

Food At Work Ecotrophelia Awards 2023

Food innovation prize

National Competition Rules

ARTICLE 1 – OBJECT

Fevia, the Federation of the Food and Drink Industry in Belgium, is organizing its National Food At Work Ecotrophelia Awards 2023 for student teams from scientific and/or commercial higher education institutions located in Belgium. **The main goal of the competition is the creation and implementation of a highly eco-innovative prototype food product.**

The award is organized in two phases:

- A Fevia award, called “Food At Work Ecotrophelia Awards”
- A European award, called “ECOTROPHELIA Europe”

The present Competition Rules focus on the National Competition “Food At Work Ecotrophelia Awards 2023”. A team of students will be rewarded for their achievement in the development of a prototype food product in accordance with the conditions stated below. Each team is invited to submit a file to Fevia according to the present National Competition Rules.

ARTICLE 2 – PRODUCT SPECIFICATIONS

2.1 The innovative prototype food product that is the object of the competition must meet all the following criteria:

- be fit for **human consumption** and customized for consumers;
- **be marketable** in retail distribution or the restaurant and hotel sector;
- **be innovative** in one or more ways, as compared to food products already on the market. In particular, this innovation may have to do with the concept, and/or technology, and/or the recipe, and/or packaging etc.;
- **consider eco-innovation**, which could mean the basic ingredients (origin, organic or with low carbon footprint) and/or packaging (recyclable) and/or manufacturing process (energy saving, water

recycling) and/or distribution/logistics (new channels or direct consumer sales), making it easier for all businesses in the food production chain to integrate in terms of environmental considerations;

- **outstanding** in terms of its taste, nutritional or other **qualities**;
- be **reproducible for manufacturing** in a production unit based on technical specifications (ingredients, manufacturing process, cost price, business investment etc.);
- **conform to relevant regulations** (processing, additives and ingredients, packaging, labelling, advertising standards, food safety etc.);
- be **commercially relevant** (suitable for a local and/or national and/or European market and meeting a demand, marketing plan, packaging, logistics etc.);
- show **global coherence** for all the criteria set out above.

2.2 The prototype food product must be presented with an explanatory technical file with the following information, written in English:

A) Description of the food product

- exact name;
- precise category (for example: savoury starters, desserts, ready-made meals, alcoholic drinks etc.);
- composition;
- the product's taste and nutritional qualities;
- technical specifications;
- manufacturing process;
- packaging and shelf life.

B) Description of the product's innovation and eco-innovative aspects

C) Summary of the marketing, sales and business plan

- cost price calculation and price setting;
- consumer survey and competitor analysis;
- estimation of the potential market analysis;
- concept for marketing.

2.3 The file has to be limited to 15 (fifteen) pages (A4 format). Any potential appendices to this file are limited to 10 (ten) pages.

2.4 Product description and written presentation in technical/commercial language in English, French and Dutch

- A **short product description** must be written in 140 (one hundred forty) characters (including spaces and punctuation), in English, French and Dutch.
- A second presentation of the project must be written in **professional terminology**. This text must contain a maximum of 1500 characters (including spaces and punctuation) and the product's exact name as title (in English, French and Dutch).
- A third presentation of maximum 150 words must be written in **commercial / attractive language** (in English, French and Dutch). In order to be able to make a media file or public leaflet about the participating products and teams, we ask the teams to provide us with 2 photos as well, one of the product and one of the team, and the logo of your University /University College. The photos should be in high resolution (JPEG minimum 1200 x 800 pixels or 300 dpi). The

students should be aware that this text will be used for publication. *Please deliver this commercial information by preference in a separate mail.*

ARTICLE 3 – PARTICIPATION IN THE COMPETITION

3.1 The students can only take part in the competition as a team. A team will be composed of 2-10 students.

Any student team from a Belgian public or private institution of higher education in the scientific or commercial field can apply for the Food At Work Ecotrophelia Awards. A team can be composed of students from the same or different institutions. As the files require both technical and commercial expertise, we advise the teams to rely on multidisciplinary input.

In each case, the organization and the supervision of the team and the contacts with Fevia are under the responsibility of the University College or University at which the students in the team are registered.

Each team must present a prototype food product and meet the conditions stated in Article 2.

3.2 To ensure the quality of the national competition, the number of participating teams in the national competition is restricted. Therefore, each institution can send a maximum of three teams.

Teams composed of students from various institutions or various faculties are excluded from this quota.

The institutions are encouraged to organize an internal preliminary round if there are several (>3) student teams applying. Fevia is willing to participate in the jury for these preliminary rounds.

Fevia should be informed if such an internal competition takes place.

3.3 Registration

In order to take part in the competition, each team will have to register online by November 18TH 2022. Therefore, the teams can use the following link: <https://www.fevia.be/nl/registration-food-work-ecotrophelia-awards-2023>

3.4 File submission

For final registration, the student teams must send the following documents by February 17th 2023 at latest by e-mail to Fevia: ma@fevia.be.

- the explanatory technical file as stated in Article 2.2 of the Competition Rules, written in English;
- the brief product description and the written presentation of the project in professional language as stated in Article 2.4, written in English, French and Dutch.

- The commercial text as stated in Article 2.4 with 2 photos and logo for the media file in English, French and Dutch. (preferable by separate mail)

All files that fail to reach the organization by the dates stated in Articles 3.3 and 3.4, or that are considered incomplete or not in compliance with the present Competition Rules will not be taken into account by Fevia.

Teams will receive confirmation mail within 5 days of receiving the file. Teams who did not receive the confirmation within 5 days, should inform Fevia as soon as possible.

All participating teams will receive a message informing them of acceptance or exclusion of the file, within 14 days of receiving the file.

3.5 In any case, the files will not be given back to the participating teams for organizational reasons. However, be assured that Fevia will not claim any intellectual or industrial property rights to the files or to the information contained in them.

ARTICLE 4- NATIONAL JURY and NATIONAL PRIZE

4.1 Fevia will appoint a National Jury, whose members will be chosen for their prominence, independence, business knowledge and competence. The jury members will all sign a confidentiality clause.

4.2 Based on the criteria of the technical file (see Appendix 3), the National Jury will select the best files and invite the corresponding teams to participate to the oral presentation.

4.3 The teams will be invited to defend their files the 10th and/or 15th of March 2023, at the premises of VBO/FEB (Ravensteinstraat 4, 1000 Brussel). Based on the number or participating teams, we will decide if one or two jury moments are necessary.

On this occasion, the National Jury will be in charge of choosing the best and second best eco- innovative products from among the selected files.

Typical questions from the jury have been added as a FAQ in Appendix 5.

The participating student teams will **have 25 minutes in total for their presentation, including the tastings by the jury**. The National Jury will judge the **oral presentation made in English** by the students and the gustatory qualities of the products.

4.4 Each member of the National Jury will assign a score from 1 to 10 to each prototype food product in competition. See Appendix 3 for the evaluation grid of the jury that will be used for the evaluation of both the technical file and the oral presentation.

If a jury member cannot attend a presentation due to unforeseen circumstances, the average score of the other jury members will be taken into account for this particular presentation.

If two or more products obtain the same score, the National Jury will discuss the products and then hold a second vote.

4.5 Teachers can be present during the oral presentation but they cannot intervene at any time. However, the jury can decide not to allow this with no obligation to state their reasons.

4.6 The two winning teams will receive an award called “Food At Work Ecotrophelia Awards 2023”. The first price is 1000 EUR and the second is 500 EUR.

The National Jury might assign some “**honorary mentions**” as well to those prototype food products that have not won the competition but have been considered innovative or exceptional in some of their features. The student teams that have received such an “honorary mention” will not receive a pecuniary award and cannot use the award for commercial or advertising purposes.

**The National Food At Work prize-giving ceremony will take place on April 26th 2023.
(location to be confirmed).**

Fevia will also organize a public tasting before the Award Ceremony, which will result in the ‘Public Best Taste Award’. Those special awards are non-pecuniary. The participating teams are invited to present their innovative product to the guests of the Award ceremony.

Important notification:

Due to practical reasons, the number of teams that can participate at the tasting during the Award Ceremony is limited. Fevia reserves the right, if necessary, to limit the number of participating teams during the tasting. This will be done objectively based on the final scores of the National Jury of the Food At Work Ecotrophelia Awards.

4.7 The decisions of the National Jury are confidential and irrevocable. However, the jury can, without the obligation to state its reasons, decide to give more information on its evaluation.

After the prize-giving ceremony and before the end of the school year, the teams will receive a summary including the strengths and weaknesses of their file and oral presentation.

4.8 Students are invited to present their product at a Fevia event.

4.9. Fevia will organize – within its means and capability – media coverage (including the names of participating institutions, participating students and product descriptions).

Students participating in this competition agree that pictures or films can be taken of them and their products during this competition and that these documents can be used by Fevia or the media for promotional or informational purposes, unless stipulated otherwise by written agreement in due time.

ARTICLE 5 – PARTICIPATION IN ECOTROPHELIA EUROPE

5.1 The best winning team of Food At Work Ecotrophelia Awards 2023 commits itself to participating in ECOTROPHELIA EUROPE 2023 (October 2023). The venue will be provided later.

5.2 Fevia will introduce the file of the winning team to the European Jury c/o the Ecotrofood Project.

Articles 5.3, 5.4, 5.5, 5.6, 5.7, 5.8 and 5.9 are extracted from of the European Competition Rules 2012. These articles are only indicative. They are subject to change. Please refer to the finalized and proper European Competition Rules that will be received later.

5.3 The European Jury will be composed of representatives of the food industry and distribution industries, members of the European Commission, an industrial representative from the food industry designated by each participant, and personalities closely related to food innovation.

5.4 The European judging panel will evaluate the oral presentation made by the students in English and the gustatory qualities of the products.

5.5 During the selection process, each team will present their product in English, organize a tasting of the product and answer questions from the judging panel.

5.6 Each member of the judging panel will award a score for each project.

The marks for each project are determined by the average of the marks given to each project by the members of the judging panel. The highest mark corresponds to the project that the judging panel believes to correspond best to the criteria of the specifications. The three winning projects will be the three projects that received the top three highest scores from the judging panel.

Prizes will be awarded in reverse order of scores. If two or more projects happen to receive the same marks, it will follow that, after discussion of the aforementioned projects between the members of the judging panel, a second mark will be given.

If the projects concerned receive the same marks again, the best project will be decided by drawing lots.

5.7 The three best winning teams will receive one European award: “Golden ECOTROPHELIA Europe” (5000 EUR), “Silver ECOTROPHELIA Europe” (3000 EUR) and “Bronze ECOTROPHELIA Europe” (2000 EUR).

5.8 The ECOTROPHELIA EUROPE Organizing Committee will book and pay for participating students’ accommodation at ECOTROPHELIA EUROPE up to maximum of 3 (three) students per team, in accordance with the conditions set out by the ECOTROPHELIA EUROPE Organizing Committee.

If students want to stay in accommodation other than that booked by the ECOTROPHELIA EUROPE Organizing Committee, these students will have to pay for it themselves.

5.9 Each student team will be reimbursed for their travelling expenses, by keeping receipts, up to a maximum amount of 1200 (one thousand two hundred) euros per team, on the following conditions:

- in economy class, based on nominative standard tickets or the cheapest tickets possible (on handing over original documents);
- each "Team manager" will have to send, by post to the address mentioned below, a summary list of expenses incurred (and total amount requested) for their team's travelling expenses and original supporting documents (tickets etc.);
- each team's travelling expenses will be paid by bank transfer into each Team Manager's bank account.

ARTICLE 6 – OTHER CONDITIONS

6.1 Fevia and ECOTROPHELIA Europe have the right to modify, defer or cancel the competition if necessary.

6.2 Participation in the competition automatically implies full acceptance, by the students and by the School, University College or University, of the conditions of this regulation.

6.3. Fevia will respect the intellectual property rights of the technical files.