

Carrot – serie A or growth

● **Founders' Lounge** | Høyden · 10th floor | 12:02–12:08

Part of Pitch Showdown: The 100 Million Bet - Part 2



Tine Charlotte Holm
COO, Carrot

Tenant-level waste data turns recycling into savings and new value

Tine Charlotte Holm, COO of Carrot, pitched the company in the Series A or growth round of the Pitch Showdown. She argued that changing waste requires changing behaviour, and that waste is a financial problem as well as an environmental one: sorting mistakes alone can cost thousands per building each month. Carrot replaces aggregated estimates with actual waste data broken down by tenant every day, and engages operators and tenants through benchmarking and gamification. Her slides showed up to 3x higher savings on every tonne diverted from general waste to recycling. At 22 Bishopsgate in London, the recycling rate rose from 57% to 85%, diverting nearly 300 additional tonnes a year. The next step, which Carrot is raising capital for, is to use its data on waste origin and quality to find buyers for each resource and bypass regular collection.

KEY TAKEAWAYS

- Carrot measures waste per tenant every day instead of relying on aggregated estimates.
- Monthly tenant reports, a recycling league and benchmarks use gamification to change sorting behaviour.
- At 22 Bishopsgate in London, the recycling rate went from 57% to 85%.
- Holm framed waste as a cost issue, with up to 3x higher savings per tonne moved to recycling.
- Carrot is raising capital to match waste with buyers and bypass regular collection, with a London pilot planned.

85%

recycling rate at 22
Bishopsgate, London, up
from 57%