

Corporate Innovation Challenge Template

Challenge Name: Recycled Content
Code Name: BIOECONOMYVENTURES-2023-OC3-ABInBev_6
Challenge Domain: <ul style="list-style-type: none"> Waste Processing & Up/Recycling
Description of the Corporate innovation Challenge
<p>We are aiming to increase the recycled content for food contact material plastics. Important to have certified properties on compostability. Effective technology, ideally in TRL 6 or 7.</p> <ul style="list-style-type: none"> PET bottles Can internally lacquer Plastic liner under crowncocks
Expected results
<ul style="list-style-type: none"> Increase the recycled content of packaging while keeping the costs down Scalable solution
Types of Collaboration
<ol style="list-style-type: none"> Pilot running and product testing R&D opportunity Corporate Venturing New business model exploration (i.e., exclusive distribution, profit sharing, IP sharing ...) Knowledge sharing and Tech Transfer
Participation confirmation
<p>I confirm Anheuser Busch InBev availability and participation in the BioeconomyVentures programme. This confirmation allows BioeconomyVentures the right to publicly disclose the company's name, challenge information, logo and website for the purpose of dissemination and attracting new innovators to the programme.</p>

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Company Information
Company Name: Anheuser Busch InBev
Challenge owner name and last name: Yulia Bashirova
Challenge owner email: yulia.bashirova@ab-inbev.com
<p>Company information</p> <p>AB InBev is a global brewery with Headquarters in Leuven, Belgium, with a brewing heritage that dates back more than 600 years to the Artois brewery. AB InBev was formed through successive mergers of three international brewing groups: Interbrew from Belgium, AmBev from Brazil, and Anheuser-Busch from the United States. It is the world's largest brewer with 200.000 employees and a portfolio of more than 400 brands (beer and non-beer).</p> <p>AB InBev is committed to driving growth that leads to better living with more cheers through brands and experiences, through dedication to brewing the best beer with the best ingredients. And through the commitment to helping farmers, retailers, entrepreneurs, and communities grow. Through its brands and investment in communities, AB InBev aims to bring more people together, making the company an integral part of consumers' lives for generations to come. Also, ambitions of the company include the better use of current waste materials.</p>
