Heineken ideas brewery challenge: the future of beer packaging
core jr

You love beer. We love beer. Think how much our lives could change if it were packaged to go from the brewery to the store to you in a more efficient and sustainable fashion. The HEINEKEN Innovation Challenge believes in the power of design and sustainability to change the game and you're invited to be part of the team. Here's your chance to make your packaging ideas a reality. Share your sustainable ideas on the future of beer packaging for a chance to win $10,000!

» By May 8th - An elevator pitch and 3 images (plus a more in-depth .pdf if you'd like)

» PROMOTE YOUR IDEAS - The more votes you get, the better your chances are to move to Phase 2!

» By May 29th - 100 participants will be chosen to participate in Phase 2, a closed innovation environment where participants will work with HEINEKEN experts on developing ideas.

» By June 2012 - one winner will be selected to win the grand prize of $10,000!

Learn more about the HEINEKEN Innovation Challenge for sustainability packaging on IdeasBrewery.com and REGISTER today!

For some creative inspiration, tune in as industrial designer and pioneer of rapid prototyping Janne Kytannen (Freedom of Creation) takes on the challenge in a 48-hour Live Stream innovation marathon.

Fonte: Core 77, 3 Apr. 2012. Disponível em: <http://www.core77.com>. Acesso em: 4 Apr. 2012. On-line.

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