

Creating a world of circular materials.

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

Net impact value creation in 2023 (USD) ¹

\$ 0.2 M

Impact potential

5/5 – Impact-generating

The problem

We use 90 bn tons of materials and generates more than 2 bn tons of waste every year. Reusing, remanufacturing, and recycling materials is essential to minimize adverse impacts on the planet and society. Yet, the lack of integrated value chains, adequate data, and user participation are impeding the development of a circular resource system.

The change we need

Collecting data on waste before it is thrown away changes our perception of resources and enables new circular value chains that don't even exist yet. By rewarding people for what they return, Carrot has the potential to use data to create a world of circular materials and close the circularity loop.



¹ Using data from the Upright Project and applying Norselab's custom value mapped to the SDGs. Read more about this metric on page 21. Norselab owns 32% of the company and has therefore contributed to 32% of this impact value creation.

Carrot's impact metrics

60% 62% IN 2022

Carrot's software helped customers achieve a sorting rate of 60%.

1120 tons NEW METRIC

Carrot helped users to divert 1 120 tons of waste.

10,669 23,000 IN 2022

Users of Carrot's software.

Carrot's impact contribution



Sustainable cities and communities

Target 11.6

Carrot creates insights for individuals to make valuable resources available for reuse, recycling, or repurposing.



Responsible consumption and production

Target 12.5

Carrot enables the reduction of residual waste, and maximizes the use of existing resources.



Responsible consumption and production

Target 12.8

Households and tenants are empowered to improve their waste sorting by using Carrot to track and understand how their efforts count.