



# Trash goes digital

 **SENSORITA**



The **unavailability** of secondary materials is hindering circular economy.

mrw°

NEWS

## EU agency finds most secondary material markets 'dysfunctional'

27 JANUARY 2020 | BY MARK SINGHAN



The secondary materials markets for aluminium, paper and glass are the only ones properly functioning in the EU, the European Environment Agency (EEA) has said.

GreenBiz

Analysis Events Webcasts Videos

**There isn't enough recycled plastic for companies to meet commitments. What now?**

Recycling and using recycled content alone won't solve the

**The waste industry is  
trapped in analog processes  
and non-digitized workflows**





# Waste companies don't know:

**Where** they are

**What** is inside them

**How** full they are

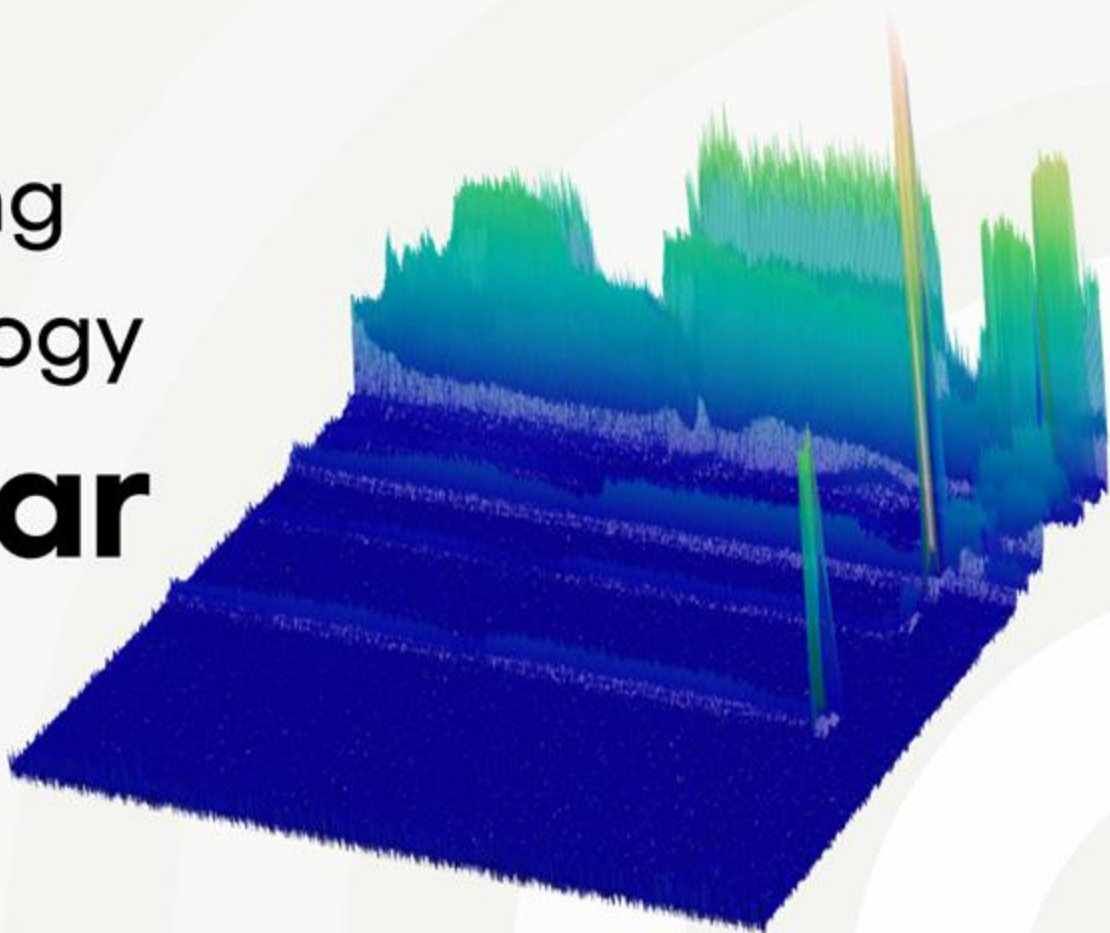
**When** they will be back

Sensorita's **machine learning & radar sensor** creates  
**digital twins of waste containers**



Groundbreaking  
sensor technology

# AI & Radar



# Insight begins with data points





# We have over **1 million** of them

- Live field data
- Thousands samples from the field every week
- Artificial experiments





How does it work?

**Measured in the container,**  
**analysed in the cloud**



# Examples of automatic measurements

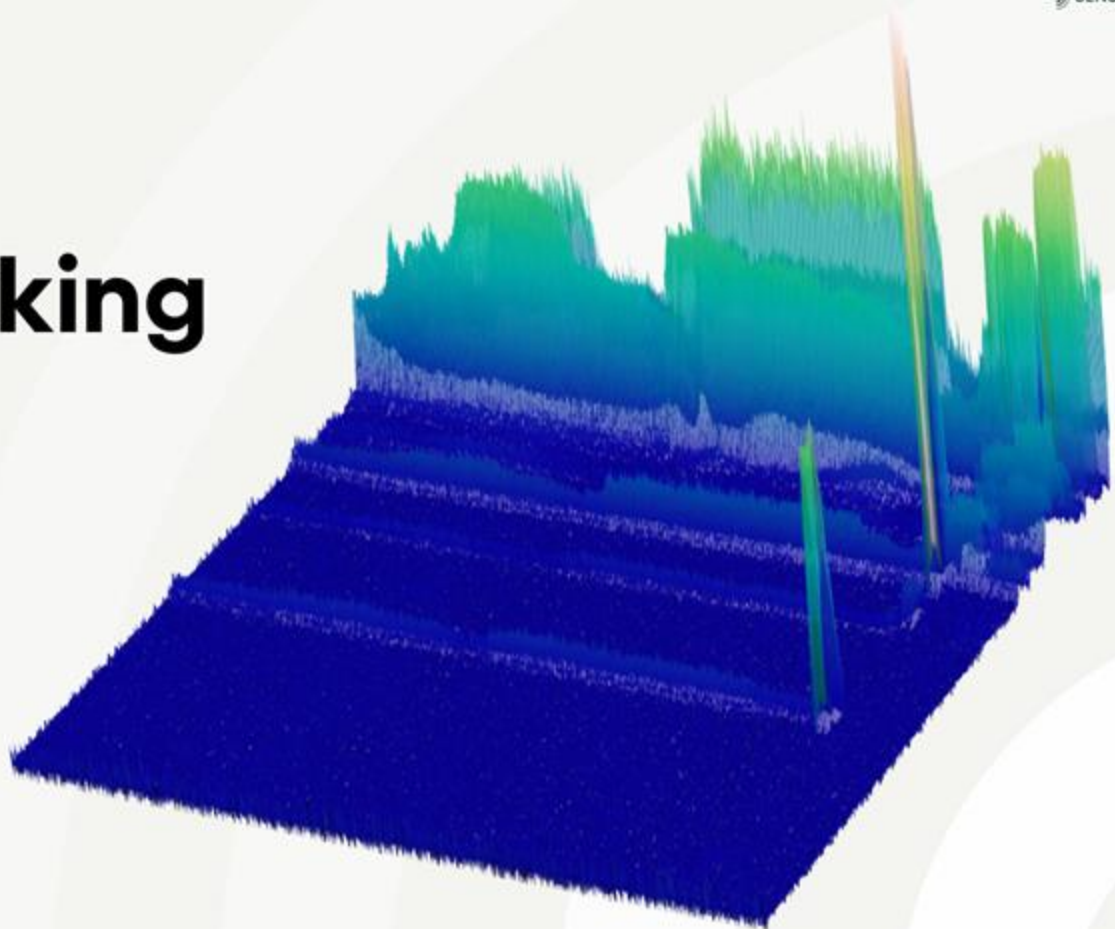




60%

AI & radar

# Groundbreaking sensor technology





**Sensorita får 16 millioner**

ReWaCC

# Remote waste characterization and quality control

 SENSORITA RAGN  SELLS

 VEIDEKKE

 NORSUS

 NR  Norsk  
Regnesentral  
NORWEGIAN COMPUTING CENTER

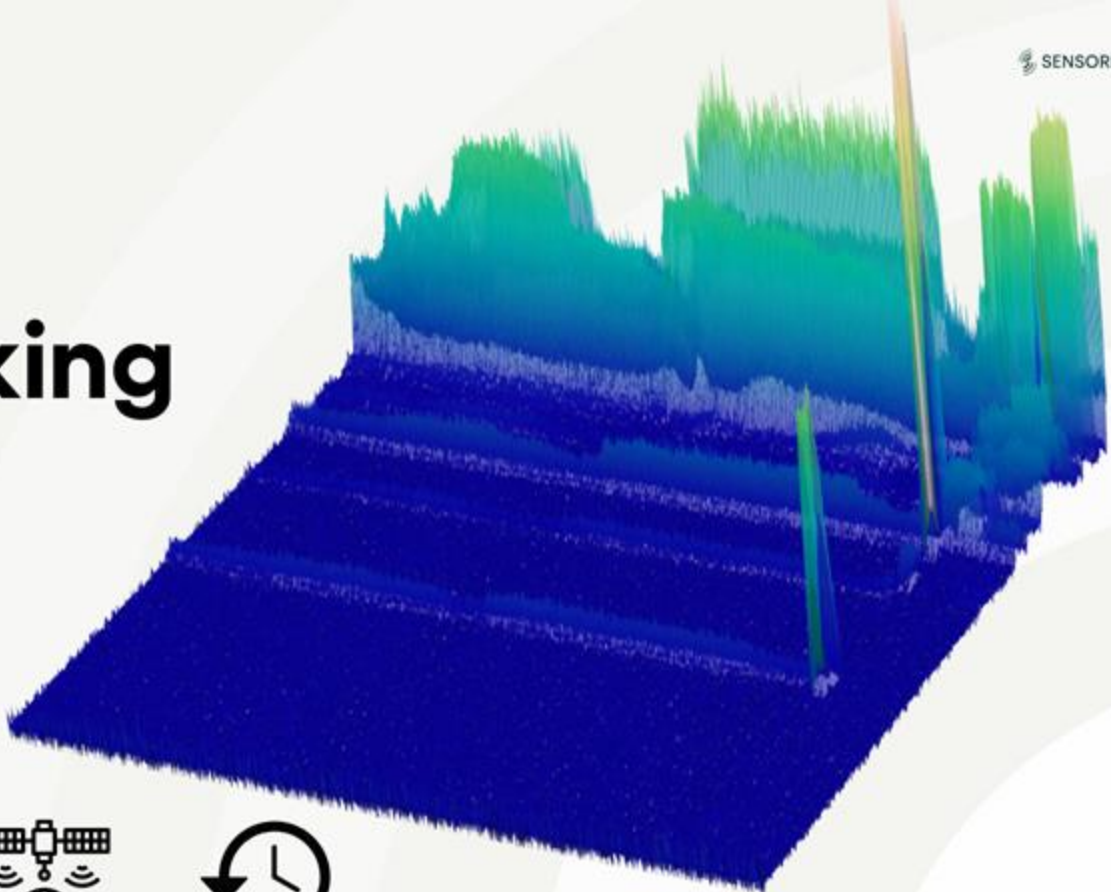
 aconeer





AI & radar

# Groundbreaking sensor technology



Kundetype



Avvikshistorikk



Værdata



Satellitdata



Historisk data

# Sensorita provides waste companies with the right **insight**

For a single container...

-  Munchen
-  70% full
-  Wood



The background features a complex, light gray network of lines resembling a fiber optic or data network. Scattered throughout this network are approximately 18 yellow Wi-Fi signal icons, each with three curved lines representing signal strength. The text is centered horizontally and vertically in a bold, white, sans-serif font.

**...and for the whole container fleet**

SOLUTION



# Making containers a decentralized storage of **valuable resources**.



**Sensorita transforms waste collection** with a vertical SaaS, increasing profit and recycling.



**Monitoring**  
Save time



**Logistics**  
Boost efficiency

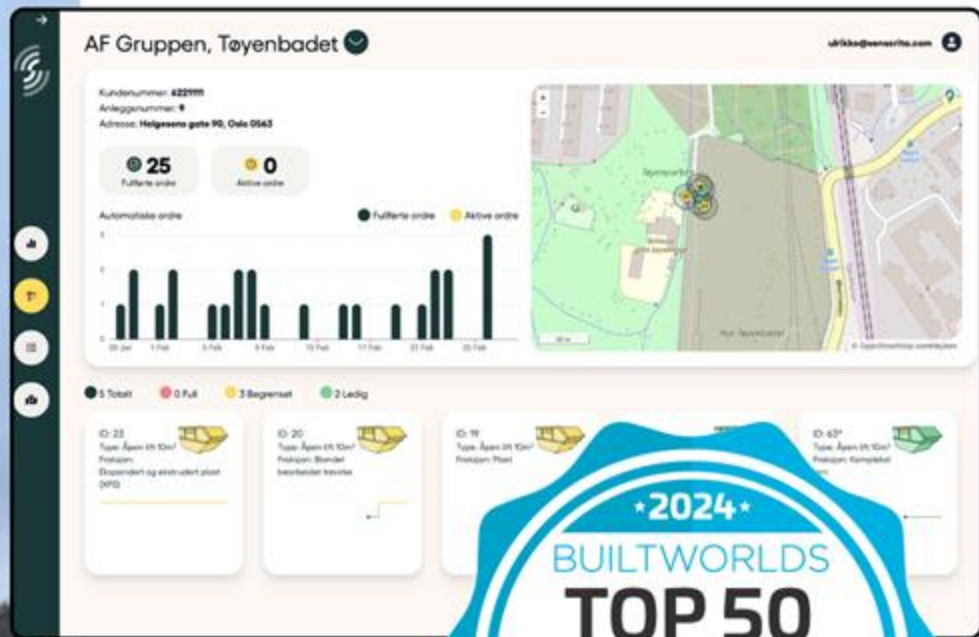


**Planning**  
Improve recycling

# We are future proofing waste companies









Our Ambition

**Build the global  
leading system for  
waste management**





Trashtech-samlingen ble langt større enn arrangørene hadde sett for seg.  
Foto: Heidi Hopstock

## Ble tatt på sengen av Trashtech-interessen

*Planlegger allerede for neste samling.*

JENS EGIL HEFTØY

Avfall Norge og Startuplab inviterte torsdag til Trashtech Afterwork. En uformell samling for avfallsaktører og teknologutviklere.



Trashtech-samlingen ble langt større enn arrangørene hadde sett for seg.  
Foto: Heidi Hopstock

## Ble tatt på sengen av Trashtech-interessen

Planlegger allerede for neste samling.

JENS EGIL HEFTØY

Avfall Norge og Startuplab inviterte torsdag til Trashtech Afterwork. En uformell samling for avfallsaktører og teknologitvilkere.

## What Is Trash Tech And Will It Peak Soon?

Daniela De Lorenzo Contributor @

I write about sustainable food & agriculture production systems.

Follow



Jan 28, 2024, 11:05am EST

The Oslo-based startup Sensorita develops sensors monitoring digital twins of waste containers to streamline waste management and increase recycling. "We fall under several techs such as deeptech, contech, proptech, cleantech," said Lien, "we have not once met a potential customer through these ecosystems."



Ulrikke Lien, CEO of Sensorita, a startup working with AI and smart sensors to better streamline ...  
[+] @ckoziers

# Let's talk trash!

ulrikke@sensorita.com



Supported by:

