

Corporate Innovation Challenge Template

Challenge Name: Recyclable biopolymer
Code Name: BIOECONOMYVENTURES-2023-OC3- ABInBev_2
Challenge Domain: <ul style="list-style-type: none"> • Bioenergy & Biofuels • Food and Feed from side and waste streams • Waste Processing & Up/Recycling
Description of the Corporate innovation Challenge
<p>Ab InBev sets its goal to reduce carbon emissions by 25% across our value chain by 2025. Therefore, we are on a hunt for the plastic's "unicorn": a biopolymer recyclable in existing mechanical recycling streams, without conflicts with the new Packaging and Packaging Waste Directive by EC.</p> <p>Packaging market is largely dominated by polyesters like PET. We believe such materials can be built with biobased feedstocks, however, keeping the same properties as conventional materials.</p> <p>When thinking of the potential solutions to our problem, please consider the below factors applicable to the beverage industry:</p> <ol style="list-style-type: none"> 1. Durability 2. Water resistance 3. Size 4. Weight 5. Convenience: please remember that our network includes customers (retailers, pubs, etc) and consumers, so the solution must be easy for all
Expected results
To find the material that could be used as one of the packaging solutions for beverages. Could be more the primary packaging (cans, labels) or secondary packaging (outside packaging, crates).
Types of Collaboration

Corporate Innovation Challenge Template

1. Pilot running and product testing
2. Corporate Venturing
3. New business model exploration (i.e., exclusive distribution, profit sharing, IP sharing ...)
4. Sales and purchase of products and services

Participation confirmation

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.

Company Information

Company Name: Anheuser Busch InBev

Challenge owner name and last name: Yulia Bashirova

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Company information

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).

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.

