

THE
F  **DIES**



What are the Foodies?

The Foodies are the first ever European award to celebrate small and medium sized enterprises (SMEs) in the food and drink sector with a track record of excelling at sustainability. The awards are an initiative of FoodDrinkEurope which represents the industry at the European Level.



Five reasons your organisation should enter the Foodies

1 **Because it's good for business**
After a hard 2020 we want you to look at The Foodies as an opportunity to bring some joy back to work, to provide a morale boost to your team and to tell your sustainability story to a wide audience. That's got to be good for business, right?



Five reasons your organisation should enter the Foodies

2 Because it will amplify your story
We will interview all shortlisted winners and promote your stories on our website and social media channels throughout our European network. We will also work with our national federation to promote your story in your home country. There will also be plenty of material you can use for communications to your own customers or clients.



Five reasons your organisation should enter the Foodies

3 Because being a winner is fun
Not only will you win a special award that you can display in your office, but we will also be honoured to invite you to a celebration in Brussels (or online if necessary) where we can recognise your achievement and give you the full VIP treatment!



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Foodies

4 **Because it's easy**
It will take less than 5 minutes to
enter.



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5 **Because you'll be helping people**
If you are still undecided, we have one final reason you should enter: Every application will generate an automatic donation to a charitable cause.



Which awards
are included?



For an SME committed to reducing its environmental impact. This could be by way of an innovation, idea, activity or charitable commitment. It could be something that has led to reduced carbon emissions, sustainable sourcing, improved packaging or indeed any other commitment to a greener planet!



For an SME committed to helping people and communities towards healthier living. This could be an innovation, idea, activity or charitable commitment. It could be a community initiative, a new nutritious product, a reformulated product or indeed anything connected to healthier living.



For a young person or team with a start-up innovating in the food and agriculture space with an aim to create more resilient, sustainable, and safe food systems. This is sponsored by, and run in collaboration with Thought For Food, food and agriculture's entrepreneurial innovation engine for impact.



Who can enter?

- In the hat to win are the 290,000 small and medium sized enterprises (SMEs) that make up 99% of the food and drink manufacturing industry in Europe.
- For the Next-Gen Innovator award, entrants must be 40 or under with a startup based in the EU.



Five reasons your organisation should enter to win the Next-Gen Innovator Award

1 Because we want to support you
As the winner you will not only win a €2,000 cheque from Thought For Food to invest in your start-up, but you will have the chance to tap into Thought For Food's vetted network of visionary food and drink innovators who can help you lead your start-up to success and impact. Thought For Food finds and connects creative, divergent thinkers from all disciplines and all parts of the world, and supports them through generating and scaling breakthrough solutions for sustainable, inclusive, and resilient food systems.



Five reasons your organisation should enter to win the Next-Gen Innovator Award

2 Because it will amplify your story Both FoodDrinkEurope and Thought For Food will interview all shortlisted winners and promote your stories on our website and social media channels throughout our European network. FoodDrinkEurope will also work with our national federation to promote your story in your home country. There will also be plenty of material you can use for communications to your own customers or clients.



Five reasons your organisation should enter to win the Next-Gen Innovator Award

3 **Because being a winner is fun**
Not only will you win a special award that you can display in your office, but we will also be honoured to invite you to a celebration in Brussels (or online if necessary) where we can recognise your achievement and give you the full VIP treatment!



Five reasons your organisation should enter to win the Next-Gen Innovator Award

4 **Because it's easy** It will take less than 5 minutes to enter and our Twitter submission makes it even easier.



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How can SMEs and Startups enter?

- Applicants can enter via the awards microsite (www.thefoodies.eu) with an email to FoodDrinkEurope to indicate their activity in no more than 280 characters.
- Alternatively, an applicant can simply send one tweet to @FoodDrinkEU, using #TheFoodies, outlining and/or linking to their activity. Applicants to the Next-Gen Innovator award will also include @thoughtforfood in their tweet.
- Applicants are welcome to incorporate a short video entry (1 minute maximum) into the tweet.



How do we define an SME and what is an impact start-up?

An SME is a micro, small and medium-sized enterprise (SME) which employs fewer than 250 people and which has an annual turnover not exceeding €50 million, and/or an annual balance sheet total not exceeding €43 million.

An impact start-up is an innovative new business, in the early stages of growth.

You fall into this category if you are a small nimble team that kickstarts change through innovative approaches and by disrupting the status quo. A start-up usually starts with an idea – big or small – and with the help of self or external funding you turn this idea into a small business ready to tackle big problems.



How will the awards be judged?

Stage 1

A FoodDrinkEurope staff panel* will select a long list of up to 15 winners in each award category from the short tweet/email submissions. These stage 1 winners will be asked to send a more detailed submission as outlined below.

* Two Thought For Food members will be on the panel for the Next-Gen Innovator award.

Stage 2

Based on the detailed submission, a 'stage 2' judging panel (made up of 2x FoodDrinkEurope Directors and 2x third party technical experts*) will select a short list of up to five stage 2 winners in each category.

*Two Thought For Food members will be on the panel for the Next-Gen Innovator award.

Stage 3

A 'finals' independent judging panel (which will include an MEP, Commission official, NGO, journalist and FoodDrinkEurope DG) will select the 1st, 2nd and 3rd placed winners for each category, based on the selection criteria below.

*Thought For Food CEO Christine Gould will be on the panel for the Next-Gen Innovator award.



What will the detailed submission in Stage 1 entail?

Those entrants selected to move to stage 2 of the competition will be asked to submit a one-page submission. The questions for the submission are as follows:

- Briefly explain your activity – what did you do?
- What was your motivation to do it?
- What has been the outcome/impact of the activity?
- Apart from contributing to a greener planet/healthier living, is it economically sustainable?
- What challenges have you had to overcome along the way?
- What is your ambition for this activity going forward?

For the Next-Gen Innovator award, the questions will be as follows:

- Briefly explain your start-up and how it is supporting a truly sustainable food system.
- What was your motivation to start this?
- What impact/outcome have you seen so far?
- What challenges have you overcome along the way?
- What is your ambition for the start-up over the next 5 years?
- Briefly explain how you would spend the €2,000 prize to develop your start-up?



What are the judging criteria in Stage 1?

The judging panel will select up to 15 winners from each category based on the following criteria:

- The submission is from an SME (as defined by EU regulations)
- The SME is based in the EU
- The relevant national federation/sector organisation supports the submission
- The submission clearly suggests an activity that will contribute to sustainability
- The activity is ongoing or has been completed within the past 12 months.

For the Next-Gen Innovator award, the criteria will be as follows:

- The submission is from a start-up.
- The start-up is based in the EU.
- The leader is 40 years old or under.
- The start-up will clearly contribute to a more sustainable food and drink system.



What are the judging criteria in Stages 2 and 3 for the Greener Planet and Healthier Living Awards?

The stage 2 and stage 3 judging panels will judge the detailed submissions based on the following criteria. Each will be scored 0-10, with a final mark out of 100.

CRITERIA	DESCRIPTION – what the judges will consider	SCORE out of 10
Originality	To what extent is the activity truly original? Has it been done before? Is it widespread?	
Impact	How big is the impact on the business/local community/nation? Is there good evidence to show the activity succeeded?	
Replicability	Can you see the activity catching on and being replicated in other businesses?	
Sustainability	To what extent does the activity help achieve a greener planet or healthier living? Is the activity truly environmentally or socially sustainable?	
Economics	Is the activity economically sustainable? Does the activity have longevity to contribute over the long-term?	
Ambition	How credible/likely is the applicant's ambition to grow the activity?	
WOW factor	To what extent does the activity capture your imagination and make you go 'wow'?	
Contribution to EU goals	To what extent will the activity help the EU move towards its Green Deal goals (such as carbon neutrality, zero waste and plastic reduction)?	
Quality of submission	How clearly was the idea explained?	
Public votes	This will be generated by the micro-site voting page.	



What are the judging criteria in Stages 2 and 3 for Next-Gen Innovator Award?

The stage 2 and stage 3 judging panels will judge the detailed submissions based on the following criteria. Each will be scored 0-10, with a final mark out of 100.

CRITERIA	DESCRIPTION – what the judges will consider	SCORE out of 10
Originality	To what extent is the activity start-up original? Has it been done before? Is it widespread?	
Impact	How big has the impact been on the business/local community/nation so far? Is there good evidence to show early success?	
Scalability	Can you see the approach catching on and being replicated in other businesses?	
Sustainability	To what extent does the start-up innovate food systems? Is the activity truly environmentally or socially sustainable?	
Economics	Is the start-up economically sustainable? Does it show the hallmarks needed for long term survival?	
Ambition	How credible/likely is the applicant's ambition to grow the start-up?	
WOW factor	To what extent does the start-up capture your imagination and make you go 'wow'?	
Contribution to EU goals	To what extent will the start-up help the EU move towards its Green Deal goals (such as carbon neutrality, zero waste and plastic reduction)?	
Quality of submission	How clearly was the idea explained?	
Public votes	This will be generated by the micro-site voting page.	



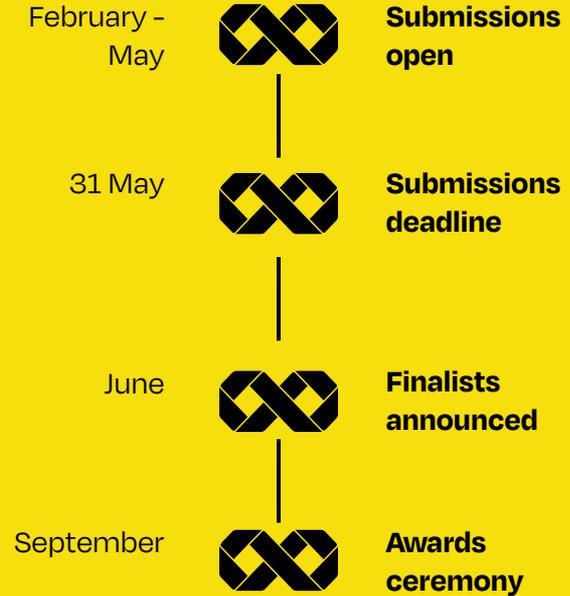
Where will the awards event take place?

Given the Covid situation, we can't be sure. Ideally, the awards will be hosted at a reception in Brussels, but our back-up will be to move the ceremony online (but with no less glitz!).



What is the
timeline?

TIMELINE





Where can I get
more information?

Visit www.thefoodies.eu for more
information, or to get involved
in the conversation, tweet us @
FoodDrinkEU using #TheFoodies
#SustainableFoodEU.