



## ECOTROPHÉLIA

NATIONAL COMPETITION FOR THE CREATION  
OF INNOVATIVE FOOD PRODUCTS

# NATIONAL REGULATION 2016

## ARTICLE 1 - AIM

ECOTROPHÉLIA Magyarország is a national competition rewarding student teams who have developed the best eco-innovative food products. The competition is open to teams of students registered at an establishment of scientific/technical higher education in Hungary.

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 3 and 6 students. The number of students in each team should not be fewer than 3 nor exceed 10.

The closing date for entries is Friday **17<sup>th</sup> June 2016**.

## ARTICLE 2 – SCHEDULE OF CONDITIONS

**2.1 The food product, subject to the contest, must fulfill all criteria of the following schedule of conditions.** The list of these criteria is not in order of importance.

The food product must:

- Be fit for human consumption and bound for the general public;
- Be marketable for retail distribution and/or the restaurant and/or catering trade ;
- Be innovative in one or more of its elements compared to existing food products on the market. Such innovation could relate to concept and/or technological aspects and/or formulation and/or packaging;
- **Take into account “Eco-innovation”** related to raw materials (Organic origin, or with low carbon footprint) and/or packaging (recyclable) and/or the manufacturing process (energy saving, use of recycled water) and/or distribution-logistics (new services or

short line) in order to facilitate the integration of an environmental dimension by companies throughout the production process of the food product;

- **Be distinguishable by its organoleptic**, nutritional or other qualities;
- Be able to be **reproduced industrially** in an production unit subject to a technical dossier (ingredients, manufacturing process, cost price, industrial investment);
- **Conform to regulations** in force (process, additives and ingredients, packaging, labeling advertising allegations, food safety);
- Be **commercially relevant** (balance between supply and demand, marketing plan, packaging, logistics);
- Show a **total coherence** in all given criteria above and team work.

**2.2** The food product must be presented via an **explanatory technical dossier** comprising the following information:

- a description of the food product: exact name, specific category (for example: starter, dessert, main dish, beverage), general description, composition, manufacturing process, conditioning, packaging mock-up (model), conservation;
- a description of the nature of the innovative qualities of the product (innovative characteristics of the product itself, its composition, formulation, recipe), of the processes and techniques used, of conditioning, the method of conservation and shelf life, packaging, method of use by the consumer and logistics of distribution ;
- a sales and marketing plan;
- a detailed business plan.

## ARTICLE 3 - PARTICIPATION IN THE CONTEST

**3.1** To enter the competition, each team must submit its **portfolio**, AT THE LATEST by Friday **17<sup>th</sup> June 2016**, addressed to:

By email: Viola Katalin – [k.viola@campdenkht.com](mailto:k.viola@campdenkht.com)

or

By post to: VIOLA KATALIN

Campden BRI Magyarország Nonprofit Kft.

H-1096 Budapest

Haller utca 2.

**The portfolio must include the following elements:**

- a. Summary of entry, specifying:
  - The name of the presented project  
exact name, specific category (for example, starter, dessert, main dish, beverage), and description of the project in one line of text;
  - contact details of each member of the team: name, first name, postal address, telephone numbers, e-mail address; - ANNEX 1.
- b. A description of the product;
- c. A letter of commitment signed by the Team Manager; - ANNEX 2.
- d. A typed explanatory technical dossier conforming to Article 2.2 (above);
- e. A short marketing blurb, written in professional commercial terms, to appear in the programme in the actual competition (200 words maximum), together with a photograph

of the product (packaging, etc). The photograph should be well lit and of professional quality.

The portfolio should not exceed **50 pages**, including illustrations.

Each team will appoint a "**Team Manager**" to act as the contact point between the organisers and his/her team and who will sign the letter of commitment (see Article 3.2c) on behalf of the team. His/her presence will be required during the competition.

Any portfolio not received **by 17<sup>th</sup> June 2016** or incomplete or which does not comply with the rules of the contest will not be considered.

Portfolios submitted by post will not be returned to the team or the institution at which students are enrolled.

The organisers cannot claim any right of intellectual or industrial property to the portfolios submitted or the information contained therein.

## **ARTICLE 4 – SELECTION AUTHORITIES**

4.1 A pre-selection jury will be appointed by the organisers to:

- verify that the entries meet the criteria of competition
- shortlist from amongst the entries those answering best the demands of the competition, according to the criteria in Article 2.1 and 2.2 and which teams will therefore be invited to take part in the final selection.

4.2 At **all times**, the members of the pre-selection jury will respect the confidential nature of the content of entries submitted.

4.3 The results will be advised to the Team Managers.

4.4 The Team Managers of the short listed teams will be advised of arrangements for the final selection and of the national prize-giving ceremony, including the place, date and times.

4.5 For the shortlisted teams, lunch will be arranged on 28th June 2016.

The organisers will cover the cost of this for up to a maximum of 10 students. Teams are expected to find their own means of funding for extra members and for travel costs.

4.6 The organisers will not reimburse students' travel expenses or other expenses incurred during the development of the product or during the preparation of portfolios.

## **ARTICLE 5 – ORGANIZATION OF THE PRIZE GIVING**

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 judges will meet during the competition on 28th June 2016.

The judges will select from amongst those shortlisted, the 1 entry which best meet the competition criteria and will award the Gold classification.

The 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.

Each team will be given a table to display their product and to "pitch" to other teams and competition audience.

At all times, the members of the national judging panel will respect the confidential nature of the content of entries submitted.

Each team will each make a 15 minute oral presentation in front of the national judging panel, in order to make the "business case" for their product (e.g. product, innovation, technologies, manufacturing process, HACCP plan, packaging, tasting). This will be followed by 10-15 minutes of questions by the judges.

For each entry, each judge will award marks according to the criteria in Article 2.1 and 2.2. The winning entries will be those who have received the highest marks totaled across all the judges. The prize will be awarded in reverse order of the marks obtained. If 2 or more entries receive the same aggregate marks, the Chairman of the judges will have the casting vote.  
Evaluation grid – ANNEX 3.

## **ARTICLE 6 - DETERMINATION OF WINNERS**

6.1 The national prize giving ceremony shall be held at the Campden BRI Hungary Open Day 2016 at the end of the competition on 28th June 2016, when the winner will be announced.

6.2 There will be 1 prize:

- The winner team can participate at the ECOTROPHELIA EUROPE 2016. (<https://www.ecotrophelia.eu/european/2016>), 16-17 October 2016., SIAL – Paris – France.
- The registration fee for Ecotrophelia Europe 2016 is 2000€
- for which Campden BRI Magyarország Nonprofit Kft. contributes with 800€ with the support of Campden BRI UK.
- The remaining 1200€ should be paid by University of the winning student team. This amount can be reimbursed after the international competition by the Organizing Committee of Ecotrophelia Europe (see: ARTICLE 8 - EXPENSES PAYMENTS, 2016-EcotropheliaEurope-Regulations\_English).
- In that case the organisers of Ecotrophelia Magyarország 2016 can find other sponsors this amount (1200€) would be decreased.

## **ARTICLE 7 – DISTINCTIONS**

- 7.1 The brand and logo ECOTROPHELIA remain the property of ECOTROPHELIA EUROPE. They may only be used by winning team within the limitations specified in Article 7.
- 7.2 Each team may take advantage of the competition for the purpose of promoting their product commercially.
- 7.3 All members of shortlisted teams may refer to their personal participation in the competition on their CV etc.

## **ARTICLE 8 – PROMOTION**

- 8.1 All commercial advertising or other communication referring to the present contest must specify the exact heading and the date of the contest, the allotted title and the nature of the prize-winning food product.

## **ARTICLE 9 – OTHER PROVISIONS**

- 9.1 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.
- 9.2 The participation in the contest automatically implies full, whole acceptance without reservation, by the students of the provisions of these stated regulations.