



ECOTROPHELIA, UK

NATIONAL COMPETITION FOR THE CREATION
OF INNOVATIVE FOOD PRODUCTS

RULES 2017

ECOTROPHELIA UK is a national competition rewarding student teams who have developed the best eco-innovative food products. The competition is organised jointly by the Institute of Food Science & Technology and Campden BRI.

The competition and prize giving will be held at Campden BRI on 6th & 7th June 2017.

1. ELIGIBILITY

It is open to teams of students registered at a European university or other establishment of scientific/technical/business higher education.

For each team the contest shall consist of the presentation of a food product adhering to the schedule of conditions as stated in Article 2. Ideally teams should be made up of between 4 and 6 students. The number of students in each team should not be fewer than 2 nor exceed 10. PhD students or students who are over 35 years old on the day of the UK competition are not eligible.

The closing date for entries is **Wednesday 29th March 2017**.

2. CRITERIA FOR THE FOOD PRODUCT

The food product, entered for the contest, must fulfill all of the following criteria:

- be fit for human consumption and aimed at consumers;
- be marketable in retail distribution or the restaurant and hotel sectors;
- be innovative in one or more aspects compared to food products already on the market. This innovation can come from the concept, and/or technology, and/or recipe, and/or packaging etc;
- take on board eco-innovation, which could mean the basic ingredients (eg origin, organic or with low carbon footprint) and/or packaging (eg recyclable) and/or manufacturing process (eg energy saving, water recycling) and/or distribution-logistics (eg new channels or direct consumer sales), making it easier for all businesses in the food production chain to integrate the environmental dimension;
- stand out for its taste, nutritional or other qualities;

- be capable being manufactured on an industrial scale, based on technical specifications (including ingredients, manufacturing process, cost price, business investment);
- conform to relevant regulations (including processing, additives and ingredients, packaging, labelling, advertising standards, food safety etc);
- be commercially relevant (eg suitable for a local and/or national and/or European market and meeting a demand, marketing plan, packaging, logistics);
- show an overall coherence across all the criteria set out above.

3. FORMAT & CONTENT OF ENTRIES

- 3.1 The food product must be presented using an explanatory dossier limited to 15 A4 pages, in PDF format and written in English. Up to 10 pages of appendices may also be submitted.

This explanatory dossier must contain the following information:

- a description of the food product: exact name, precise category (for example: savoury starters, desserts, ready-made meals, alcoholic drinks etc....), general description, composition, the product's taste and nutritional qualities, technical specifications, manufacturing process, packaging, shelf life;
- description of the product's innovation and eco-innovative aspects;
- a summary of the marketing, sales and business plan.

- 3.2 The entry must also include the following, written in professional commercial terms:

- a. A description of the product in MS Word format (100 characters maximum, including spaces and punctuation);
- b. A short marketing blurb, written in professional commercial terms, to appear in the competition brochure, publicity and on websites in MS Word format. (1500 characters maximum, including spaces and punctuation) with a title with the product's exact name and the precise category of the food product (eg savoury starters, dessert, etc).
- c. A photograph of the product which is well lit and of good resolution.

- 3.3 The entry must be accompanied by a letter of commitment completed by the Team Manager.

- 3.4 For students on work placement, the entry must also be accompanied by confirmation that the students' employers support their participation in the competition (eg by releasing students for competition days and, potentially, for skills training and mentoring, and approving media coverage).

4 - PARTICIPATION IN THE CONTEST

- 4.1 **To enter the competition, each team must submit its portfolio, AT THE LATEST by Wednesday 29th March 2017, to:**

Andrew Gardner a.gardner@ifst.org

- 4.2 Each team must appoint one of their number as "Team Manager" to act as the contact point between the organisers and his/her team and who will complete the letter of commitment on behalf of the team. If he/she is unable to be present during the competition, the team must nominate an alternative to act as Team Manager during the competition. Any changes to the composition of the team must be notified to the organisers in advance of the day of the UK competition.

- 4.3 Any portfolio not received by 29th March 2017 or incomplete or which does not comply with the rules of the contest will not be considered. Portfolios must be submitted electronically.
- 4.4 The organisers cannot claim any right of intellectual or industrial property to the portfolios submitted or the information contained therein.

5. SELECTION PROCESS

- 5.1 A pre-selection jury will be appointed by the organisers to:
- verify that the entries meet the criteria of competition
 - identify a shortlist of the 5 entries which best meet the criteria and which teams will therefore be invited to take part in the UK national final, at Campden BRI
- 5.2 **At all times**, the members of the pre-selection jury will respect the confidential nature of the content of entries submitted.
- 5.3 The results will be advised to the Team Managers and university/placement supporters.
- 5.4 The team members and university/placement supporters of the shortlisted teams will be advised of arrangements for the UK national final and prize-giving ceremony, including the place, date and detailed times.
- 5.5 For the shortlisted teams, lunch, dinner and overnight accommodation will be arranged on 6th June 2017, and breakfast and lunch on 7th June. The organisers will cover the cost of this for up to a maximum of 6 students (plus 1 member of university staff) per team. Teams are expected to find their own means of funding for extra members and for travel costs.
- 5.6 The organisers will not reimburse students' travel expenses or other expenses incurred during the development of the product or during the preparation of portfolios.

6. NATIONAL FINAL

- 6.1 The final selection will be made by a panel of judges appointed by the organisers and selected on the basis of their seniority in the food sector, their independence and expertise. The judging will take place during the afternoon of 6th June 2017 at Campden BRI. The decisions of the national judges are final.
- The judges will select from amongst those shortlisted, the 3 entries which best meet the competition criteria and will award these Gold, Silver and Bronze classifications.
- 6.2 The shortlisted teams must provide three samples of the finished food product, as described in their portfolio, as well as a number of samples for tasting by the judges.
- 6.3 Each team will be given a table to display their product and to "pitch" to other teams and competition audience. Kitchen facilities will be available to prepare the product for tasting.
- 6.4 The judging will take place in private in a separate room. At all times, the members of the national judging panel will respect the confidential nature of the content of entries submitted. Two university/placement supporters may attend the presentation of their own team.
- 6.5 Each team will each make a 20 minute oral presentation in front of the national judging panel, in order to make the "business case" for their product (eg product, innovation, technologies, manufacturing process, HACCP plan, packaging, tasting). This will be followed by 10-15 minutes of questions by the judges.

- 6.6 For each entry, each judge will award marks according to the competition criteria. The winning entries will be those who have received the highest marks totaled across all the judges.

If 2 or more entries receive the same aggregate marks, the Chairman of the judges will have the casting vote.

7. PRIZE GIVING

- 7.1 The national prize giving ceremony shall be held during Campden Day on 7th June 2017, when the winners will be announced.

- 7.2 There will be 3 prizes:

ECOTROPHELIA GOLD AWARD: to the value of £2000. The gold prize winner shall be selected for entry to the ECOTROPHELIA EUROPE competition, to be held at Food Matters Live in ExCel, London, 21-23 November 2017.

ECOTROPHELIA SILVER AWARD: to the value of £1000.

ECOTROPHELIA BRONZE PRIZE AWARD: to the value of £500.

- 7.3 Students in a winning team will each receive the value calculated in proportion to the number of students in the team.

8. ECOTROPHELIA EUROPE COMPETITION

- 8.1 The gold prize winning team will be required to submit its portfolio, together with at least 5 examples of the product's packaging, and collective statement of compliance for onward transmission to ECOTROPHELIA EUROPE, as directed by the Ecotrophelia EU organisers. IFST will inform the team of the timetable and requirements after the UK competition.
- 8.2 Each team member will be required to sign a collective statement of compliance with ECOTROPHELIA EUROPE competition rules.
- 8.3 Each team will give an oral presentation in front of the European judging panel during the ECOTROPHELIA EUROPE competition. Teams will be required to provide any supporting materials for this in advance (eg PPT files) to ECOTROPHELIA EUROPE.
- 8.4 Each student team must designate a "Team Manager" who will be the intermediary between the Ecotrophelia Europe Organizing Committee and their team. He/she must be present at the ECOTROPHELIA EUROPE competition.
- 8.5 The organisers, judges or sponsors of Ecotrophelia UK will offer help to the winning team in preparing its presentation for the European final. The expectation is that the team members will fully participate in that help. This may take the form of a visit to a NPD facility, help in preparing the presentation or coaching on personal presentation skills.

9. PROMOTION

- 9.1 The brand and logo ECOTROPHELIA remain the property of ECOTROPHELIA EUROPE. They may only be used by winning teams with the approval of the European Organisers.
- 9.2 Only teams in receipt of Gold, Silver and Bronze awards may take advantage of the competition for the purpose of promoting their product commercially.
- 9.3 All marketing communications, advertising or other communication referring to the competition must specify the exact title and the date of the contest, the award received and the nature of the prize-winning food product.

- 9.4 All members of shortlisted teams may refer to their personal participation in the competition on their CV etc.

10. OTHER PROVISIONS

- 10.1 ECOTROPHELIA and the organisers reserve the right to modify, defer or to cancel the contest or to modify the dates thereof, or reduce the prize money, if reasons outside its control make it necessary to do so or if the number or quality of entries is insufficient. In such circumstance, neither ECOTROPHELIA nor the organisers will be liable for any expenses incurred by enrolled or prospective teams.
- 10.2 The participation in the contest automatically implies full, whole acceptance without reservation, by the students of the provisions of these stated regulations.

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