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Ethical Food Entrepreneurship (EFE) - Erasmus+ Project: Food for People – Planet – Profit

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The main objective of the present work is to present the Ethical Food Entrepreneurship (EFE) Project, an Erasmus+ Project. It is Europe's first Higher Education Institution (HEI)-led ethical food entrepreneurship programme. The main objective of the EFE project is to contribute to the professional development of food HEI & Vocational Education and Training (VET) educators. Its main aim is to increase HEI & VET educators' pedagogic skills to develop and teach new food entrepreneurship supports, based on the triple-bottom-line: planet, people, and profit. The logotype of the project is represented in **Figure 1**.



Figure 1: Logotype of the Ethical Food Entrepreneurship (EFE) - Erasmus+ Project.

We hope to empower a new generation of food entrepreneurs to start, grow and adopt new ethical food enterprises and consequently accelerate progress across key elements of the Sustainable Development Goals (SDGs). Among these are SDG 8 - Food producers to be drivers of equitable and sustainable growth and SDG 10 - Reducing inequalities & creating employment. If we empower small-medium enterprises (SMEs) and start-ups, we are directly helping to breed the innovative food concepts and thriving new businesses that the European Union (EU) needs.

Savonia University of Applied Sciences (Finland) is the Coordinator of the EFE project. As partners, Instituto Politécnico de Bragança (Portugal), Antalya Bilim Universitesi (Turkey), Momentum Marketing Services Limited (Ireland), European E-learning Institute (Denmark) and Bia Innovator Campus CLG (Ireland) must be mentioned. The project started on 01st January 2022 and will end on 31st December 2023.

Regarding the tasks, the EFE project consists of four, namely: Task 1 - Development of an Educators Guide on Drivers and Enablers for Innovation of Ethical Foods; Task 2 - Development of the Innovating Ethical Foods, Entrepreneurship Manual; Task 3 - Development of the EFE Open Education Resources (OERs); and Task 4 - Development of an Ethical Food Entrepreneurship Sharing and Mentoring Platform. With these tasks, we intend to: (i) present both policy and market/consumer trends, drawing conclusions about the opportunities, benefits and challenges that food SMEs will face when developing innovative, ethical foods; (ii) the Entrepreneurship Start-up Manual specifically will help students and potential food entrepreneurs to understand the steps involved in starting/ diversifying into an ethical food business; (iii) suggest an Ethical Food Entrepreneurship programme to enable HEI & VET providers to deliver an Ethical Food Entrepreneurship course to their students/potential entrepreneurs of SMEs including curricula, learning objectives, evaluation techniques and recommended content for classroom-based courses; and (iv) develop an Ethical Food Entrepreneurship Sharing and Mentoring Platform, which will function as a circular classroom and a peer-learning and knowledge-sharing platform. To obtain more information about the EFE project, please consult <https://www.facebook.com/efe.erasmus.project/>.

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