

# ECOTROPHELIA: THE COMPETITION

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ECOTROPHELIA

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



ECOTROPHELIA  
EUROPE

Workshop on Innovative Food Product Development

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ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ

Εθνικόν και Καποδιστριακόν  
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— ΙΔΡΥΘΕΝ ΤΟ 1837 —

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ΤΡΟΦΙΜΩΝ

# 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



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# 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



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# Who Can Participate?

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



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# Rules of Ecotrophelia

## ✓ 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







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# Steps to Participate

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

Step  
1

Form a  
team

Step  
2

Brainstorm  
and select an  
eco-  
innovative  
food idea

Step  
3

Develop a  
product

Step  
4

Submit a  
detailed  
dossier

Step  
5

Present  
at the  
national  
finals



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# 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**



**1 Bronze Medal**



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# 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.



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# 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.



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