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Project:
 2021-1-FI01-KA220-HED-000032252

INTRODUCTION

The food industry is a complex, collective of diverse businesses that supply our food in the context of great environmental challenge. The world's growing food demand and the need for ethical and sustainable practices have become a challenge that the EU and the UN are encouraging us all to tackle. The food and drink industry is the EU's biggest manufacturing sector in terms of jobs and value-added. The industry is dominated by SMEs; however, self-employment in the EU has not risen in decades. Potential entrepreneurs and SMEs have been slow to respond - because they lack professional capacity or skills to innovate/orchestrate change in business development, production and marketing of ethical food. We want to initiate a change in this regard with EFE and encourage/promote potential entrepreneurs to take that leap with support and knowledge.

MAIN OBJECTIVE

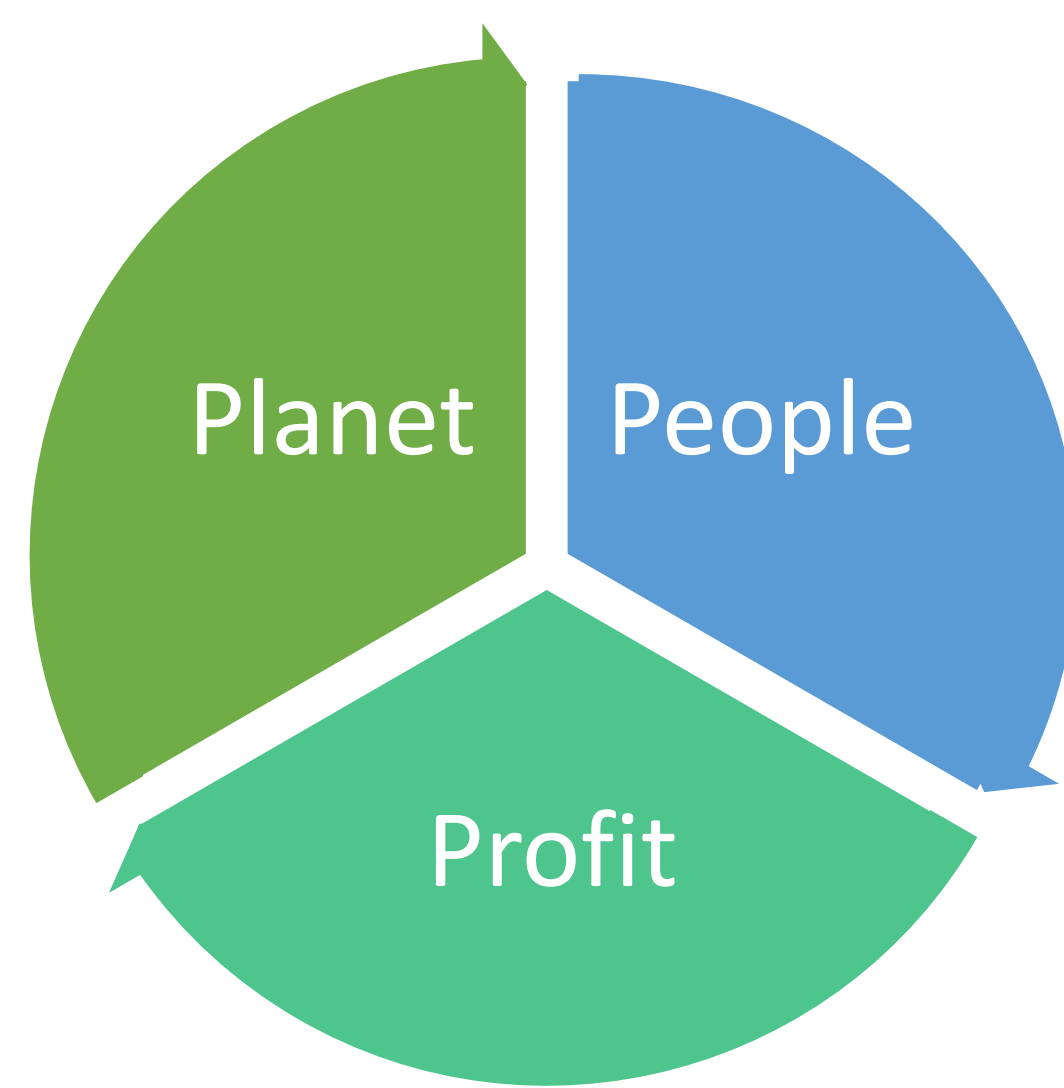
The main objective of the present work is to present the **Ethical Food Entrepreneurship (EFE) Project**, an Erasmus+ Project.

PROJECT DESCRIPTION

It is Europe's first Higher Education Institution (HEI)-led ethical food entrepreneurship programme.

Main Objective of the Project EFE

- To contribute to the professional development of food HEI and Vocational Education and Training (VET) educators.
- Its main aim is to increase HEI and VET educators' pedagogic skills to develop and teach new food entrepreneurship supports, based on the triple-bottom-line:



Logotype



Co-funded by the Erasmus+ Programme of the European Union

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)**:



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.

Funding

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PROJECT DESCRIPTION

☐ **Coordinator of the EFE project** - Savonia University of Applied Sciences (Finland)

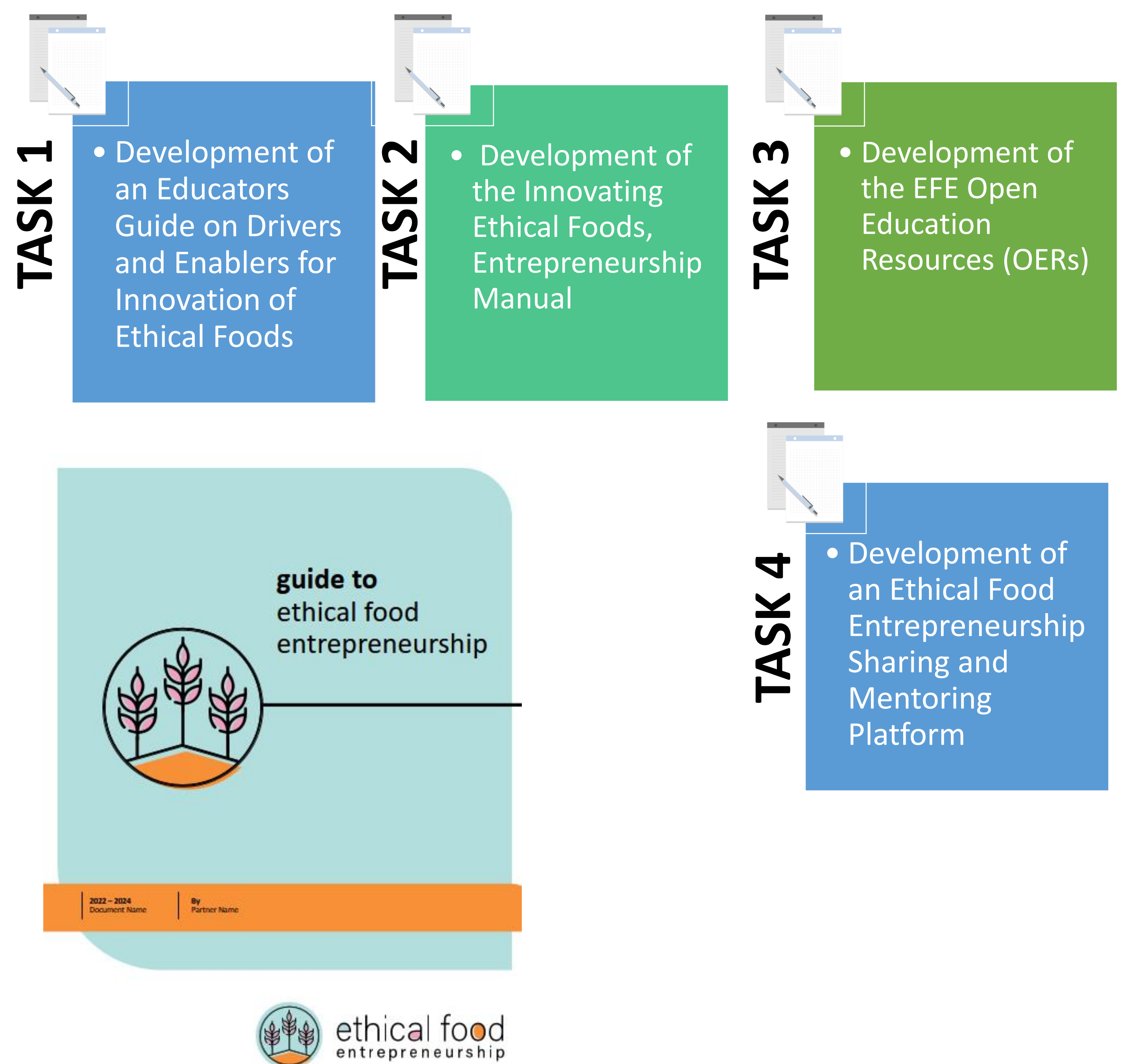


☐ **Other partners:**

- ☐ Instituto Politécnico de Bragança (Portugal)
- ☐ Antalya Bilim Universitesi (Turkey)
- ☐ Momentum Marketing Services Limited (Ireland)
- ☐ European E-learning Institute (Denmark)
- ☐ Bia Innovator Campus CLG (Ireland)



The project started on 01st January 2022 and will end on 31st December 2023.



IT IS INTENDED TO:

- 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;
- 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;
- Suggest an Ethical Food Entrepreneurship programme to enable HEI and 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;
- Develop an Ethical Food Entrepreneurship Sharing and Mentoring Platform, which will function as a circular classroom and a peer-learning and knowledge-sharing platform.

MORE INFORMATION ABOUT THE EFE PROJECT

Please consult: <https://www.facebook.com/efe.erasmus.project/>