

Food-related European Education in the Digital era  
to Motivate Innovative New-product Development  
**Project N°: 2019-1-FR01-KA203-063034**

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# NEWSLETTER

## #4 – JULY 2022

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## News of the FEEDtheMIND project

### The project

FEEDtheMIND is a 3 years ERASMUS+ project started in September 2019, including 7 partners from 5 different countries (Austria, France, Greece, Slovenia and Spain). The objectives of this project are:

- to adapt, test and implement a digital pedagogical platform focusing on the development of an innovative food product;
- to facilitate the exchange of pedagogical methods between the different European HEIs partner organizations;
- to contribute to the rethink of the curriculum design by enabling HEIs to provide online courses.

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Ultimately, this project aims to foster entrepreneurship among students attending food-related degrees.

Up to now, a module platform has been developed. 4 courses are available for the 7 participating organizations and their students: creativity, business model, eco-design and project valorization. The goal of this platform is to offer students the possibility to develop their knowledge themselves according to what they are interested in. Moreover, this platform has been developed to accompany students' teams participating in the ECOTROPHELIA competition.

*Have you already heard about ECOTROPHELIA?*

*To be short, ECOTROPHELIA is an innovative food product competition dedicated to students in Higher Educational Institutions. The aim of the competition is to prepare the student to the labour market by presenting an innovative food product, as if they would create their start-up (then it should include marketing, business plan, industrial material needed, ...) to a judging panel made of food industry professionals. The winners of each country are selected to participate in the European competition.*

*You can watch the replay of ECOTROPHELIA Europe 2021 on YouTube:*

*<https://www.youtube.com/watch?v=IUVmFOiRAOE>.*

Led by the Polytechnic University of Valencia, a transnational team, built in October 2021 and made of 11 students from the partners' universities, developed an eco-innovative food product up to the presentation of their project to the ECOTROPHELIA Greece's judging panel, on July 5<sup>th</sup>, 2022. This transnational team had access to the courses on the FEEDtheMIND and are developing their idea remotely from their county (Austria, France, Greece, Slovenia, Spain). Meetings were regularly organised with mentors according to the team's needs. They organised themselves and attributed different task to each team member, for example, one student from BOKU university realised shelf life experiment.

## Transnational Team



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In February, they had the opportunity to meet in Valencia (Spain) to work on the project and meet each other for two weeks! This trip was the opportunity for them to know each other and become a really involved and enthusiastic team, full of motivation! It was also the time for them to work together, at the same time on the project and particularly on the product development.

*You can find a testimony video of some students and mentors of the project on our website:*

<https://feedthemind.ecotrophelia.org/?redirect=0>

## FEEDtheMIND dissemination events

### [At the International Agricultural Fair in Paris](#)

After being postponed several times since the beginning of the project because of the COVID-19 crisis, the 2<sup>nd</sup> FEEDtheMIND conference was held on AgroParisTech stand, partner of the project, at the International Agricultural Fair in Paris, led by Françoise Gorga from ANIA (French national federation of food industries).



This event was the opportunity to present, by Gilles Trystram partner of the project, the FEEDtheMIND project with its link with the ECOTROPHELIA competition, the work performed these last 2 years, in particular the learning platform developed during the project as the results of the surveys developed the first year. This surveys were dedicated to teachers, students and professionals of the food sector. This was followed by the presentation of the FEEDtheMIND project through the presentation of the transnational team that will participate in the ECOTROPHELIA Greece competition on 5 and 6 July 2022. The transnational team tested the learning platform for the development of their innovative product.

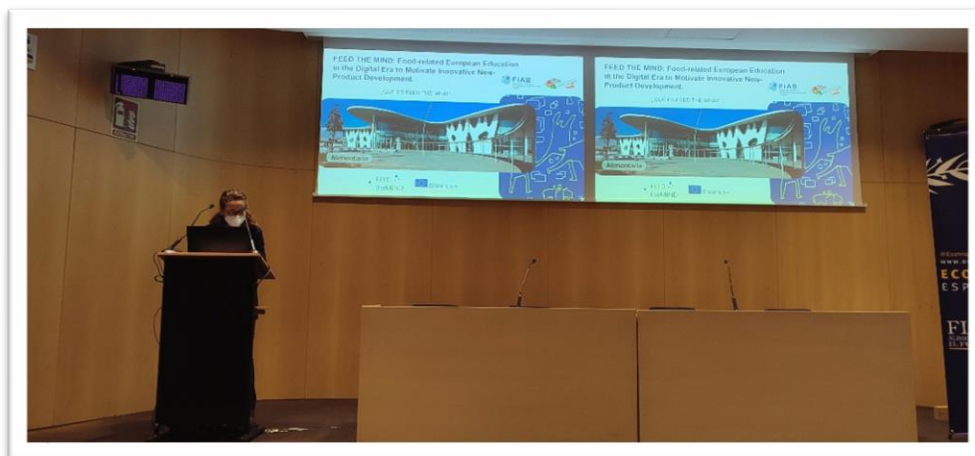
Finally, as the FEEDtheMIND project is closely linked to the ECOTROPHELIA competition, we could not conclude this conference without presenting this competition a little more. Thus, Philippe Goetzmann, consumer and retail consultant at Philippe Goetzmann &, who has been participating as jury member for several years in the ECOTROPHELIA France competition, spoke about the stakes and interest of the competition and of this type of initiative for the skills improvement of future graduates.



Finally, the conference ended with the participation of two former winning teams in the ECOTROPHELIA competition: Butternot - Gold ECOTROPHELIA France 2021 and Silver ECOTROPHELIA Europe 2021 winner, and POFiné - Silver ECOTROPHELIA France 2020 winner. They explained their experience in participating in such initiative, what it has offered to them and what they are doing now.

## At the ALIMENTARIA in Barcelona

Tuesday, April 5<sup>th</sup>, in the frame of ALIBER 2022, organized by FIAB Spain, took place FEEDtheMIND Multiplier Event. It was a valuable and enriching experience to discuss “Innovation, Entrepreneurship and Training in de Food Sector.”



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Our partners at UPV, Puri García and Xavier Martínez, presented the FEEDtheMIND project to the attendees. We were also pleased to have an exciting roundtable meeting with two Food and Beverages Spanish Companies, CARINSA and Mahou San Miguel, currently jury in ECOTROPHELIA Spain. Vanesa Martínez and Santiago Vitón explained their point of view on the “Expectations of knowledge and skills in food companies related to future food developers”. Then there was a round table discussion involving the “Innovative prize” winners in ECOTROPHELIA Spain. This team offered us their vision on training needed to be a good food professional in their next future. Upon hearing Companies and students, IDEFI France as case study was presented by Paul Menut.



To finish our multiplier event we had a really nice POSTPANDEMIC networking lunch when we enjoy with our colleagues after two hard years.

## Last Events

Our last event was held on July 5<sup>th</sup> 2022, at ECOTROPHELIA Greece! It was a very good opportunity to conclude about the work performed during the project!

A livestreaming in English was available for non-Greek people.



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ECOTROPHELIA Greece was a good opportunity for the team to promote their product and for us to organise our last multiplier event where scope and results were presented. This presentation was followed by M. Tsilidis -HR manager at NIKAS SA- who presented the modern needs of businesses and the skills of the young generation and conclude by a roundtable discussion called “ECOTROPHELIA: a tool for the development of skills” with P. Scandamis (Professor, AUA), Z. Zachariadou (Human Resources Business Partner, YIOTIS SA), El. Makras (R&D Manager E.I. PAPAPOULOS SA), and A. Christodoulou (ECOTROPHELIA Greece 2020 winner) as speakers.



**If you are interested in the project complete the form!**

Link to the form: <https://forms.gle/h7Wn6gfkqk6gqcnR8>



SEVT (Federation of Hellenic Food Industries) organised the 12<sup>th</sup> National competition for eco-innovative food products, ECOTROPHÉLIA GREECE 2022. It aims both to support Greek students engaged in food science and to become a hotbed of innovative ideas for the Food Industry.

Stay tuned for more details soon ([www.sevt.gr](http://www.sevt.gr)).

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# FEED theMIND