


**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**  
We want you to look at The Foodies as an opportunity to tell your sustainability story to the people shaping our food future here in Brussels, including policymakers, global and European food and drink makers, and retailers. 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 showcase all shortlisted winners and we will 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.



## 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!



# Five reasons your organisation should enter the Foodies

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



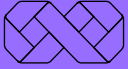
Five reasons  
your organisation  
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**5** **Because you'll be helping people**  
If you are still undecided, we have one final reason you should enter: Every application will generate an automatic donation to a charitable cause.

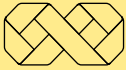


Which awards  
are included?





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 consumers access more nutritious food and drink.. 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 improving nutrition.



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.



## 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.



## How can SMEs and Startups enter?

Applicants can enter using the application form  
at [www.thefoodies.eu](http://www.thefoodies.eu).



# 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 shortlist of up to 5 finalists in each award category from the initial submissions. These stage 1 winners will be asked to send a more detailed submission as outlined below.

## **Stage 2**

A 'final' independent judging panel will select the winners in each category, based on the selection criteria below.



# What will the detailed submission in Stage 1?

The judging panel will select up to 5 finalists 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 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 will the detailed submission in Stage 2 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/nutrition action, 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?



# What are the judging criteria in Stage 2 for the Greener Planet and Nutrition Action Awards?

The stage 2 judging panel will judge the detailed submissions based on the following six criteria. Each will be scored 1-5, with a final mark out of 30.

CRITERIA	DESCRIPTION – what the judges will consider	SCORE out of 5
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 nutrition action? 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?	
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)?	



# What are the judging criteria in Stage 2 for Next-Gen Innovator Award?

The stage 2 judging panel will judge the detailed submissions based on the following six criteria. Each will be scored 1-5, with a final mark out of 30.

<b>CRITERIA</b>	<b>DESCRIPTION – what the judges will consider</b>	<b>SCORE out of 5</b>
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?	
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)?	



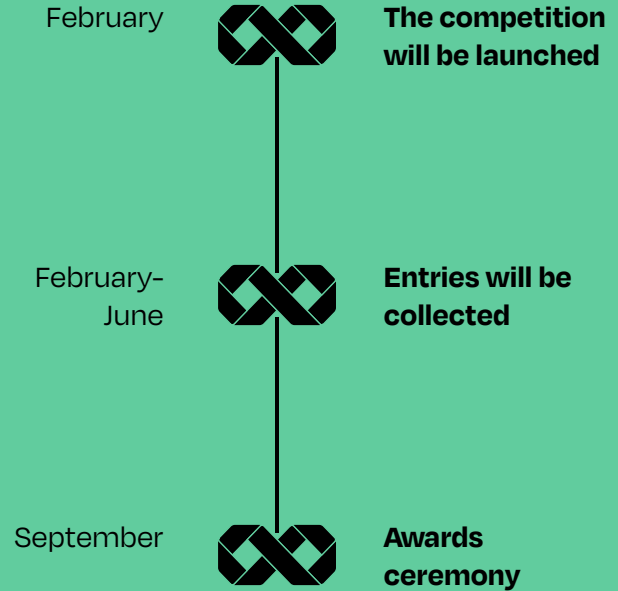
Where will the  
awards event take  
place?

Brussels, Belgium - the capital of the  
European Union



What is the  
timeline?

## TIMELINE





Where can I get  
more information?

Visit [www.thefoodies.eu](http://www.thefoodies.eu) for more  
information, or to get involved in the  
conversation, tweet us @FoodDrinkEU  
using #TheFoodies #FoodFuture.