

Creating a world of circular materials

Impact potential

5/5 | Impact-generating

Net impact ratio

92% | Net impact mapped to SDGs ¹

Carrot was founded in 2017 and is headquartered in Bergen, Norway. By collecting data about the type, quantity and whereabouts of waste, Carrot generates insights for customers, such as waste management companies, malls, commercial properties and residential buildings, so that they can refunnel valuable materials into value chains and build incentive structures to reuse, repurpose or recycle their waste.

carrot.tech

The problem

The world generates 2.2 billion tons of waste annually and only 14 percent of waste is recycled globally per year. Lack of adequate and accessible data about waste resources that could be reused are impeding the development of a circular resource system.

The solution

Carrot's data collection software gives customers information and data that can be used to motivate and reward improved waste sorting, for instance by Pay-As-You-Throw structures. As a result, the proportion of sorted waste that can find its way back into the cycle increases, while the proportion of mixed, residual waste is reduced.



1. Using data from the Upright Project applying Norselab's custom value mapped to the SDGs. 64% with Upright's default value set.



Sustainable cities & communities

Target 11.6

Carrot enables customers to introduce efficient incentives and rewards to increase their waste sorting rates, reduce residual waste volume and provide insights into available resources for reuse, recycling or repurposing.



Responsible consumption & production

Target 12.5

Carrot contributes to reducing waste and increasing resource efficiency through prevention, reduction, recycling, and reuse.

Impact contribution

62%

70% in 2021

Carrot's software helped customers achieve a sorting rate of 62%.¹



Responsible consumption & production

Target 12.8

Carrot empowers users to improve their waste sorting by tracking and understanding how their waste sorting efforts count.

Impact contribution

23 000 users

14 000 in 2021

Number of users using Carrot's software to track and understand their waste sorting efforts.

1. Sorting rate for 2021 was based on one customer only, for 2022 it has been expanded to all customers.