

Ecotrophelia

From:

FEVIA; Federatie van de Voedingsindustrie (Belgian Food Industry Federation)

Faculty/Department/Programme/External partners:

Professional Bachelor Business Management/Network Economy

Abstract:

Ecotrophelia is an innovation competition for food, challenging higher education students to think creatively about new and sustainable food products with commercial potential.

Contact:

Kathou Wagemans: kw@fevia.be
Maryse Kolebacki

Website:

<http://www.feviatrophies.be/ecotrophelia/what-is-ecotrophelia>

Description:

YOUNG PEOPLE INVENT THE FOOD OF THE FUTURE via FEVIA Trophy and Ecotrophelia innovation competitions

What are 'FEVIA Trophy' and 'Ecotrophelia'?

FEVIA Trophy and Ecotrophelia are innovation competitions for food. They are aimed at the Flemish education sector and are organised by FEVIA, the Belgian Food Industry Federation and its regional branch FEVIA Flanders. These competitions challenge pupils of Flemish secondary education and higher education to think creatively on new and **sustainable** food products that will conquer markets in the future.

How are these competitions organised?

Young people develop an innovative food product, while taking account of current food trends, consumer expectations and technical and legal aspects. In addition, they back up their project with a business and marketing plan. A jury of scientific and industrial experts judges the projects **on the basis of sustainability**, market potential and consumer attractiveness.

Why participate?

For students this is a unique opportunity to help think about food products you may find in shops tomorrow. It is an occasion for education and industry to meet and share professional expertise, market intelligence and creativity in view of future trends. It is apparent from the 2015 registration figures that the concept is successful. This year, 25 student teams from 12 universities and university colleges registered for participation in the Ecotrophelia competition. 8 teams from 3 schools also registered for participation in the FEVIA Trophy Flanders.

The students receive money prizes and training vouchers of IPV, i.e. the training centre of the food industry, at a large-scale presentation ceremony. In addition, the winner of the Ecotrophelia competition for higher education automatically takes part in the European finale, which this year takes place (2015) during the world exhibition EXPO 2015 MILANO. For this purpose, he or she receives additional coaching in marketing, business and technical aspects offered by Flanders' FOOD and FEVIA. This event as well as the students thus attract considerable interest from the Belgian food industry!

Participants in FEVIA Trophy Flanders:

Koninklijk Atheneum Avelgem, Ter Groene Poorte – Slagerijschool, KTA Wollemarkt

Participants in ECOTROPHELIA 2015 competition:

KULeuven - Thomas More - Technologie Campus Geel, Thomas More Kempen - Campus Geel, HELHA - ISC Fleurus - Haute Ecole Louvain en Hainaut, HECH-ISIA - Haute Ecole Charlemagne, Hogeschool PXL, ULB - Université Libre de Bruxelles, ULG - Gembloux Agro-Bio Tech en Universiteit Gent, ULG - Gembloux Agro-Bio Tech, Erasmus Hogeschool, HEPH - Haute Ecole Provinciale du Hainaut – Condorcet (Ath), VIVES - BIOTECHNIEK - Campus Roeselare, VIVES - HIVB - Verpleegkunde en Biotechnologie.