

# Food Industry & Research Providers:

The successful case studies of  
**FOODPRINT project & ECOTROPHELIA contest**

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# Hellenic Food & Drink Industry Figures

**Turnover**  
€14,2 billion

**Value Added**  
3%  
of Hellenic Gross Added value

**Exports**  
€4,5 billion

**Employment**  
360.000  
direct & indirect

**Number of Companies**  
1.225

**CONSUMPTION**  
14%  
of household expenditure on food and drink  
products

## EU FOOD AND DRINK INDUSTRY FIGURES

### TURNOVER

**€1,089 billion**

Largest manufacturing sector in the EU

### VALUE ADDED

**1.8%**

of EU gross value added (GVA)<sup>1</sup>

### CONSUMPTION

**14%**

of household expenditure on food and drink products

### EMPLOYMENT

**4.25 million people**

Leading employer in the EU

### NUMBER OF COMPANIES

**289,000**

### SMEs

**49.5%**

of food and drink turnover

**62.8%**

of food and drink employment

### EXTERNAL TRADE

**€98.1 billion**

Exports

**€72.9 billion**

Imports

**€25.2 billion**

trade balance

**17.8%**

EU share of global exports

### R&D EXPENDITURE

**€2.5 billion**

Sources: Eurostat; UN COMTRADE; JRC

<sup>1</sup> For definition, see page 22

# The Federation of Hellenic Food Industries

## A few words

**Represents** the Greek Food & Drink Industry at national, European and international level.

**Membership** is made up of food and drink companies and Branch Associations.

The **mission** is to facilitate the development of an environment in which all food and drink companies, whatever their size, can meet the needs of consumers and society, while at the same time competing effectively for sustainable growth.

## Our Priorities

- Competitiveness – Growth - Extroversion
- **Research – Innovation**
- Safety & Quality
- Nutrition & Health
- **Sustainable Development**
- European Co-operation

# The world challenges

Providing **Food and Nutrition Security** in a changing world is an urgent objective due to the increasingly interconnected challenges **of natural resource scarcity, climate change and population growth**, which affect European and Food systems globally.

# The Food Sector challenges



**NUTRITION** for sustainable and healthy diets: Ensuring that nutritious food and water are available, accessible and affordable for all.



**CLIMATE** smart and environmentally sustainable food systems: Building climate smart food systems adaptive to climate change, conserving natural resources and contributing to climate change mitigation.



**CIRCULARITY** and resource efficiency of food systems: Implementing resource-efficient circular economy principles across the whole food system while reducing its environmental footprint.



**INNOVATION** and empowerment of communities: Boosting innovation and investment, while empowering communities.

# Sustainability & Innovation SEVT initiatives

FOODPRINT  
Project

ECOTROPHELIA  
Contest



# LIFE FOODPRINT Project

«Environmental sustainability as a business opportunity for the agro food industry»

# FOODPRINT: The main goal

To **implement measures to reduce, identify, quantify** the **carbon footprint (CF)** of the food industry sector along the supply chain while **increasing competitiveness** through the **development of an innovative software tool.**

# The co-operation model

## Through Funding programmes

### 4 companies

(JOTIS SA, BIOCHEM  
ARVANITIS SA,  
KONTZOGLOU BROS SA,  
AKTINA SA)

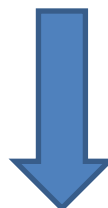
### 2 Universities

(NTUA & AUA)

### 2 Federations

(SEVT &  
FEDERALIMENTARE Srv)

**A partnership under a LIFE project**



**Addresses a real need of the Food Industry  
and develops a solution for the sector**

# The co-operation model

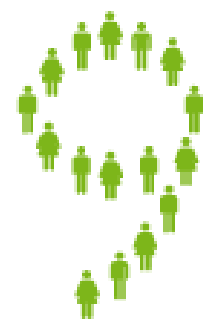
## Roles

**Universities:** Solution developers

**Companies:** Provision of necessary data, test of solutions, end-users, act as best practice for other companies

**Federations:** Dissemination of the results, raising the awareness of the sector, development of proposals for the policy makers

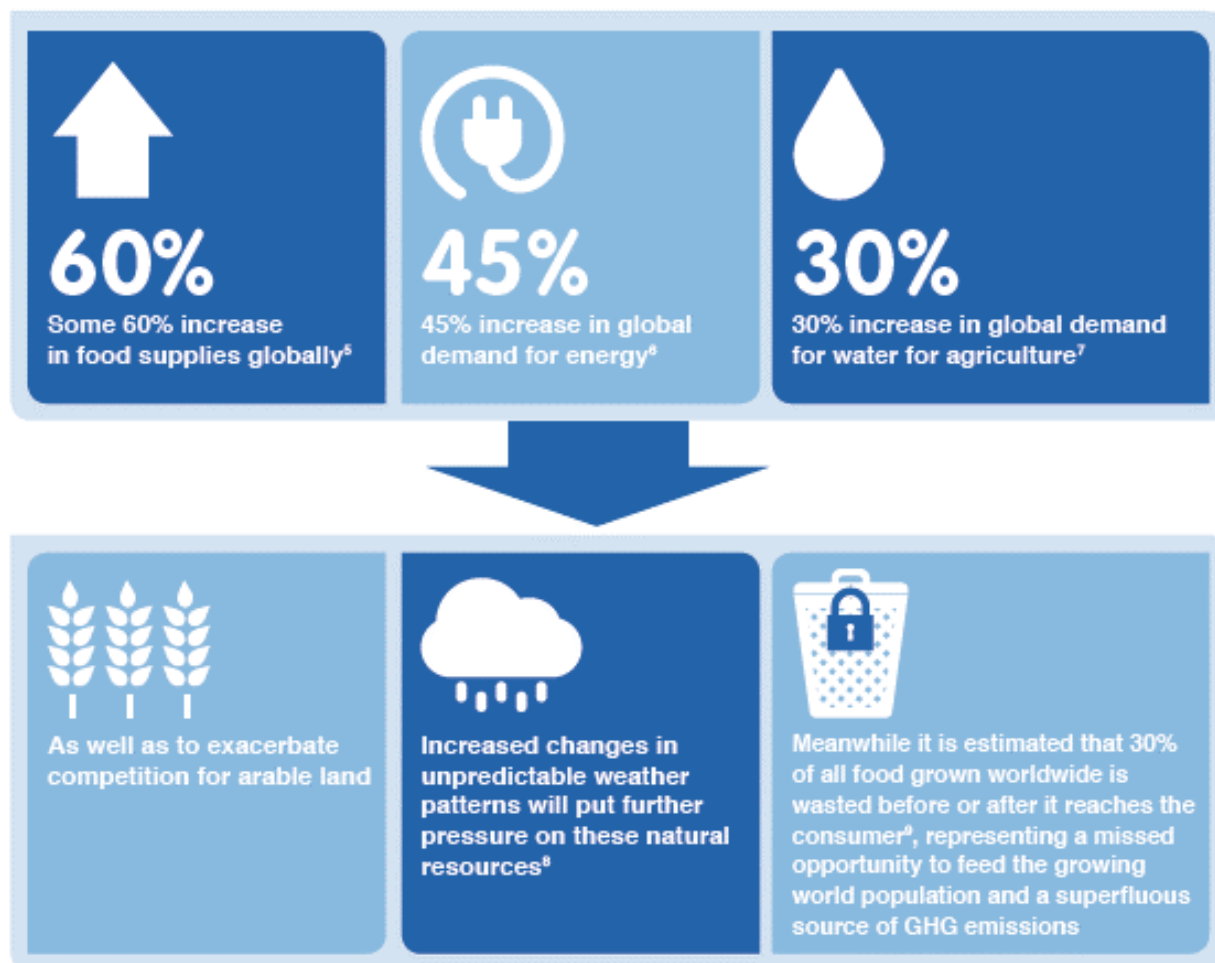
# The problem: The carbon footprint of the Food & Drink industry



**Billion**

World population  
expected to reach 9  
billion by 2050

**Projected to require:**



# How can we make sustainable the agro food system?



Technology change



Optimization



Behaviour change



Co-operation and mutual agreements

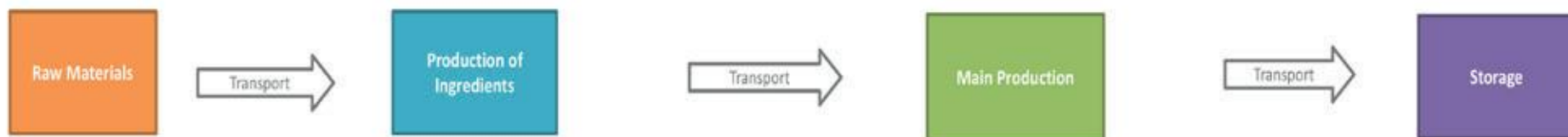
**Changing the way  
we produce,  
distribute and  
utilize food.**

*Source: "A Time to Act-Climate Action & The Food Drink Europe", FOODDRINKEUROPE*

## The solutions: FOODPRINT Tool

A Carbon Footprint tool for the effective quantification of CO<sub>2</sub> equivalent emissions sources of food products

The tool quantifies the total CO<sub>2</sub> equivalent emissions of food products, taking into consideration all the processes involved with the manufacturing of the final product.



## The solutions:

# A National Strategy for the reduction of CO<sub>2</sub>

A national strategy was developed for the reduction of GHG emissions from the food industries which will contribute to the increase of the competitiveness of the sector.

The strategy provides:

- Actions which lead to the reduction of the CO<sub>2</sub> emissions.
- Proposals for the awareness raising of the sector.
- Suggestions for the promotion of the innovation.
- Recommendations to policy makers.



## The benefits for the Food Sector

- The awareness of the food sector on environmental issues was raised.
- The tool helps companies to improve their environmental performance. The participating companies have already re-oriented their environmental approach.
- The Hellenic Strategy for the reduction of the GHG emissions will be the guide of the sector.
- The network of food industry - academia was expanded to this research field as well.

# ECOTROPHELIA Contest

«The Champion's League in Food Innovation»



**ÉCOTROPHELIA**  
ΕΛΛΑΔΑ

## A competition for students teams which take place in 2 stages

### National Level

- The competition is organized by the National Food Industry Federations.
- Students teams from National establishments present their products.
- Food companies can provide assistance (facilities, consulting, mentoring, etc) to the students teams.

### European Level

- The winners of the National contests participate to the European.

**The future food scientists imagination is pushing forward the food industry in order to conceive together tomorrow's food.**

## Roles

**Students Team / Universities:** Innovation developers

**Federations:** Contest organizers, facilitators

**Companies:** End users

- To bridge the gap between the Industry and the research providers.
- To support students engaged in food science.
- To create a hotbed of innovative ideas for the Food Industry.

## **ECOTROPHELIA consists the leader laboratory in food innovation at National & European level**

- It has motivated the organization of 115 national competitions, involving 550 universities and more than 3500 students, since 2011.
- A pool of talent, skills and innovations for the food industry, have been developed.
- A hundred of products have issued and they have been manufactured and reached the market.
- An educational model for the higher education in Europe which puts in the frontline the cooperation of industry with the universities have been created.



**Thank you for your attention**