



EcoTroFood 2012

NEWSLETTER 2012

PARTNERS

CCI Vaucluse (France)
Chambre de Commerce et
d'Industrie de Vaucluse
www.vaucluse.cci.fr



ACTIA (France)
Association de Coordination
Technique pour l'Industries
Alimentaires
www.actia-asso.eu



ANIA (France)
Association Nationale des
Industries Alimentaires
www.ania.net/fr



FEDSERV (Italy)
Federazione dell'Industria
Alimentare Italiana
www.federalimentare.it



FIAB (Spain)
Federación Española de Industrias
de la Alimentación y Bebidas
www.fiab.es



FEVIA (Belgium)
Fédération de l'Industrie
Alimentaire
www.fevia.be



ICI (Iceland)
Innovation Centre Iceland
Technical R&D and Innovation
and Entrepreneur Support
www.nmi.is



EQY (France)
Euroquality
www.euroquality.fr



MATIS (Iceland)
Icelandic Food and Biotechnology
Research and Innovation
www.matis.is

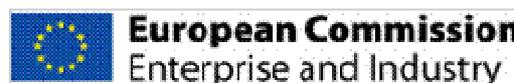


WHAT IS ECOTROFOOD

EcoTroFood – The European Service Platform for eco-innovation in food is a project financed via the CIP - Competitiveness and Innovation Framework Programme - the aim of which is to significantly increase the commercialisation of innovative eco-friendly solutions, products and services in the food and drink processing industry in order to radically decrease its environmental impact and reduce costs.



The project is intended to **improve access to information and knowledge** concerning eco-innovation in food, in particular for SMEs. The practices developed within the project will become part of a European food eco-innovation platform for the provision of information to, and the sharing of knowledge with, relevant eco-innovation players and stakeholders.



The European Commission has acknowledged the initiative and mandate to implement a € 4,6 million European program to promote eco-innovation in the food industry: EcoTroFood.

Taking into account the elements of sustainable development in developing food products is becoming a requirement and a major stake in the competitiveness of the food industry in the coming years. The program aims to promote and develop creativity, and facilitate access to eco-innovation for food SMEs. The EcoTroFood project is enabling the development and testing of new innovative practices, support SMEs, and create start-ups, via public-private partnerships.

The project

EcoTroFood will enable the development and testing of new innovation support practices, support SMEs, and create start-ups via public-private partnerships to:

- Help companies meet future requirements in terms of environmental standards at the European level;
- Enable SMEs to benefit from the possibilities and opportunities inherent in environmental issues;
- Create more effective links between research, entrepreneurship and finance;
- Make available to companies qualified young people mobilised on the issue of sustainable development.

For SMEs, these practices are a source of added value and profitability. The costs of eco-innovation are significant, but in a "global cost" approach companies can recoup their investments by increasing the added value of their products and their profit margins or by opening new markets, improving their processes and their capacity for innovation as well as through paying less tax on pollution, water consumption and energy or carbon emissions and on costs related to installations classified for environmental risk.



INFODAYS

BUDAPEST
2nd May 2011

SPAIN
27th March 2012
ALIMENTARIA, Barcelona

ITALY
8th May 2012
CIBUS, Parma

FRANCE
5th July 2012
Palais des Pâpes, Avignon

ICELAND
on March 2013

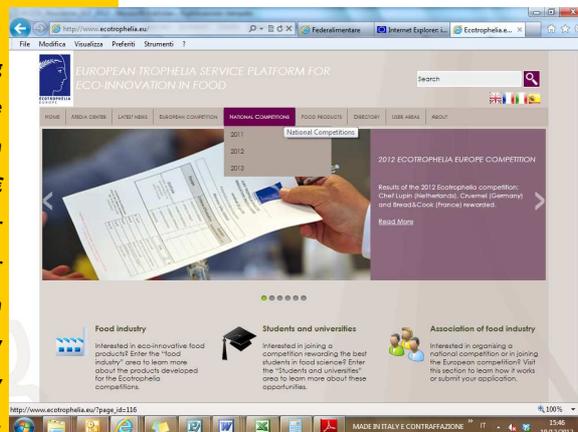
Food and Drink processing Industry is among the largest industries in Europe, with more than € 1 trillion turnover accounting for approximately 4.3 million workers and highly demanding in raw material consumption.

Objective of the project

The main objective of the EcoTroFood project is the promotion of creativity **and training for eco-innovation solutions**. Several EcoTrophelia competitions have been planned at a national level while EcoTrophelia Europe is the annual contest which puts in competition the prize winners of the national EcoTrophelia competitions.

Until now, numerous national competitions have been performed and 2 European contests, the first in Germany at the international food exhibition of ANUGA 2011, and the second in France at the *Salon de l'Alimentation SIAL* 2012.

In 2013, additional countries will participate in the European contest: Lithuania, The United Kingdom, Ukraine and Serbia. Also Canada and Argentina have shown interest in participating at EcoTrophelia next year. Therefore, EcoTrophelia Europe 2013 might see the participation of up to 20 countries .



Website

The official website www.ecotrophelia.eu has been created in order to collect all the information related to the project and to provide a useful and quick connection among stakeholders, companies and universities.

A **food product database** related to all national and European food products presented during the 2011 and 2012 competitions is available. Other products issuing from the different EcoTrophelia competitions in the coming will be gradually added to the website which will increase the marketing potential of eco-innovative food products.

Infodays

The info days are intended for the general public (SMEs, university teachers, students, political entities, etc.). Their purpose is to provide information about the objectives of the project. During these info-days, details will be provided on the participation requirements of the ECOTROPHELIA competitions.

FedServ organized the **Italian Infoday** on 8th May 2012, during the most important Italian international food fair CIBUS 2012. For the introduction, FedServ invited two researchers: Ms. Lorenza Daroda, from ENEA, spoke about the reuse of waste in the agro-food companies in a sustainable way while Mr. Giovanni Sorlini, manager at Quality, Environment and Sustainable Dept. of INALCA, presented a case study on the best practices put in place by his company in order to reduce the environmental impact through the use of renewable energy sources. About 50 companies and 20 universities participated to the event.



CCI Vaucluse organized in collaboration with ANIA and ACTIA, a **French Infoday** in Avignon on 5th July 2012. The French Infoday was organized in parallel with the ECOTROPHELIA, just before the prize awarding ceremony dedicated to the prize winners of the French competition. Approximately 90 SMEs registered online (on ecotropelia.eu) for the Infoday dedicated to the sustainable development in the food sector. One part of the Infoday was dedicated to lectures on sustainable development in food, the other part to a specific workshop with SMEs that already experienced the integration of some eco-innovative processes, services and/or products in their companies. DG Enterprise and Industry of the European Commission participated in the conclusion of the French ECOTROFOOD Infoday.

Training sessions

CCI Vaucluse, ANIA and FEDSERV organised a training session in Brussels at the FoodDrinkEurope premises on the 17th of January 2012 for national food federations aiming to organise their first national competition or to improve the organisation of existing national contests. ANIA contributed to the definition of the program, prepared the invitation to the event, and used its network to disseminate the invitation. All Food For Life National Technology Platforms as well as members of FoodDrinkEurope were invited to the event. This training session was also aimed to explain the EcoTrophelia Europe participation rules. The French EcoTrophelia competition was presented as an example. This session was meant to propose coaching and mentoring activities for the national food federations, which will thus be in a position to communicate relevant information to the national education organisations participating in the EcoTrophelia competitions. CCIV and ANIA prepared the logistical aspects and contents of this training, with the support of FoodDrinkEurope. Participants from Romania, Denmark, Spain, the United Kingdom and Greece attended the training session. As a result, Romania and the

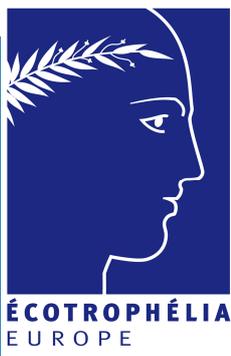


United Kingdom decided to organise their own EcoTrophelia national competitions and to compete in the European contest. The United Kingdom will finally organise its first national contest and compete in the European competition contest in 2013. The next training session on EcoTrophelia competitions will be organised on February 7th-8th in Madrid, Spain. While the main objective of previous training sessions was to encourage the participation of new countries in EcoTrophelia, the 2013 training session will essentially focus on the milestones for organisation of successful National competitions and on the coaching of national teams by food federations for optimisation and improvement of application files and presentations made by student teams in the frame of the national and European contests. The training session will be organised by CCIV, ANIA and FIAB for its content and logistical aspects, while FEDSERV will be in charge of the financial aspects.

TRAINING SESSIONS

17th January 2012
Brussels
FOODDRINK
EUROPE premises

7th-8th February 2013
Madrid
FIAB premises



PANEL OF JURY

President of the Judging Panel ECOTROPHÉLIA EUROPE 2012

Mr. Michael E. KNOWLES
President "Food For Life"
Platform - FoodDrinkEurope
- Vice-President Global
Scientific & Regulatory
Affairs, The Coca-Cola
Company

THE ORGANISATIONS

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NESTLE
Mr. Peter VAN BLADEREN
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14. SPAIN
Mrs. Virginia GONZÁLEZ
15. SWITZERLAND
Dr. Urs REINHARD

EcoTrophelia Europe 2012

The European competition of EcoTrophelia 2012 took place in Paris during the international food exhibition "SIAL". 15 student teams participated in the event: 12 were winner teams from national competitions whereas 3 were invited as guest countries.

The gold prize (8000€) was awarded to *Chef Lupin*, a fermented lupin bean-based product developed in the Netherlands with the contribution of Indonesian students. The silver prize (4000€) went to Germany for *Cruemel*, and the bronze prize (2000€) was awarded to France for *Bread and Cook*. This year, a special prize (1000€) was created by the Département de Vaucluse to reward the most innovative product. This prize was awarded to Spain for *XOveT*, a product made of anchovy bones.

The award ceremony had a huge communicational impact. The prizes have been delivered by Mr. Guillaume Garot, Minister Delegate to the **French Ministry of Agriculture, Food and Forest**, Responsible for Food and Michael Knowles, Vicepresident, Global scientific and regulatory Affairs of the Coca-Cola Company and President of the ETP Food For Life.



Stand

During the SIAL exhibition fair and the EcoTrophelia Europe 2012 competition, an exhibition stand was hired by CCIV in order to present the 2012 EcoTrophelia food products. Packaging of the 15 food products were presented on the stand together with the EcoTrophelia Europe 2012 brochure. The EcoTrophelia 2011 brochure was also available for professionals interested in the eco-innovative food products. The exhibition stand represented a mean to present the eco-innovative food products next to professionals and to maximise the possibilities of product commercialisation next to industrials. Approximately 250 CEOs were interested in the food products and took the 2012 EcoTrophelia brochure.

2013

In 2013, all national competition will have to be organised before August 25th, and the European competition will be organised on October 6th-7th during ANUGA in Cologne.

In 2013, the organoleptic, nutritional and product safety characteristics will be added to the "taste" criteria of the assessment grid.

The submission tool made available in 2012 was very useful for the organisation of the European competition. This system will be maintained and improved for 2013, and the tool can also be used in the frame of national competitions, for instance to allow students to create a profile online and to upload their documents and application files. In any case, the website will become the principal mean to spread out the calls for national competitions. Belgian and Italian calls are already available.



TWITTER

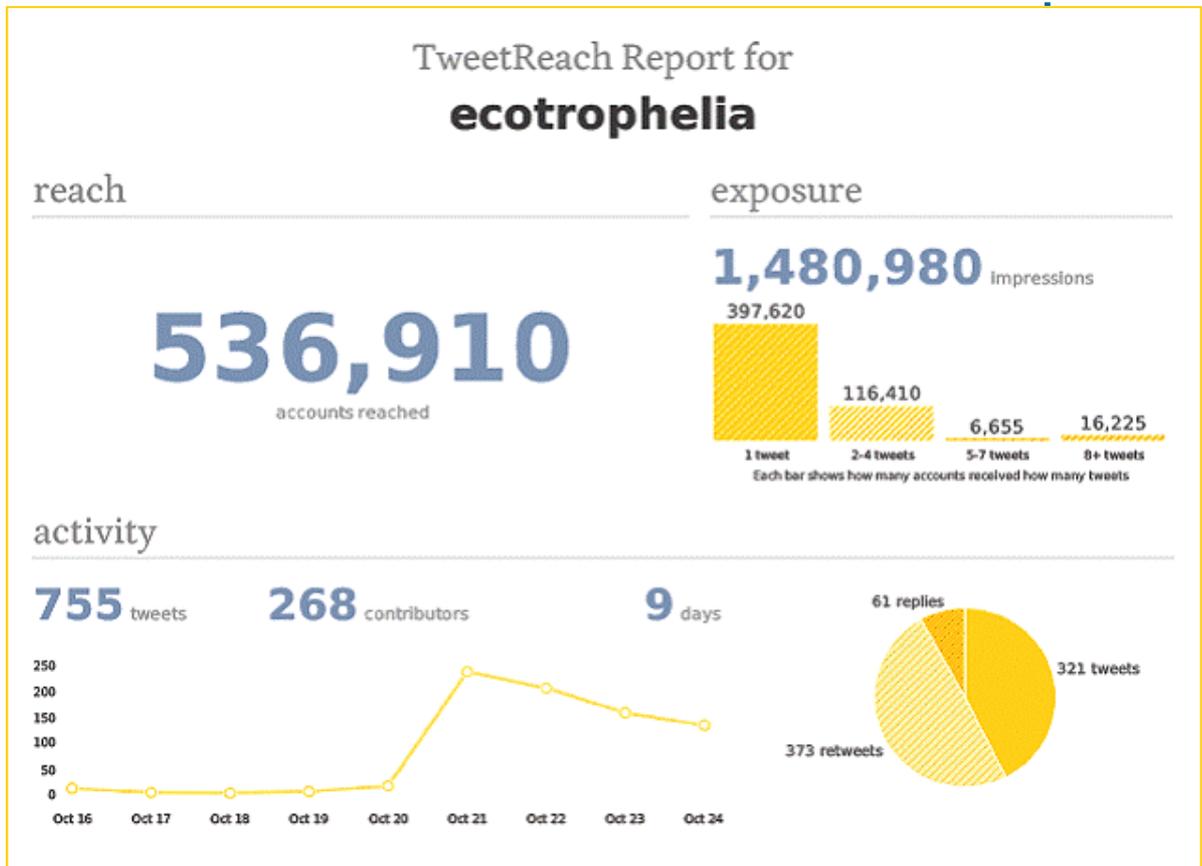
Due to the foresight and time available to work on communication and dissemination of the event, the results have been really good. The event and its accessories from the time of publication up to date, have had a **direct impact on CHIL.org of 6213 visits**, this value will be increased over time because the content is still accessible and generating interest. Especially relevant the number of visits from countries such as Spain, France, Italy, Indonesia, Holland, Belgium and others to complete a list of *50 different countries*. Having been the average length of stay of more than 6 minutes, which highlights the interest in the event and content available. During the live broadcast hundreds of visitors followed the LIVE BLOG with 1 and 2hrs sessions, which indicates that people actively followed the development of the competition. Also, note the *high level of interest shown by users of social networks*; tracking event live from twitter was impressive, it should be noted the significant number of users who were active during the period of the event and the hours after the announcement of the winners of Ecotrophelia Europe.

The anticipation and interest were key theme in this class of retransmissions and served to bring together users, organizations and businesses interested in positively affecting the subsequent impact. **The cumulative impact of the event came to an astounding amount of 1,480,980 impressions**, that is the direct and

Great participation of institutions, organizations, companies and individual users via twitter regarding the contest hashtag #Ecotrophelia, special mention to FIAB, SIALParis, Oniris, Ideagro, University, Wageningen Fundació Alicia, FoodNutriDelta and French Ministry of Agriculture. During the days that was in

Communication

Many articles on the competition have been published on websites and newspapers, up to Indonesia due to the nationality of members of the Dutch team. The press pack with all the articles related to the European competition is available at the following link: http://www.ecotrophelia.eu/?page_id=2342



indirect impact, which was estimated with the keyword ECOTROPHELIA in social networks. **The Live Blog was directly followed by 536,910 twitter accounts**, this is users; in short, people, organizations, companies that sometime during the length of the event were participants or received feedback from Ecotrophelia on Social Networks.

effect the hashtag #Ecotrophelia, who still remains due to the subsequent impact of the event, have been written about 1,000 tweets, but more. At the time of the statistical measurements marked 755 tweets, but we are sure that the number has grown since our last measurement.



TEAMS of EcoTrophelia Europe 2012

1



NETHERLDANS

CHEF LUPIN
Innovative eco-food product made from lupin beans grown in Europe.




GERMANY

CRUEMEL
Apple-based product developed with a very innovative technology.



2

3



FRANCE

BREAD&COOK
Innovative and ready for use liquid preparation for French toast and cakes.




SPAIN

XOVET
Integral rice pancakes from Delta of Ebro, with powder of anchovy bones from La Escala.



Innovation



AUSTRIA

VIENNESE AFFAIRE
Innovative mixtures of dry fruits and sugar-coated almonds.




ITALY

SOUP OPERA
Mono-portion of microwaveable filled pasta in vegetal broth.




BELGIUM

SPREADY
Vegetable spread based on a unique combination of vegetables and cheese.




ROMANIA

DANUBIAN SALAMI
Revolutionary meat product that aims to change consumers perceptions on this type of product.




CZECH REP

GLADIATOR
Processed cheese enriched with barley pearls.




RUSSIA

MEAT CHIPS
Appetizer of airdried horse meet chips.




DENMARK

BEET SNAPPERS
new, delightful snack stick made from sugar beet pulp, rye flour and a pinch of salt.




SLOVENIA

BE MINE
Hazelnut spread with honey and chocolate.




GREECE

CEREAL 4
Multicereal powdered base for milk beverage containing alternative sweetener (stevia).




SWITZERLAND

LACKERLI SPREAD
Spread made of scrap material of Lackerli biscuit and raspberry puree (8 %).




ICELAND

ISLANDUS
Modern popsicle based on traditional Icelandic cuisine.



ECOTROPHELIA EUROPE 2013
Cologne — GERMANY
6th-7th October
ANUGA

Seminars and events

Ecolink+ Partnering Event 2012

Berlin, 6th December 2012

ECOLINK+ is the horizontal support action of the European Eco-Innovation Platform (Eco-IP) established under the Europe INNOVA initiative. During the third ECOLINK+ Annual Partnering Forum in Berlin on 6th December 2012, **3 ECOTROPHELIA Europe Student teams presented their project to a panel of business angels.** The teams were



- The EcoTrophelia Europe GOLD awarded Dutch team with "Chef Lupin",
- the "Special Innovation Mention Award" awarded Spanish team with "XOveT"
- the Austrian team with "Viennese Affaire".

Some Partners of EcoTroFood also had a presentation and discussion session on ECO-innovation and FOOD, with Leo Breedveld (2B, Life Cycle Assessment), Christophe Cotillon (ACTIA, EcoTroFood), Thomas Vedsmand (Gemba Innovation), Jean-Pierre Riche (Okavango Energy Efficiency) and Liesbet Van den Abeele (VITO, Flemish Institute for Technological Research).

Ecolink+ brought together the ECOLINK+ Club of emerging eco-innovative companies with specialized corporations and investors from across Europe, as well as the cleantech clusters and business sector initiatives. The Forum aimed at showcasing some of the best-performing eco-innovative companies at EU level, stimulating the discussion about trends in selected eco-innovation business sectors and promoting successful business and support practices.

European Parliament

Brussels, 13th November 2012

On 13th November 2012, Mr. Dominique Ladeveze, the Project Coordinator, met the representatives of the European Parliament in order to show the results achieved by the project of EcoTrophelia, explaining its aims and the way the activity creates a link between university research and industrial companies.

He also showed the criteria of eco-innovation and sustainability required to the competing products and presents some success stories about 2011 and 2012 winner products that are now on the market.

IX Forum of Federalimentare's Young Entrepreneurs

Rome, 28th September 2012

During the IX Forum of Federalimentare's Young Entrepreneurs, **the awarded 4 Italian teams** had the chance to show their products and get in touch with companies potentially interested in their eco-innovative products. During the Forum, that took place in Rome at EATALY on 28th September 2012, each team had a slot of time for presenting the product and a corner for each group was set up. Several companies were very impressed and the young students had the possibility to establish a direct contact with them.

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