EIT Food Challenge Labs: The Open Innovation program organized by Building Global Innovators, EIT Food and Super Bock Group has just ended.

Super Bock Group has joined forces with Building Global Innovators (BGI) and EIT Food to find, in the European innovation ecosystem, environmentally sustainable solutions.

This initiative from EIT Food – part of the European Institute of Innovation and Technology (EIT), an independent body of the European Union – aims at promoting innovation and entrepreneurship in the community, by looking for solutions to the agrifood industry’s problems.

As part of the program, Super Bock Group challenged candidates to find solutions for three of its main challenges: reduction of water and energy consumption; reduction of the ecological footprint of the entire value chain, from raw materials to end consumption; and creation of a more sustainable packaging. After a short but intense application phase, in which both early-stage ideas and established startups applied, the 10 most promising teams were selected to join the program.

Challenge Labs was divided into two moments: an online clarification session, on December 10th, and the Grand Finale, on December 15th, at Super Bock Group’s headquarters. In the first moment, besides learning more about EIT Food and the Challenge Labs program, participants were able to hear from Super Bock Group on the proposed challenges. In the Grand Finale, the teams traveled to the company’s facilities in Matosinhos to pitch their businesses/ideas to a jury panel.

Here are the three winners of this first edition in Portugal:

- **Shimejito** (1st prize) – startup based on the circular economy that pretends to use beer production’s byproducts to grow exotic mycelia, which will then be used in their mushroom farms and to develop powdered mushroom products.
• **Wetrack** (2nd prize) – startup that develops/implements software and hardware adapted to any industry, in order to collect data and control the means of production. The data is then transformed into useful information to be used in the company’s decision making processes.

• **Matter** (3rd prize) – startup that proposes to transform the byproducts from beer production into added valued materials to be reincorporated in Super Bock Group’s value chain, whether in merchandising, furniture and surfacing materials or packaging.

These fantastic startups now have the opportunity to explore potential partnerships with Super Bock Group. Together, they will find innovative ways to make the group’s business more sustainable.

**About Building Global Innovators**

Building Global Innovators was founded in 2009 from a public-private partnership between the Portuguese Foundation of Technology, the Massachusetts Institute of Technology (MIT) and ISCTE – University Institute of Lisbon, to foster the transference of knowledge from research and universities to the market. Since its foundation, the institution has supported more than 380 startups, as well as raised more than 400 million euros. Is currently executing 33 programmes distributed in three areas: education, acceleration and innovation.

**About EIT Food**

EIT Food is a knowledge and innovation community (KIC) established by the European Institute of Innovation & Technology (EIT), an independent body of the European Union created in 2008 to promote innovation and entrepreneurship in Europe. It is Europe’s leading food innovation initiative, working to make the food system more sustainable, healthy and trusted.
About Super Bock Group

Super Bock Group is one of the largest Portuguese companies from the agrifood sector. Its core activities are the beer and bottled water businesses, having the ownership of well-known brands such as: Água das Pedras, Carlsberg, Somersby, Super Bock and Vitalis.

Press Kit

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