

# ECOTROPHELIA: THE COMPETITION



A European food innovation competition highlighting the creation and talents of the students and transforming the future food sector.



Workshop on Innovative Food Product Development

Lina Fragkou, Chemist, MSc Food Chemistry

Konstantina Avdala, Chemist, MSc Food Chemistry



# What is Ecotrophelia?

- A European competition promoting eco-innovation in the food sector
- Targets students in food science, engineering, business, and design
- Focus on sustainable, marketable, and innovative food products
- Organized at national and European levels











# Objectives of Ecotrophelia

- Encourage eco-innovation and entrepreneurship in the food industry
- Bridge students with companies and market experts
- Inspire real product development under sustainability criteria











## Who Can Participate?

#### ΤΜΗΜΑ ΧΗΜΕΙΑΣ ΕΡΓΑΣΤΗΡΙΟ ΧΗΜΕΙΑΣ ΤΡΟΦΙΜΩΝ

- University students (BSc, MSc)
- Multidisciplinary teams (science, marketing, business, design)
- Teams often formed under university or department support







### Eligibility

- Open to university students (BSc, MSc)
- Teams should be multidisciplinary (e.g., food science, marketing, business, engineering)
- All team members must be enrolled in higher education during the competition year

#### Product Requirements

- Must be an eco-innovative food or beverage
- Should be marketable, safe, and aligned with EU food regulations
- Innovation can involve ingredients, process, packaging, or sustainability aspects

#### **Submission**

- Teams must submit a technical dossier including:
  - Product description
  - Innovation and sustainability aspects
  - Market analysis and business plan
  - Technical feasibility and production process

#### **▶** Presentation

- Teams pitch to a jury panel of experts
- Include a live tasting of the product
- National winners progress to the European final

#### **○**Restrictions

- No plagiarism; original work only
- No existing commercial products
- Respect food safety and intellectual property rules





### Steps to Participate

Winners at the national finals represent our country at the European Competition

Step Form a team

Step 2 Brainstorm and select an eco-innovative food idea

Step Develop a product

Step Submit a detailed dossier

Step Present at the national finals











### **Ecotrophelia Europe**

**ECOTROPHELIA Europe** is a major European competition promoting eco-innovation in the food sector. University student teams are challenged to develop sustainable, market-ready food products, combining scientific knowledge, creativity, and entrepreneurship.

Over the 14 years of participation in the European finals, Greece has earned 6 distinctions, including:

- 3 Gold Medals
- 2 Silver Medals
- **3** 1 Bronze Medal







### **Ecotrophelia Europe**

In recent years, the Department of Chemistry of the National and Kapodistrian University of Athens (NKUA), and specifically the Laboratory of Food Chemistry, has established a strong and consistent presence at the ECOTROPHELIA Europe finals, representing Greece with original, sustainability-focused food ideas that combine science with everyday practicality.

- In 2023, the department represented Greece with Peelaste, an eco-friendly snack developed from potato peel waste.
  - ➤ Although it did not receive a medal, the project exemplified circular economy principles and innovation in upcycled food products.
- In **2024**, the department won **1st place in Europe** with **LegumiNutty**, a fermented chickpea and nut-based spread enriched with protein, fiber, and probiotics.
  - ➤ The product stood out among 15 national winners from across Europe, showcasing excellence in sustainable product development.







# **Ecotrophelia Europe**















### **Task**

Dear students,

Below you will find the official database of ECOTROPHELIA Europe, where you can access detailed information on all the products that have been awarded or have participated in the competition in previous years:

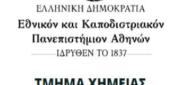
### Ecotrophelia Europe Database

### **Assignment:**

Choose 3 of your favorite products from previous years.

Write about what you believe is the product's innovation and what makes it stand out compared to the others.





ΤΜΗΜΑ ΧΗΜΕΙΑΣ ΕΡΓΑΣΤΗΡΙΟ ΧΗΜΕΙΑΣ ΤΡΟΦΙΜΩΝ