **maximum amount of 1,000€ (one thousand euros) per team** (whole Student Team: 2 to 10 students), under the following conditions:

8.2.1. For transport costs

- ⇒ By plane, train or bus: in economy class, on the basis of the cheapest nominative standard tickets available (on presentation of the original documents);
- ⇒ By car: on the basis of motorway tickets and fuel bills. At the start of the journey, the tank must be completely full. On the return journey, the driver will fill the tank with the same amount of fuel used during the Ecotrophelia Europe journey. This final bill will be sent to the organising committee.
- ⇒ **No taxi receipts will be reimbursed.** Uber or other similar companies are considered as taxi.

8.2.2. For food costs

The ECOTROPHELIA EUROPE Organising Committee will reimburse food expenses for the period from **[coming soon]** up to **50 euros per day and per participant** for drinks, coffee, snacks and meals, on presentation of original invoices.

Please note that alcoholic beverages will not be reimbursed.

8.3. Reimbursement Process

Information and documents to be completed by the Student Team are available on the Team Expenses – Reimbursement page in the Team Area. Refund will be made to the Team Leader.

8.3.1. By 3 November 2025:

Each Team Leader must email to contact@ecotrophelia.eu, the Expense Summary Template (provided in the Team Area) for their team's expenses and **original supporting documents** (tickets, invoices, bills, receipts, etc...).

Each team's travel and food expenses will be paid by bank transfer to the Team Leader's bank account (unless the team expressly requests otherwise) after the eligibility of the expenses has been verified by the ECOTROPHELIA EUROPE Organising Committee.

8.3.2. Eligible Documents:

The Student Team must provide eligible documents in order to be reimbursed:

- **Restaurant:** the Student Team must ask for an invoice/bill when paying, showing the details of the order, restaurant details, date, etc. This document should include the name of the restaurant, address, description of the order, VAT, VAT registration number, price with and without VAT, date. Restaurants should be used to this.
- **Grocery shop:** when paying, the Team must ask the cashier for a full receipt, not just the bank card receipt. As a minimum, the Student Team must receive a receipt detailing the purchase.
- **Transports:** the Student Team must ask for an invoice. It is recommended to add train and bus tickets and boarding passes as additional document. Please note:
 - Flights, buses and trains: some companies will send the invoice automatically while others require a request. Information required: student name, price, company name, date of travel (both legs);
 - Public transport: when ordering the public transport tickets, the Student Team must request the invoice in addition to the tickets. The invoice should contain the following information: student name (if possible), company name, tax number or VAT number of the merchant, VAT, price.

⚠ WARNING: We do not REFUND:

- *Credit or debit card receipts*
- *Proof of your bank account*

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

The Student Team can find out more about eligible documents in the Team Area: <https://eu.ecotrophelia.org/en/team-area-submission-status>

ARTICLE 9. JURY - SELECTION PROCEDURE

9.1. Composition of the Jury

In order to select the winners of the competition and award the prizes, a European Jury will be set up, composed of approximately 20 personalities representative of the food and distribution industry, members of the European Commission, industry representatives from the national food industry nominated by the Participant, and food innovation specialists. When registering, the Participant must nominate one person to represent their country on the jury.

9.2. Language

The European jury will judge the students' presentation in English.

During the competition, each team will present their product in English and answer questions from the judges in English.

9.3. Scoring

Each member of the jury will assign a score from 0 to 10 for different criteria and for each project (see Appendix 1 - Scoring grid). The overall score for a project will be the average of the scores given by the panel members for each criterion. The highest score will be awarded to the project which, in the opinion of the jury, best meets the criteria set out in the specifications. The three winning projects will be those that receive the three highest scores from the Jury.

Prizes will be awarded in reverse order of score.

In the event of two or more projects receiving the same number of points, a decision will be made by the Jury after further discussion.

9.4. Impartiality

Each member of the jury is bound by the principle of impartiality inherent to the ECOTROPHELIA EUROPE competition. The member of the jury appointed by each participant to represent the national food industry may not judge the product presented by the national team of his or her own country.

The decisions of the Jury are final and not subject to appeal. Jury members are bound by a confidentiality agreement regarding the projects presented and the results of the competition.

9.5. Confidentiality

The minutes of the jury's decisions will be kept at the headquarters of the ECOTROPHELIA EUROPE Organising Committee. The deliberation of the results and the ranking of the teams will remain confidential.

Any confidential information submitted by the teams and marked as such by the teams as "confidential" may not be disclosed or published without the express permission of the teams.

ARTICLE 10. PRIZES AND CRITERIA

10.1. Main prizes

The competition rewards 3 (three) main prizes:

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

10.2. Communication Strategy prize

The competition is endowed with a special prize "Communication Strategy" of the EEIG ECOTROPHELIA EUROPE of € 500 (five hundred euros). The winning team will be the one with the highest score for criterion G - Marketing and Communication Plan of the evaluation grid (Appendix 1). If a team is also the winner of a main prize, the Communication Strategy prize will be awarded to the team with the next highest score.

The food product that is a candidate for the special prize must meet all the criteria of the specifications as defined in Article 6.1 of these Rules, and its presentation should also stand out for its communication approach: how the consumer will accept the product innovation through consumer testing, new consumer awareness, new tools, new and relevant content in social media or other, clear brand message and brand identity, multi-channel approach...

10.3. Entrepreneurial Spirit prize

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

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

10.4. Payment of the prizes

The prizes will be paid by bank transfer to each student team member in the winning teams who has signed the Collective Commitment Letter (Annex 3). They will each receive an amount equal to their share of the total prize.

The winners accept the prizes in advance and they are non-exchangeable.

The Organising Committee is not responsible for any tax implications on receipt of the prize.

Note: If a team member has a problem with his or her bank account, the payment can be made to another student if the student so requests.

ARTICLE 11. PUBLIC RELATIONS & MARKETING

Any commercial public relations (PR), advertising or any other form of reference to this competition by the Participant **must mention the competition's title and exact dates of the competition, as well as the name and type of food product that received the prize awarded by the jury.**

The ECOTROPHELIA EUROPE trademark and logo remain the property of the trademark holder. They may only be used by the teams for the limited purposes specified in these regulations, in accordance with the visual style guidelines of the registered trademark.

ARTICLE 12. ACCEPTANCE OF THE RULES

Participation in the competition implies full and unreserved acceptance of the present rules by the Student Team and the Participant.

The Participant undertakes to sign the document referred to in Article 7.1.1, to distribute a copy of these rules to each registered team member, to guarantee compliance with all the provisions of these rules and to indemnify the ECOTROPHELIA EUROPE Organising Committee against all claims relating to the participation of the said members.

ARTICLE 13. PERSONAL INFORMATION AND DATA PROTECTION

ECOTROPHELIA is GDPR compliant:

- All the data collected are dedicated to context of ECOTROPHELIA and will not be used outside of this context without the explicit consent of the owner;
- Any candidate registered in the competition has the right to access, modify, rectify and delete any personal data. To exercise this right, please write to the Organising Committee of ECOTROPHELIA EUROPE: contact@ecotrophelia.eu;
- ECOTROPHELIA guarantees the confidentiality and security of the data by adopting appropriate procedures and measures.

ARTICLE 14. AMENDMENTS - CANCELLATION

The Organising Committee reserves the right to alter, postpone or cancel the competition or alter the dates and conditions if circumstances beyond its control so require, without incurring any liability.

ARTICLE 15. LITIGATION

15.1. Applicable law

The present rules are subject to Belgian law.

15.2. Competent jurisdiction

Any difficulties in the interpretation or application of the present rules will be decided by the Organising Committee.

If the parties are unable to reach an amicable settlement, the competent court in Leuven, wherever the defendant is domiciled, will decide, even in the case of an appeal, summary proceedings or multiple defendants.

These rules are drawn up in English. In the event of any discrepancy between translated versions, the English version shall prevail.

ECOTROPHELIA EUROPE ORGANISING COMMITTEE

EEIG ECOTROPHELIA EUROPE

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

contact@ecotrophelia.eu

Maarten van der Kamp – President | Marine Lonjou – Project Manager

<https://eu.ecotrophelia.org>

ANNEX 1: Scoring Grid

1- ASSESSMENT GRID OF THE JURY

Photo of the product

Product name and country

Product description

Direct access to the technical file

The marking scale for each of the criteria ranges from 0 to 10 (whole numbers only)

- 0, 1 or 2 - not dealt with
- 3 or 4 – insufficient
- 5 or 6 - average – incomplete
- 7 or 8 - well dealt with
- 9 or 10 - very well dealt with

A - HOW INNOVATIVE IS THE PROPOSAL ?
Select your vote

B - HOW ECO-INNOVATIVE IS THE PROPOSAL ?
Select your vote

C - INDUSTRIAL FEASIBILITY
Select your vote

D - MARKET CREDIBILITY
Select your vote

E - NUTRITIONAL CHARACTERISTICS
Select your vote

F - FOOD SAFETY AND CONFORMITY TO EUROPEAN RULES
Select your vote

G - MARKETING AND COMMUNICATION PLANS
Select your vote

H - PACKAGING
Select your vote

I - GENERAL PRESENTATION
Select your vote

J - TASTE, ORGANIC PROPERTIES
Select your vote

Entrepreneurship Spirit (Creativity, vision, motivation, team work ability, ethical, sustainable thinking)
Select your vote

VOTE !

2- DETAILS OF THE ASSESSMENT CRITERIA

A – How innovative is the proposal?

- The evaluation of the product innovation results in its originality, creativity and innovative aspects. In particular, the innovation may result from the concept and/or the technology and/or the packaging and/or the ingredients, etc.
- The innovative nature of the project must be justified in relation to the existing market and will be assessed by means of a prior art search on the Internet, the ECOTROPHELIA database and any other resources. If a similar project already exists, the student team must demonstrate the difference in innovation.
- The presentation of the technical innovation is expected.

B – How eco-innovative is the proposal?

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

C – Industrial feasibility

- The industrial feasibility of the project means that it must be industrially reproducible in a production unit on the basis of a technical file (ingredients, raw materials: origin, range, production process and diagram, cost price, industrial investments, etc.) or in mass catering or in the catering trade.
- The assessment will lead to the identification of potential suppliers for industrial production, the implementation of the process on an industrial scale (proposal of a production line), the description of the characteristics of the production plant around the production line, the technical feasibility on an industrial scale and, last but not least, the risk assessment (HACCP for the production process, management of potential allergens, etc.).

D – Market credibility

- The market credibility refers to the Student Team’s understanding of the market and the commercial relevance of the product to the market. The assessment will lead to market analysis, competitive analysis, evaluation of the potential market, consumer acceptance of the new product and matching the product-market fit to the target consumer.

E – Nutritional characteristics

- The nutritional characteristics will be considered in the evaluation of the product: justification or/and claim of nutritional value and health claims, composition details, technical characteristics, results of the formulation process and/or the process development.

F – Food safety and conformity to European rules

- **Food safety is the most important issue when developing a food product because it affects the health of the consumer.** The company’s role in developing a food product is to ensure that the food product is safe for consumption. Therefore, the quality of the product must comply with the European regulations in terms of ingredients, process, micro-organisms, cold chain, etc.
- Sensory analysis and validation of the microbiological quality of the product (shelf life/use-by date) are a necessity.
- Other regulations at the product level, such as regulations on claims and novel food authorisation, regulations on the product name and information content on the packaging, may also apply.

G – Marketing and communication plan

- The score for this criterion will determine the winning team for the Communication Strategy Award.
- The marketing and communication plan defines how to convince the consumer to buy the food product. The food product competing for the Communication Strategy Award, must meet all the criteria of the specifications as defined in Article 6.1 of these Rules, and its presentation should also be distinguished by its marketing and communication approach.
- To achieve this, the Student Team will be able to demonstrate a dynamic and responsive communication strategy that includes:
 - A clear understanding of the audience - who exactly are the customers, and why? This includes evidence of validation of the target customer group(s) and credible customer segmentation based on relevant criteria - based on demographics, behaviour, preferences, etc;
 - Clear development of brand message that are aligned with the company’s values and that resonate with the above customers, based on a consistent tone of voice across all communications to reinforce the brand identity, adapted to the context of the communication (formal/informal);
 - A seamless and relevant multi-channel approach (e.g. email, web, social media, live chat, phone support, in-person interactions, direct mail, in-store materials, etc.) using innovative approaches to achieve the clear objectives of the communications strategy, which may at different points place different emphasis on things like education, awareness, and sales;
 - The provision of timely and relevant content, (information, updates and promotions) to engage customers and a plan to ensure that content is relevant to the customer journey and adds value at each stage;
 - Analysing customer feedback, response rates, and other metrics to continually refine and improve the product.
- To do this successfully, the Student Team must also produce a strong marketing plan, based on concept testing, consumer research, evaluation of the potential market, strategy, segmentation and positioning of the product in the market, and the marketing mix (precision and consistency).

H – Packaging

- On the day of the oral presentation, the Student Team must present the packaging (prototype, or more developed) to the jury. The packaging must comply with European regulations in terms of information content and materials.
- The originality and user-friendliness of the packaging will be assessed, as well as its technical characteristics for preserving the product.

I – General presentation

- The jury will judge the overall oral presentation based on how clearly, concisely and persuasively the Student Teams present their product and its features.
- This includes a logical structure including a hook, a statement of the problem and how the product provides a solution, key features of the product such as the source of the eco-innovation, taste and nutritional characteristics, and relevant market information such as customer characteristics, size of the opportunity and routes to market.
- It also includes the style of the presentation, including the extent to which it is clear, targeted at the right audience and delivered in a style that reflects the brand. Other elements of the evaluation include the professionalism of the presenters (posture, team dynamics, perseverance), and the effective use of pace, power and pauses.

J – Taste, organic properties

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

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

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

ANNEX 2: Participant Commitment Letter

FROM:

[National Organisation name (federation, platform, etc...)]
Contact Person name / tel / email address
National Organisation postal address
Country]

TO:

Mr. Maarten van der Kamp
Administrator
EEIG ECOTROPHELIA EUROPE
c/o EIT Food
To the attention of Desi Vanrintel
Ubicenter A, Philipssite, Bus 34
3001 Leuven, Belgium

At [Location], on the [date],

OBJECT: Letter of Commitment to the ECOTROPHELIA EUROPE 2025 COMPETITION

Dear Sir,

I, the undersigned, confirm on behalf of the national organisation in charge of the student food innovation awards at the national level, our support and participation in the 2025 edition of the ECOTROPHELIA Europe competition, which will be held on [coming soon] of 2025 at [coming soon]. I therefore commit to select a national student team to take part in the ECOTROPHELIA Europe 2025 competition.

Our national organisation commits itself to pay the following registration fee for the participation of the selected national team in the ECOTROPHELIA Europe 2025 competition:

- EEIG member:** **1,600€** (one thousand six hundred Euros)
Non EEIG member: **2,200€** (two thousand two hundred Euros)

I commit to, on behalf of the national organisation, following the European Rules of the ECOTROPHELIA Europe 2025 competition and thus to send the required documents to the ECOTROPHELIA Europe 2025 Organizing Committee on due time.

[TITLE, DATE, SIGNATURE]

ANNEX 3: Student Team Collective Commitment Letter

[University Name
University address
Post Code
Town
Country]

EEIG ECOTROPHELIA EUROPE
c/o EIT Food
Ubicenter A, Philipssite, Bus 34,
3001 Leuven
Belgium

We the undersigned (first and last names):

[Names of the student team members]

- confirm we are initial students;
- confirm we are not PhD students or students with a significant professional experience (lifelong learning);
- have read and accepted the ECOTROPHELIA EUROPE 2025 Rules;
- commit not to introduce any reminiscence which may violate or infringe the rights of third parties in the creation and presentation of the file submitted to the ECOTROPHELIA EUROPE contest;
- also commit to that, if we win a prize corresponding to our food product, and if commercialized, the product will bear on its packaging the trademark and logo ECOTROPHELIA EUROPE respecting the visual style guidelines registered as a Trademark at the European Union Intellectual Property Office (EUIPO);
- authorize the ECOTROPHELIA EUROPE Organizing Committee to publish our names, photographs of ourselves and photographs of our innovative food product, including all shots in which our images appear, particularly those taken during the ECOTROPHELIA EUROPE contest and during the awards ceremony;
- assign our copyright for those elements defined in articles 6.2.1 and 6.2.2 of the rules, meaning the presentation, photo, product packaging and contents of the presentation back-up, for the reproduction of these elements in the supporting material sent out as part of the ECOTROPHELIA EUROPE competition.

We understand that our entry has financial implications, therefore if we cancel our participation after the entry list has been finalised, our expenses (airfare, transports and meals), after accommodation has been booked and paid for by the Organising Committee, which we have pre-financed, will not be refunded to us.

Date and signatures of each team member: