



ECOTROPHELIA NEXT FOOD GENERATION

Prospective Space for Innovative Projects for the Food Sector

RULES

Preface

The food sector is in constant evolution, driven by consumer needs and consumption trends. This evolution is inspiring entrepreneurs to innovate and present solutions fit for the food consumption of tomorrow.

In 2018, acting as a food innovation laboratory, ECOTROPHELIA, together with SIAL Paris, developed the first prospective space aiming to showcase the future trends of the food sector, set up to present the most innovative European projects and start-ups in the field of food innovation. In the first edition, 40 projects and start-ups had the opportunity to exhibit at SIAL Paris and pitch their projects for a worldwide audience of agri-food representatives. In 2019, as part of Anuga, the EEIG ECOTROPHELIA EUROPE set a prospective space that counted with 20 innovative projects and early-stage start-ups working on food concepts for the food sector, from “farm to fork”.

For the third edition, the EEIG ECOTROPHELIA EUROPE, together with SIAL Paris, goes even further as NEXT FOOD GENERATION aims to bring visibility to the emerging projects that provide innovative solutions for the food sector and inspire tomorrow’s food consumption.

For its 2020 edition, SIAL Paris gathers together professionals around the theme “Own the Change”, empowering them to become the drivers of change at a time when the sector is reinventing itself to rise to the environmental, ethical, digital and societal challenges. In this context, Future Lab will host NEXT FOOD GENERATION to welcome the new projects of future entrepreneurs that are rethinking the agri-food sector and coming up with new distribution formats, solutions for the logistic chain, innovative food processing systems, and new products that meet the consumers demands.

This dedicated area will therefore support new entrepreneurs to express their creativity, helping them to go further and faster, acting as an accelerator. NEXT FOOD GENERATION is a unique opportunity for fruitful exchanges between entrepreneurs, investors, potential clients and the media, representing the place to be to enter the market.

Article 1 – Organisation

The EEIG ECOTROPHELIA EUROPE organises a prospective space for innovative projects in the field of food innovation.

Hereinafter the EEIG ECOTROPHELIA EUROPE shall be called “the Organiser”.

Article 2 – Participants

Participation in ECOTROPHELIA NEXT FOOD GENERATION is restricted to innovation projects in phase of concept, development and/or ready to launch on the market (hereinafter called “**the Participant(s)**”), having their main activity in the food sector, within the food chain “from farm to fork”, and for human consumption.

The Participant(s) shall comply with the following criteria:

- Present either a food and beverage product, an ingredient, a service, an equipment, a process, or a packaging;
- Innovations intended for agricultural production shall not be considered, unless they have a clear connection with nutrition and/or the consumer;
- Be innovative in the market and/or bringing new benefits to consumers;
- Have a maximum of 2 years since the generation of the idea;
- Be upstream of the marketing and/or distribution phase;
- Be able to present a prototype/beta version of their product/service in the space, or to provide a variety of documentation to explain the project if the prototype is too heavy/cumbersome.

Product’s tasting will be allowed in the NEXT FOOD GENERATION space, however the project founder(s)/representative(s) need to assure the QSHE conditions for human consumption.

Article 3 – Terms & Conditions of participation

Participants shall apply by registering on the following website <https://nextfoodgeneration.ecotrophelia.org> and selecting one of the available online forms.

There are different forms depending on the type of innovation presented by the Participant(s); the Participant(s) shall therefore choose the form that best applies according to the following criteria:

- Food and Beverage products or Ingredients – Food and beverage products or ingredients intended for the food industry, distribution, foodservice and/or the consumer;
- Services (digital or physical) – Digital services include all online marketing, Software-as-a-Service (SaaS), mobile applications, and all services involving the food chain and working through a network (particularly the internet). Physical services include all services providing a solution for the food chain, for example: catering services, consultancy for the food sector, including foodservice and distribution, testing, initiatives designed for the food sector, etc.;
- Equipment, process or logistics (Internet of Things and robotics included) – includes all physical equipment designed for any stakeholder in the food sector: farmers, food industry, distribution, and foodservice. Household equipment and processes of a technological or mechanical nature used to produce, store or distribute food products are also included in this category. Also included, therefore, is the industrial software associated with these equipment items and manufacturing processes. This category also includes connected objects, robots, and robotic software. Kitchen equipment, utensils, and other products designed for the final consumer, foodservice or distribution can also be included in this category;

- Packaging – all types of packaging designed to protect, isolate and display a product intended for the food industry, distribution, foodservice or the consumer. Includes also intelligent packaging.

Article 4 – Submission of applications

Each Participant will need to create an account in order to submit their application; the submission period is from **April 2nd to June 22nd 2020**; the account creation and submission of application shall be done by accessing the following website: <https://nextfoodgeneration.ecotrophelia.org/>
Participation is free of charge.

4.1 Participants shall submit their applications using the online forms, which include the following information:

- A description of the Participant, including data regarding the founders/creators, project start date;
- A general description of the project (up to 2000 characters, including spaces and punctuation);
- A brief description of the business plan of the project (up to 2000 characters, including spaces and punctuation), including the planning of activities;
- A brief description of the project for communication purposes (up to 250 characters, including spaces and punctuation)
- A description of the innovation benefits to consumers and/or the food sector (up to 500 characters, including spaces and punctuation);
- A logo and photos or screenshots (in high-definition) of the product/ service/ equipment/ packaging;
- Flyer, leaflets or other communication supports presenting the innovation, if applicable;
- Any additional documentation useful for the evaluation of the submission.

4.2 All the aforementioned information must be written in English.

4.3 Each Participant shall receive a confirmation e-mail once the application has been submitted.

4.4 The Participant hereby declares and guarantees that owns all the intellectual property rights related to the products and/or services described in the application, or that the Participant has been authorized by the owner of the rights to present the products, brands or services.

The Participant hereby guarantees that the innovation complies with all current applicable safety standards and accepts full liability for any defects in the aforementioned products and services; as such the Organiser cannot be held liable in this respect.

4.5 The Participant must sign a commitment letter in which the Participant exempts the Organiser from all responsibilities regarding the elements transmitted to the Organiser and the elements presented in the space, communication on the project, and the intellectual property of the innovation. Likewise, the Participant takes full responsibility for the product tasting in the space.

For the application to be completed, the Participant must sign the Commitment letter available on Annex 1.

4.6 The Participant, free of charge, expressly authorizes the Organiser to:

- use any document provided in their application or, at the request of the Organiser, to forward the documents to any press contact;
- take, should they wish to do so, photos and/or videos featuring the Participant(s) and/or members of their team, as well as any products or services presented;
- use any such images freely on all media and in particular for the purposes of advertising (including on the internet) in France and worldwide for a period of five (5) years beginning from the date the application is submitted;
- cite and reproduce, free of charge, the Participant's trademark and company name as a commercial reference for the purposes of communication on any media (including the internet) in France and worldwide for a period of five (5) years beginning from the date the application is submitted.

Article 5 – Selection Committee and Selection process

In order to select the most innovative projects to be present in the NEXT FOOD GENERATION space, a Selection Committee shall be appointed.

5.1 The Organiser

Due to a limited number of places, only certain candidates shall be selected to participate in the event based on the information provided in the online form.

In addition, the Organiser reserves the right to ask the candidates to provide additional information on their activities, projects, etc., in order to complete the evaluation of the candidates' application to participate in the event.

Candidates undertake to communicate to the Organiser accurate and truthful information only, and in particular to avoid any omission or inaccuracy likely to induce an incorrect evaluation. In case of proven irregularity, the Organiser reserves the right to reconsider the decision of an already-pronounced admission.

Only applications submitted online before the deadline set by the Organiser may be examined by the Organiser and the Selection Committee.

It is expressly stated that the rejection of an application is a discretionary decision of the Organiser and cannot give rise to damages.

The Organiser will assess the applications' compliance with the current rules before they are submitted to the Selection Committee.

5.2 The Selection Committee

The Selection Committee is made up of food innovation experts from universities, R&D centres, incubators, agri-food clusters and national food federations; this Committee aims to:

- assess the projects' innovative aspects, and the relevance and benefits for consumers and/or the food industry;
- select up to 36 projects to be present at the NEXT FOOD GENERATION space.

The Selection Committee's decisions are final and not subject to appeal.

5.3 Each member of the selection process is committed to the principle of impartiality. All members are bound to total confidentiality commitment.

5.4 Any confidential information submitted by the Participant(s) and identified in writing as such by said Participant(s) as “Confidential” may not be disclosed or published without their express permission.

5.5 Following the selection process, the Organiser shall dispatch the Participants by day, taking into account in particular the sector of activity and compliance with the designated trends and themes for the prospective space. All Participants shall guarantee their availability from the first to the last day of the exhibition.

Article 6 – Key dates

6.1 Participants shall submit their participation applications via the online platform from **April 2nd to June 22nd 2020, by 12:00 (midday) (CET time zone)**.

All projects submitted after the closing dates will be rejected. Likewise, applications that are non-compliant with these regulations or incomplete shall be disregarded by the Organiser.

6.2 The Organiser shall assess the projects and select the Participants eligible to the Selection Committee.

6.3 Until **July 6th 2020**, the Selection Committee will select up to 36 projects to participate in the NEXT FOOD GENERATION space.

6.4 The disclosure of the selected projects to be present at SIAL Paris 2020 – the food innovation exhibition, shall be published on **July 10th 2020** on the NEXT FOOD GENERATION website, in the INFO section.

6.5 The selected projects’ representatives shall be invited to present their innovations at the NEXT FOOD GENERATION space during SIAL Paris 2020, **between the 18th and 22th October 2020**. The precise timetable shall be defined by the Organiser and each selected Participant shall be informed by September 1st 2020 at the latest.

Article 7 – Benefits for the Participants

The selected projects’ representatives will have the opportunity to showcase their project at the SIAL Paris 2020, with the benefits as indicated below.

- **Showcase stand:** 1 full day of free exhibition in the NEXT FOOD GENERATION space, ideally located at the entry of Hall 6, in the access area to SIAL Innovation, SIAL Club and the Press Club. Basic equipment is included (Wi-Fi, electricity, furniture, and lunch box).
- **Visibility:** NEXT FOOD GENERATION is a unique opportunity to showcase innovations to the 310,000 SIAL Paris visitors and the 7,200 exhibitors. A life-size testbed for the innovation with a public composed exclusively by professionals.

- Invitations Package: 10 invitations shall be given to each Participant to bring their prospective clients/investors; additionally, 3 exhibitor badges allowing access to the SIAL Paris exhibition shall also be provided.
- Pitch: participation in NEXT FOOD GENERATION includes a 5 minutes pitch in a dedicated stage accessible to all visitors and exhibitors.
- Communication Package: the projects will benefit from SIAL's communication tools such as the catalogue, the visitor guide, newsletters, press releases, etc. This also includes communication in the NEXT FOOD GENERATION space and website.

The selected projects shall accept the SIAL PARIS General Terms and Conditions, as well as the Standard Regulations for Commercial Events, available on SIAL Paris website.

Article 8 – PR & Marketing

Any communication, advertising, press article or any other reference to their participation by Participants must include the event's title and exact date, and the name given to and nature of the product, service, equipment or packaging selected to be showcased in the space.

Article 9 – Acknowledgement of the Rules

Submission of an application implies complete and unreserved acceptance of the current rules and of the decisions made by the Organiser and the members of the Selection Committee.

The current rules are subject to French Law. Any dispute relating to the interpretation and execution of the regulations is subject to the jurisdiction of the Tribunal de Paris.

Article 10 – Personal information

The personal data from all Participants in NEXT FOOD GENERATION shall be collected and handled in accordance with regulations governing the protection and collection of personal data.

The data collected by the Organiser shall be transmitted to SIAL Paris except those noted as "Confidential". The collected data may be communicated to any service providers and subcontractors that the Organiser may use for the purposes of organising and/or managing the event.

Since the data collected on all Participants for the event are needed to examine their participation application and manage their participation in the event, the Participants' choice to exercise their right of withdrawal before the end of the initiative shall result in the complete cancellation of their participation.

All Participants have the right to access and correct their data and, if applicable, delete them, oppose their processing, erase them or limit their processing, and have the right to data portability. They may access these rights at any time by electronic or postal correspondence, sent to the following address: contact-nfg@ecotrophelia.org.

The Organiser may keep the Participants' details in order to keep them informed about other activities or events.

Article 11 – Amendments and Cancellation

The Organizing Committee reserves the right to amend, postpone or cancel the initiative or to change the dates and conditions, if circumstances beyond their control require them to do so, without incurring liability.

ECOTROPHELIA NEXT FOOD GENERATION Organiser

EEIG ECOTROPHELIA EUROPE



Contact:

Françoise Gorga - Delegated Administrator EEIG ECOTROPHELIA EUROPE

Ana Amado - Project Manager

contact-nfg@ecotrophelia.org

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Phone: +33 (0) 662 584 674

<https://nextfoodgeneration.ecotrophelia.org/>

ANNEX 1 – COMMITMENT LETTER

Please Print the following on your Organisation headed paper/letterhead (if applicable), personalise the address and contact details below:

Project Name
Contact person Name
Contact person Email
Contact person Telephone
Address
Post Code
Town
Country

EEIG ECOTROPHELIA EUROPE
NEXT FOOD GENERATION Organiser
Site Chabran – 1 Avenue Saint-Jean
84000 AVIGNON
FRANCE

Place, date

I the undersigned:

- confirm being founder of the innovation project stated above;
- have read and accepted the NEXT FOOD GENERATION 2020 Rules;
- commit not to introduce any reminiscence which may violate or infringe the rights of third parties in the creation and presentation of the application submitted to the NEXT FOOD GENERATION initiative;
- exempt EEIG ECOTROPHELIA EUROPE from all responsibilities regarding the elements transmitted to the Organiser and the elements presented in the space, communication on the project, and the intellectual property of the innovation;
- exempt also the Organiser for all responsibility concerning the product tasting in the space;
- authorize the EEIG ECOTROPHELIA EUROPE to publish my/our name(s) and photographs of myself/ourselves, including all shots in which my/our images appear, particularly those taken during SIAL Paris 2020;
- assign our copyright for the elements stated in article 4.1 of the rules, particularly the brief description of the project, logo and photo(s), for the reproduction of these elements in the communication materials diffused as part of the NEXT FOOD GENERATION.

Full name and signature: