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Lisbon, Portugal

**EIT Food Challenge Labs: BGI and Super Bock Group get together for an Open Innovation Program, with the support of EIT Food.**

Building Global Innovators (BGI), together with Super Bock Group – the largest Portuguese company of refreshing drinks –, is organizing the EIT Food Challenge Labs. This open innovation program will take place on the 10th and 15th of December and registrations are open until the 3rd of December, [here](#).

Challenge Labs is an initiative of EIT Food – part of the European Institute of Innovation & Technology, an independent body of the European Union – which aims at promoting innovation and entrepreneurship in the community, by bringing together people from different sectors of society to think of solutions to the problems of the European agrifood industry.

In this first edition in Portugal, Super Bock Group has joined the initiative and is looking for innovative and easily implementable 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.

BGI and Super Bock Group invite those with potential solutions to these problems to participate in the EIT Food Challenge Labs. We are looking for early-stage ideas/projects, products in working prototype or Minimum Viable Product (MVP) and startups already established in the market.

The program is divided into two phases: the first is an online webinar (10th of December), in which participants will know more about the challenges and attend ideation sessions in order to prepare their project’s presentation to Super Bock Group; in the second one (15th December), the teams will present their solution to a group of judges, physically, in Porto.
In addition to the opportunity to collaborate with experienced mentors from the agrifood sector, participants will have a chance to explore potential partnerships with Super Bock Group, and also win the final prize of 2,000 euros.

**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.

**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.

[Press Kit](#)
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