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**EUFOOD-STA: EUROPEAN FOOD STUDIES & TRAINING ALLIANCE**

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Deliverable **D.5.3**

**Garage concept**

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**Contributors:** all HEI and industry partners

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Dissemination Level		
PU	Public	<b>X</b>
PP	Restricted to other programme participants (including Commission services and projects reviewers)	
CO	Confidential, only for members of the consortium (including EACEA and Commission services and projects reviewers)	

**Summary:**

This document describes the results obtained in the WP.5.3. This task aims to share experiences between universities about how to help students in their entrepreneurial ideas and to develop tools that could be useful for young student entrepreneurs. Three actions were developed.

The first one was to make a state-of-the-art about means and actions dedicated to entrepreneurial ideas in universities.

The second one was to use the EuFood-STA as a web platform to favour contacts between entrepreneur students.

The third action was to co-organize two conferences with the FoodLab project. The first one, about “Food Innovation stakes & business competitiveness at a European level” took place in Paris on 18<sup>th</sup> October 2016. The second one, about “Sharing experiences about entrepreneurship”, was virtual and took place on 9<sup>th</sup> November 2017.



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# 1 Introduction

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Several university partners in the EuFood-STA project (BOKU, AgroParisTech, etc...) have experiences with schemes to support students who want to develop an entrepreneurial idea from their research. The objectives of this task were to share experiences between universities and to develop tools that could be useful for young student entrepreneurs.

This task 5.3 implies to:

- draw up an assessment of what are the actions and means that are presently available in HE universities,
- propose several activities to improve the support of student in their entrepreneurial ideas in European universities.

The objectives of this task were thus developed through three actions:

- State of the art:

The means and actions dedicated to entrepreneurial skills and ideas in universities were assessed. An on-line survey was elaborated and disseminated to list and understand the existing schemes available in European universities to support students who want to develop an entrepreneurship idea from their research.

- Web platform:

The EuFoodSTA website was used as web platform for different purposes. The first one is to tell success stories about start-ups. The second is to help entrepreneur students to meet complementary partners for their own projects or with the objective to participate to national competitions.

- Organization of conferences

- Co-organization of an international conference jointly with Idefi-ecotrophelia and FoodLab projects. A 1-day conference was organized in Paris, including one half day about entrepreneurship.
- Organization of a virtual conference focused on sharing experiences of young entrepreneurs.

This deliverable is aimed to report the methods and results of these three actions.



## 2 *State-of-the-art about available tools and actions in universities*

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### 2.1 Methodology

An on-line survey was implemented <https://www.food-sta.eu/questionnaire-state-of-the-art-garage-concept-application> in order to list and understand the existing schemes available in European universities to support students who want to develop an entrepreneurship idea from their research.

The questions are focused on the involvement of universities in entrepreneurship, the available tools for students, the involvement of students in internal or external competitions. The detailed questions are listed in Annex I.

Dissemination of the survey was performed to the different universities in France, Germany, Austria, Portugal and Italy through EuFoodSTA partners and to universities of other countries through the ISEKI-Food network.

### 2.2 Results

Twenty-seven people have answered the survey from European countries (4 from France, 3 from Portugal, 2 from Germany and UK, 1 from 11 others) and non-European countries (2 from Brazil, 1 from Israel, Kazakstan and Sri-Lanka).

The main results of the survey are the followings:

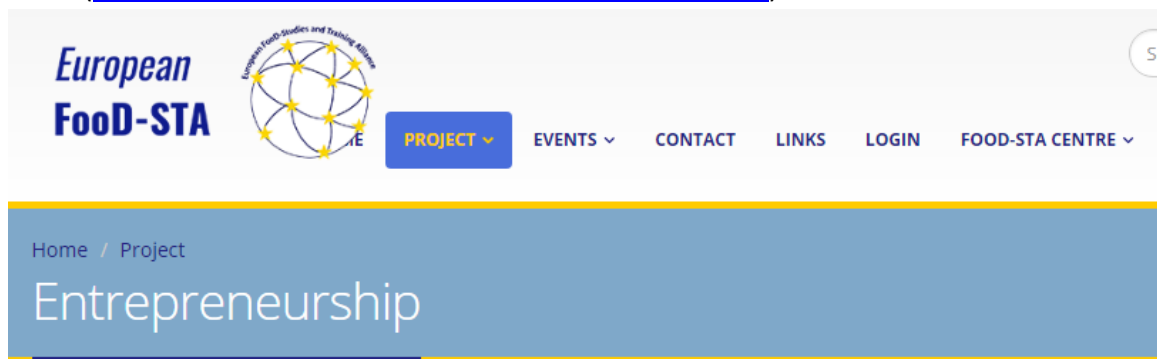
- Supporting students in their entrepreneurship ideas is considered by universities as very important (25%), important (42%), and slightly or not important (33%).
- Entrepreneurship is included within the official strategic directions of the university for 63% universities.
- There is a specific management of entrepreneurship for FST students in 50% universities.
- There is a specific teaching course on entrepreneurship for FST students in 50% universities.



- Activities available for FST students to develop their entrepreneurship ideas are modules with free time for working on their personal project (27%), sessions of mentoring (22%), organization of internal competitions (22%), and coaching for external competitions (18%).
- Students can access to food-labs (kitchen-scale) (45%), production-labs (pilot-scale) (30%), tools for business plan (20%).
- Students are encouraged to participate to national or international competitions (65%).
- Between 1 and 10 start-ups are launched in 40% universities.

### 3 Web-platform

A specific page on the EuFoodSTA web platform was implemented about entrepreneurship ideas (<https://www.food-sta.eu/careers/entrepreneurship>).



## Welcome to the FooD-STA Student Web Platform

- **Success stories**
- **Project ideas looking for partners (Add new)**  
**Overview**  
Students who already have developed a project idea, but are looking for specific skills
- **Students looking for project ideas (Add new)**  
**Overview**  
Students who do not already have a project idea, but would like to offer their skills

This page contains several sub pages:

- “Success stories of entrepreneurial ideas”
- “Projects ideas looking for partners”
- “Students looking for project ideas”

These specific pages aim to help entrepreneur students to launch entrepreneurship ideas.



### 3.1 Success stories

Twelve short stories are described in many different food sectors. They show examples of activities that can be successful. Their list is detailed in Annex II.

### 3.2 Webpage for project ideas looking for partners

The page “looking for partners” (<https://www.food-sta.eu/node/add/entrepreneurial-idea>) is open for students that have a project in mind and want to meet complementary partners in the objective of launching a start-up or to participate to national competitions. They will describe their project in a few lines on the webpage and fill a table with “expertise and skills available” and “expertise and skills needed”.

### 3.3 Webpage for students looking for project ideas

The page “looking for project” (<https://www.food-sta.eu/careers/entrepreneurial-ideas>) is open for students that want to propose their own skill in an existing project. They will describe themselves in a few lines on the webpage and fill a table with “expertise and fields proposed”.

## 4 *Organization of conferences*

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### 4.1 Co-organization of the international conference “Food Innovation Stakes & Business Competitiveness at a European level” 18<sup>th</sup> October 2016


The international joint conference “*Food Innovations Stakes & Business competitiveness at a European level: The key to success for business-university partnerships*” took place in Paris on **18<sup>th</sup> October 2016**. The detailed program of the conference is given in Annex III (<https://www.food-sta.eu/node/151>). There were 130 registrations. EuFoodSTA project displayed one oral presentation (G. Schleining) and two posters.

A round-table on entrepreneurship was included in the conference schedule. It was attended by Florence Ranson, FoodDrink Europe, three Heads of incubators: Jérôme Zlatoff (ISARA, France), Israel Griol-Barres (IDEAS, Spain) ) and Thomas van Den Boezem (Startlife, The

Netherlands), as well as Sarah Vandermeersch, a young entrepreneur who participated in the Ecotrophelia 2015 contest in Belgium. The summary of the conference is given in Annex III.

## 4.2 Organization of a virtual conference “Sharing experiences about entrepreneurship” 9<sup>th</sup> November 2017

The virtual conference for entrepreneur students “Sharing experiences about entrepreneurship” was organized on 9<sup>th</sup> November 2017 in collaboration with the FoodLab project (<https://www.food-sta.eu/experiences-entrepreneurship>). The aim of this conference was to collect testimonials from young business creations. By presenting their success stories and failures, the challenges or difficulties they have faced while launching their businesses, speakers did share their experience with attendees and notably with young entrepreneur students who want to launch their own business. The detailed program of the conference is given in Annex IV. There were 98 registrations. The conference was recorded.



**Virtual Conference Sharing experiences about entrepreneurship**

European Food-STA

**TRAINING PLATFORM**

AGRI FOOD INDUSTRY | HIGHER EDUCATION | TRAINING PROVIDERS | STUDENTS

NEEDS | **TRAINING** | NEWS

MOBILITY | CAREERS | JOBS

**workshops** | **webinars** | **online courses**

**online demonstrations**

**Flash presentations (youtube)**

presentation and recordings:  
<https://www.food-sta.eu/webinars-view>

**HYGIENIC DESIGN**

**A) EQUIPMENT DESIGN**

- Closest Equipment for Dairy Processing & Cleaning Procedures
- Cover Equipment for Dairy Processing & Cleaning Procedures

Tasks to be carried out:

- Select a picture from the given ones and make comments about that picture (what is good / bad? / what is missing / should be improved?)

## 5 ANNEX I: Survey on the state-of-the-art of the Garage concept application

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**Supporting Food Science and Technology students in their entrepreneurial ideas - Survey on the state of the art of Garage-concept application**

**WP 5.3. Responsible: F. Dubois-Brissonnet (AgroParisTech)**

Within the EuFood-STA project (Erasmus+, Knowledge Alliance, Coordinator institution: BOKU – Vienna/AT) activities aimed to improve the bridge between Higher Education Institutions (Universities, academia) and the professional and industry sector on the education and training of students in Food studies.

In WP 5.3., we first aim to understand what is already going on in the universities **to support Food Science and Technology (FST) students in their entrepreneurship ideas**. To achieve this aim, a brief survey has been prepared; it will take not about 5 min of your time.

While we ask you to provide us your name and institution for project quality evaluations, the results of this survey will be available to all the participants in an aggregate form.

We thank you in advance for your kind reply and if any questions please contact F. Dubois-Brissonnet [florence.dubois@agroparistech.fr](mailto:florence.dubois@agroparistech.fr)

**First Name:** free text

**Family Name:** free text

**Email:** free text

**Institution:** free text

**Country (compulsory):** drop down selection

**Position:** senior teacher/lecturer/other (options)

1. **How do your institution currently rate the importance to support students in their entrepreneurship ideas before they finish their university studies? (choose one answer)**
  - a. No important
  - b. Slightly important
  - c. Important
  - d. Very important
2. **Is entrepreneurship included within the official strategic directions of your university? (choose YES/NO)**
3. **What are the staff resources that your university put for supporting entrepreneurship? (free space to answer)**
4. **Does the status of “entrepreneur student” or something similar exist in your university? (choose YES/NO)**
5. **Is there a specific management of entrepreneurship ideas for FST students? Specify the name of the course (“Food science Master” for ex.)**  
**If YES go to questions 6 to 10**  
**If NO go to questions 11 to 12**
6. **Is there a specific teaching course or module on entrepreneurship for FST students? (choose YES/NO)**
7. **If YES: please provide further details for this module/course**
  - a. What are the duration of the module(s) (in hours)?
  - b. Could you briefly describe the content?
  - c. Could you briefly describe the teaching methods?





d. What are the learning outcomes?

(free space to answer)

8. What are the other forms of activity available to support FST students in their entrepreneurship ideas? (choose answer / multi answer possible)
- a. modules with free time to work on the student's project (with evaluation and ECTS)
  - b. sessions of mentoring
  - c. organization of internal competitions
  - d. coaching for external competitions
  - e. other (provide details) (free space to answer)

9. Which tools can students access for developing their entrepreneurship ideas? (choose answer / multi answer possible)
- a. Web-platform for encountering other students interested by the project (out of FST curriculum)
  - b. Food-labs to develop their products (kitchen scale)
  - c. Production-labs to scale up the production (pilot scale)
  - d. Tools for business plan (if so, provide details)
  - e. Other (provide details) (free space to answer)

10. At which level the tools and activities to develop entrepreneurship skills and ideas are available? (multi answer possible)
- a. Bachelor
  - b. Master
  - c. Doctorate

After question 10 go to question 13

11. Can the FST students access to entrepreneurship modules organized by other curricula in your university?
- a. What are the duration of the module(s) (in hours)?
  - b. Could you briefly describe the content?
  - c. Could you briefly describe the teaching methods?
  - d. What are the learning outcomes?

(free space to answer)

12. Which tools can FST students access for developing their entrepreneurship ideas? (choose answer / multi answer possible)
- f. Web-platform for joining other students (with complementary skills)
  - g. Tools for business plan (if so, provide details)
  - h. Other (provide details) (free space to answer)

After question 12 go to question 13

13. If internal competitions of entrepreneurship ideas exist within your university, how is it organized?
- a. Which department/school organizes it? (free space to answer)
  - b. Is there a pitch organized in front of companies/entrepreneur agents? (choose YES/NO)
  - c. If yes,
    - i. Is it a pitch of ideas only?
    - ii. Is it a pitch of ideas associated with the business plan?
  - d. Is there a financial award (scholarship) for winners (provide details)? (free space to answer)

14. If internal competitions of entrepreneurship ideas exist within your university, who can participate? (choose answer)



- a. Only students from your university and following the same curriculum (parent discipline)
  - b. Only students from your university but with different curricula
  - c. Students from several universities with different sectors of activities
  - d. When the competition is open to several fields, which are they? **(question d opens when b or c are selected)**
    - i. Sciences (FST in particular)
    - ii. business (trading, marketing)
    - iii. finances
    - iv. consumer science
    - v. journalism
    - vi. other (precise)
- 15. Are the students encouraged to participate to existing national or international business plan competitions (such as Ecotrophelia (<https://www.ecotrophelia.eu/>), Foodhackathon (<http://www.foodhackathon.fr/>)? (choose YES/NO and free space to precise)**
- 16. When students are participating to external competitions, how is it organized? (choose answer / multi answer possible)**
- a. coaching with FST teachers is available
  - b. coaching with business teachers is available
- 17. How many groups of students work more than two months on an entrepreneurship idea (with a business plan) in your university per year in the field of food science and technology? (free space to answer)**
- a. None
  - b. 1-10
- 18. How many students/groups participate to national or international business plan competitions per year in the field of food science and technology? (free space to answer)**
- 19. How many startups are launched from these projects per year? (free space to answer)**
- 20. Have you any other information you want to share with EuFoodSTA project about the way your university support student's entrepreneurship ideas? (free space to answer)**

## 6 ANNEX II: Success stories

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### Minigloo, a frozen dessert for young children (1-3 years old)

A group of AgroParisTech students elaborated frozen desserts with growing-up milk. These desserts are not as sweet as traditional desserts for kids. Two flavors, obtained with a drop of orange blossom or one of maple syrup, were associated with vanilla. The project was developed in partnership with Yooji, a baby food company.

The product was awarded by the second prize of the Ecotrophelia France competition in 2016. Yoji bought the patent and is going to launch the product on the market.

**Name of University:**

AgroParisTech, Massy

**Country:**

France

**Website URLs:**

<http://minigloo.e-monsite.com/>

<http://www.yooji.fr/>

### BBQuchen

Two students from Hohenheim (Felix Walz & Georg Lenz) developed a cake to grill. The cake has the shape of a sausage each comes with a sauce for dipping. The BBQuchen is available in the flavours poppy with mango, hazelnut with carrot, cashew with rhubarb and zucchini with coconut.

The students got the idea for their BBQuchen because they noticed that no dessert for grilling is on available on the market. The project started as a Humboldt Reloaded project at the University. In 2013, the students participated in the TROPHELIA Germany competition and won the 1st place.

The product is not available on the market so far.

A book about desserts for grilling is available on the market: BBQ-Kuchen: Süße Leckereien vom Grill

**Name of University:**

University of Hohenheim

**Country:**

Germany

**Website URLs:**

<https://www.amazon.de/BBQ-Kuchen-S%C3%BC%C3%9Fe-Leckereien-vom-Grill/dp/37724801...>

<https://www.facebook.com/BBQuchen/>

### Meat Me

Students from Hohenheim developed a fat reduced meat snack consisting of filled minced meat covered with dough, which is afterwards fried. The meat snack is packed in a "to go cup" and can be stored without refrigeration for 4 months. Three different flavours are available: with a cheese-filling, a pesto-filling and salsa-filling.

The students won the 2nd place at the TROPHELIA competition.

**Name of University:**

University of Hohenheim

**Country:**

Germany

## ProPearls, probiotic fruit pearls for dairy products

A young team of students from Hohenheim developed a way of encapsulating probiotic cultures into edible beads without compromising taste and/or texture. The fruity, probiotic beads were produced in many different flavors and are best served with different dairy products. The beads are able to withstand gastric acids while passing through the stomach area, securing a controlled release of probiotic cultures in the large intestine where their functionality is needed. The group successfully presented their innovation at the TROPHELIA Germany 2013.

**Name of University:**

University of Hohenheim

**Country:**

Germany

## Weck-Snack, bread-based snack made from production surplus

A group of 6 students from the University of Hohenheim competed in the TROPHELIA Germany 2013 contest with a bread snack called "Weck-Snack" made from surplus bakery products that would have otherwise gone to waste or used as animal feed. The snack comes in three different savory and sweet tastes combined with tasteful dips matching the respective flavors. Weck-Snack is a solid example for an upcycling-product with an ecological promise.

**Name of University:**

University of Hohenheim

**Country:**

Germany

**Website URLs:**

<http://www.fei-bonn.de/download/trophelia-2013-t-praesentation-weck-snack.pdf>

## WholeFruit Yoghurt

Frulact's Academy Summer Challenge involves an ideation challenge with university students. One of the winning ideas to the question "what will yoghurt be like in the future?" had to do with using fruit pieces in yoghurt without peeling the fruit. The inclusion of the rind/peel proved to be an added-value as it improved the nutritional value (fiber content for instance), reduced waste (inclusion of peel which was before considered waste), improved organoleptic characteristics ("real fruit feel") and consumer perception (aligned with authenticity market trend). The student is now part of Frulact's Development & Product Innovation team.

**Name of University:**

Summer Challenge @ Frulact Academy, with winning idea from Instituto Politécnico de Viana do Castelo, IPVC (Portugal)

**Country:**

Portugal

**Website URLs:**

<http://www.frulact.com>

## Oatvita, a new oat-based ingredient

Two ESBUCP alumni invented and patented a new oat-based ingredient. In 2013 they created the "5ensesinfood" which develops and commercializes this food ingredient for food and beverage market.

The company has developed an innovative fermentation technology that produces food ingredients exempt from free microorganisms, which allows the extension of foods shelf-life, as well as additional nutritional benefits.

**Name of University:**

School of Biotechnology, Portuguese Catholic University (ESBUCP), Porto

**Country:**

Portugal

**Website URLs:**

<https://www.facebook.com/5ensesinfood/>

## MycoTrend, production of wild mushrooms

MycoTrend is a company created by two researchers from the School of Biotechnology, specialized in the establishment of wild mushroom plantations and the production and sale of mycorrhizal plants for the production of edible mushrooms. This start-up arises from the union between the forestry sector and biotechnology aiming at the valorisation of forest plantations through its mycological resource. In 2013, MycoTrend wins the "Entrepreneurship North and Center Promotion Project" award, a program to support environmental entrepreneurship.

**Name of University:**

School of Biotechnology, Portuguese Catholic University (ESBUCP), Porto

**Country:**

Portugal

**Website URLs:**

<http://www.mycotrend.com/pt>

## [Necton, Portuguese Company of Marine Cultures, S.A.](#)

Necton, after an incubation period in School of Biotechnology, was established in 1997 and develops its activities in the marine biotechnology field having specialized in the production and marketing of traditional sea salt and microalgae. In the business area of salt the company currently counts on a production area of over 23 ha of salt evaporation ponds. In the microalgae business area, several production photobioreactors are studied and developed at the site. Necton also has in its facilities laboratories that provide technical support to the activities developed.

**Name of University:**

School of Biotechnology, Portuguese Catholic University (ESBUCP), Porto

**Country:**

Portugal

## SIA, Society for Environmental Innovation, Ltd

SIA is a consulting company that provides specialised support services to organisations. The main objective is to contribute to increase the competitiveness on a common path for sustainable development.

Founded in 1998, SIA has been strengthening its position in the national market with legislation management services, engineering and specialized consulting, management support and training. SIA has established itself as the partner for the implementation of services tailored to the client requirements, always ensuring the technical accuracy of each project in all countries where it operates.

**Name of University:**

School of Biotechnology, Portuguese Catholic University (ESBUCP), Porto

**Country:**

Portugal

**Website URLs:**

<http://sia.pt/?lang=en>

## FoodinTech

FoodinTech was incubated in the School of Biotechnology since 2008 and, after a significant growth, reaching 7 employees, and a consolidation of its structure and activity, left in July 2011 the facilities of the school.

Flow, through FoodinTech brand, is a pioneer in MES (Manufacturing Execution System) development in agroindustry Portuguese market. Flow Technology develops software, hardware and specific and innovative devices, design to help companies in their processing operations. Flow implement projects that reinforce competitive advantages and increase profitability due to conception of technology systems, production and quality management consultancy and computer programming for the industrial sector.

**Name of University:**

School of Biotechnology, Portuguese Catholic University (ESBUCP), Porto

**Country:**

Portugal

**Website URLs:**

<http://flowtech.pt/en/home-3/>

## Saport, Engineering and Food safety, Ltd

Saport was incubated in the School of Biotechnology since 2008 and, after a significant growth, reaching 9 employees, and a consolidation of its structure and activity, left in July 2011 the facilities of the school.

SApport is a consulting company oriented in the areas of Engineering, Quality and Food Safety in the agro-food sector, staking on innovation and technological incorporation as key factors for the success of their projects. SAport's mission is to provide a set of innovative tools and services that support food companies in the effective and integrated management of the quality and innovation of their products and services.

**Name of University:**

School of Biotechnology, Portuguese Catholic University (ESBUCP), Porto

**Country:**

Portugal

**Website URLs:**

<http://www.saport.pt/>

## 7 ANNEX II: 18<sup>th</sup> October 2016 International conference in Paris: program and summary



### SYNTHESIS OF THE INTERNATIONAL CONFERENCE

#### "The stakes and competitiveness of food innovation at European level: The key to success for business-university partnerships"

Tuesday October 18th 2016

The seminar was opened by François Hubert, Vice-President of ANIA and CEO of Salins du Midi, who stressed **the importance of relations between universities and industry**. A large proportion of agri-food companies in Europe are SMEs and it is difficult for them to innovate. Innovation is essential for these companies; it is a key for the future to meet the needs of a fast-growing population. Innovations in agri-food are numerous but not always break-through, unlike other sectors. Many innovations consist in **improving the functional and nutritional properties of food**: for this we need the skills of industrialists but also of universities.

The morning talks began with Alexandre Voirin, Director of Consumer Centricity at the Nestlé Research Center in Lausanne (Switzerland), on the issues of innovation and Nestlé's university-business partnerships. To innovate, according to him, it is important to focus on the consumer and to take into account the "pleasure" dimension. The world today is constantly evolving and we must adapt our way of working: today, **collaboration between industries and universities is no longer a choice but a necessity**. For the future, we must ensure that this collaboration is improved. The aging of the population and the increase of chronic diseases make it necessary to adapt food by combining food and pharmaceutical products and by reconciling "healthy product" and "pleasure of taste".

Alexandre Voirin discussed the **various forms of collaborations possible** with universities such as networking, post-docs, sponsorship (experimental and clinical studies), licensing agreements and alliances with staffing (long and strategic partnerships). They all have an interest, on the one hand for the industrialist and on the other hand, for the universities. Nestlé has established numerous partnerships with universities in Europe and around the world. These partnerships enable Nestlé to have access to experts in specific fields, to deepen knowledge, to limit long-term human and financial investments for research projects, to have the vision of young scientists and possibly to recruit them. It is also an easier way for Nestlé to publish. For universities, these partnerships enable them to obtain financial means, to promote education through practical cases and, ultimately, to have an impact on society.

The second conference presenting the **contribution of higher education and continuing education to innovation** was given by Gerhard Schleining, lecturer at BOKU (Austria), secretary-general of the ISEKI-Food association and project coordinator of EuFood-STA. He explained that innovations are driven by our society and dependent on our society. According to him, innovation requires three key factors: identified needs, qualified people and financial support. To prepare students to be innovative, technology is not enough. Students must be mobile by being exposed to different environments. They need to be open on several fields of discipline and have an entrepreneurial mindset, which requires exposure to an industrial work environment



with the help of agri-food professionals, trainers and Tutors. Gerhard Schleining then explained the gap that too often separates universities (which focus on basic research and time-consuming publications) from the agro-food industries (focusing instead on practical and rapid applications that do not require publication) and that the EuFood-STA center is one of the solutions to bridge this gap.

Bertrand Emond, Director of Partnerships at Campden BRI (UK), hosted the third conference on the **roles of technical centers as an interface between universities and companies**. He showed how technical centers can reduce the gap between universities and companies, as described by Gerhard Schleining. Technical centers, such as Campden BRI, meet the needs of agri-food companies by drawing on the knowledge of universities and translating basic research into practical applications for companies.

The last conference of the morning was moderated by Peter Lillford, Consultant at the University of Birmingham (UK). He presented the **keys to the success of university-business partnerships**. According to him there is not a single answer but many possible models because the keys to success are multiple:

- identify the capabilities and constraints of the company,
- avoid litigious intellectual property and prefer pre-competitive fundamental research,
- follow the rules of intellectual property and the publication of the results,
- evaluate the long-term benefits.

The **roundtable on incubators** was attended by Florence Ranson, FoodDrink Europe, three Heads of incubators: Jérôme Zlatoff (ISARA, France), Israel Griol-Barres (IDEAS, Spain) ) and Thomas van Den Boezem (Startlife, The Netherlands), as well as Sarah Vandermeersch, a young entrepreneur who participated in the Ecotrophelia 2015 contest in Belgium.

Their cross-views concur on the importance of incubation structures and their crucial role to:

- Assess the risk and validate the promoter / project couple, which is a major element of the success of an entrepreneurial adventure,
- Set up a structuring methodological framework for the promoters of projects and accompany this crucial phase of emergence and construction,
- Connect the entrepreneur with his eco-system, saving him time and gaining in efficiency in his search for resources, whether technical, human or financial.

Stakeholders agreed on the **importance of the human factor, the state of mind** that constitutes an innovation and business creation process. They also stressed the importance of phasing and the necessity to study the needs, the market and the expectations of consumers.

They also showed how incubation structures are a **key link in connecting project promoters to their industrial ecosystem** and bridging the gap with academic research. In this sense, the role of an organization like FoodDrink Europe is upstream and contributes to building a favorable environment for innovation in the food sector by stimulating research themes that will then feed the promoters and SMEs.

The current dynamic of development of incubation structures shows a **great diversity of models**: conceptual or general, with or without profit, with or without financial participation in the projects following the logic of sharing the risk and the opportunities. Rapid access to the market is a key lever for projects success, and the **emergence of the next link, the accelerator**, takes over from the incubator in order to accompany the first stage of growth of these young Companies.

**The Round Table on Ecodesign and Sustainable Development** brought together Yvonne Colomer, Director of the Triptolemos Foundation (Spain), Ulf Gunnar Sonesson, Senior Lecturer at SP Technical Research Institute of Sweden, Gwenola Yannou-Le Bris, Lecturer at AgroParisTech (France) and Georges Garcia, President of Alg & You and La Voie Bleue (France).

One of the challenges facing agri-food companies is to **combine innovation and eco-design** in order to reduce the impact on the environment. To this end, stakeholders stressed the need to involve public authorities in educating and informing the public about eco-design in order to change the way we produce and consume.





There is a need to link bio-economy, the biosphere and the agri-food industry. One of the solutions to reduce the impact of food products on the environment is to find solutions to replace animal proteins, which have a strong impact on the environment, by new protein sources. Georges Garcia explained that spirulina and microalgae are the source of ecological vegetable proteins and can meet our nutritional needs in the face of the increasing protein demand (+ 40% by 2030).

**The round table on financing issues** brought together Nuria Arribas, representing the profession as well as the Foodlab project (FIAB, Spain), Frédéric Ventre, founder of Yooji (France), Isabelle de Cremoux, (Seventure, France) and Stefania Abbona, founder of a start-up (The Algae factory, The Netherlands).

First of all, the speakers stressed the **highly strategic nature of the agri-food sector** and therefore the importance of financing these productive activities: they are anchored in our territories, have a strong impact in terms of sustainable development and Capital investment.

Frédéric Ventre insisted on the difficulty of emerging, convincing and raising financing when we position ourselves in a sector that is highly competitive and in a niche such as baby food. After mobilizing public support and raising funds, Yooji now has the support of private investors to continue its development.

Beyond the mobilization of sufficient financial resources, Isabelle de Cremoux insists on the **very long maturation of certain projects**, particularly in the health food sector, as is the case in the biotechnology field. With the emergence of a start-up, venture capital is not easy to mobilize as long as the viability and profitability of the project have not been demonstrated. For every entrepreneur, the crucial question is therefore the time necessary to **find the right financial partner and to structure a highly capitalist industrial tool**.

Finally, the speakers stressed the importance of the institutional context and, in particular, **public aid schemes** (such as Bpifrance), which have a very important leverage effect.

In conclusion of this very rich day, Gilles Trystram, director of AgroParisTech, highlighted the following:

- The **time needed to validate any food innovation**, particularly in terms of safety,
- The **major changes** that are at work: rapid growth of the world population, changing needs and expectations and therefore the need to immerse oneself in the reality of consumers,
- From the **university point of view**, the need to be more reactive and innovative, to find new ways of working together and to develop this spirit of innovation, by renewing the model of education,
- From the **industrial point of view**, the importance of linking to science and technology, the connection with the talents of tomorrow but also of cross-sectoral approaches.

To reduce the gap between university and industry and foster win-win partnerships, G. Trystram identified three issues:

- demonstrate the value of innovation, its relevance, as is the case with ECOTROPHELIA,
- measure the overall impact of the new product,
- ensure the transfer of the university to the industry, in particular thanks to the incubators, which are a good tool to help with the transfer and the emergence of projects.



## 8 ANNEX IV: 9<sup>th</sup> November 2017 Virtual conference: program

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### Virtual Conference

#### “Sharing experiences about entrepreneurship”

9 November 2017, 2:00 – 5:00 PM CET

This free virtual conference is organized by the two Erasmus+ Knowledge Alliance projects EuFooD-STA, a knowledge alliance between universities and food companies, and FoodLab, a project that aims to support and foster entrepreneurship in the EU.

The aim of this conference is to collect testimonials from young business creations. By presenting their success stories and failures, the challenges or difficulties they have faced while launching their businesses, speakers will share their experience and help young entrepreneur students to launch their own business.

#### PROGRAMME

*Moderator: Christian Pineau (ISARA, FR)*

2:00-2:30: Welcome and short presentations about:

- EuFooD-STA - Gerhard Schleining, BOKU, AT
- FoodLab - Benoit Cuillière, CCI Vaucluse, FR

2:30-4:45: *Testimonials from young business entrepreneurs*

- 2:30: Plisson, B - Organic meat alternative products 100% vegetal, Le boucher vert, FR
- 2:45: Germain, E – Pickles, Les 3 chouettes - FR
- 3:00: Martinez-Monzó, J – Snack, Diseño de Alimentos - ES
- 3:15: Belso-Candela, C – Egg Gourmet, Cayetano Belso - ES
- 3:30: Maurel, A – Ready-to-eat fruits and vegetables, Vertu – FR
- 3:45: Gripon, V – Wuji and co., scientific software – FR
- 4:00: Svacinka, R – Connecting people in the food sector with high-tech, foodintegritystudio – AT
- 4:15: Stadler, S – Goldsonne GmbH – AT

4:30-5:00: *Overall discussion – conclusions*

#### REGISTRATION

Participation is free, but please register at:

<https://attendee.gotowebinar.com/register/8889143977219901187>

After registering, you will receive a confirmation email containing information about joining the conference. All presentations will be recorded for later viewing.

#### Organising committee:

EuFooD-STA: Florence Dubois-Brissonnet (AgroParisTech, FR), Gerhard Schleining (BOKU, AT), Line Friis Lindner (BOKU, AT), Gunter Greil (BOKU, AT), Sara Proenca (ESAC, PT)

FoodLab: Christian Pineau (ISARA, FR), Benoit Cuillière (CCI Vaucluse, FR)

For more information, see: <https://www.food-sta.eu/experiences-entrepreneurship>