

Greyparrot

VALUE RECOVERY

BIOGEOCHEMICAL FLOWS

CLIMATE CHANGE

LAND-SYSTEM CHANGE

Problem

The world generates over 2.1 billion tons of waste every year¹, and nearly 45% is not safely managed.² Waste accounts for around 20% of human-related methane emissions³, yet the \$1.6 trillion waste industry remains largely undigitized and opaque, limiting recycling and resource recovery.⁴

Solution

Greyparrot is digitising the \$1.6T waste industry. AI-powered analytics transforming the waste industry with 95%+ accurate recognition.⁵ Greyparrot’s platform digitises waste flows to boost recovery, optimise facilities, and cut CO₂ emissions by diverting recyclables from landfill and incineration.

Contribution

With over 40 billion waste objects analysed, Greyparrot provides transparency at scale and builds the world’s largest waste dataset.⁶ Facility operators, producers, and policymakers use its intelligence to recycle more and waste less.

2024 Results

In 2024, Greyparrot’s waste analytics platform helped clients recycle more waste and avoid 5,800 tons of linear resource use. Uncovering what truly happens in waste streams drives smarter recycling, reduces reliance on virgin resources, and boosts efficiency in materials recovery.

5,800 tons

Linear Resource Use avoided⁷

40 billion

Waste objects analyzed cross 20+ countries

Impact Risk

Evidence Risk



External Risk



Execution Risk



Greyparrot is digitising the world’s waste streams, setting a new data standard that drives circular-economy decisions from the sorting line to the design studio.

Sources: 1. United Nations Environment Program, 2. Reuters, 3. United Nations Environment Program, 4. Allied Market Research, 5. Greyparrot, 6. Greyparrot, 7. LRUA - Regeneration.VC and Circle Economy calculations based on company provided information