

## Corporate Innovation Challenge Template

**Challenge Name:** Bio-based inks/paints for the aluminium cans

**Code Name:** BIOECONOMYVENTURES-2023-OC3- ABInBev\_3

**Challenge Domain:**

- Packaging materials

**Description of the Corporate innovation Challenge**

The beer cans are coated with lacquers on the inside that prevent the interaction of metal with the beverage. Further, the outside of the can is coated with inks and paints for decorative purposes. The coated cans are then subjected to curing to produce thickening of the ink and form permanent patterns/ protections. The problem with curing is that it releases high amount of volatile organic compounds (VOCs) which are dangerous to human as well as environment health. While we do tackle the VOCs currently, the method used for heating them is very energy and cost intensive. The VOCs are mostly attributed to be coming from bonders present in the chemical paints and lacquers. In this regard, can we explore bio-based inks/paints for our aluminium cans that may reduce/ Zero down the amount of VOC released while still retaining the benefits of permanent protections and patterns on the inside and outside of the cans, respectively.

**Expected results**

Find a partner that has a solution for our cans coating. Incorporate our can supplier in the implementation phase.

**Types of Collaboration**

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

**Participation confirmation**

## Corporate Innovation Challenge Template

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.

