



Orbisk



The story

Olaf van der Veen came to food waste from a sideways angle. Working side jobs in hospitality, he kept seeing how much restaurants threw out, and watching a hotel breakfast buffet cleared into the bin convinced him it had to change. What struck him was where the waste came from: not the guests' plates, but the kitchen, where most of what's binned never reaches a table. In 2018, he and his co-founders set out to make that hidden loss visible. The first monitor was a rough wooden mock-up, built at 2:30 am in Eindhoven, and that's how Orbisk was born. Today, Orbisk works with major hotel groups across +50 countries, still built on the same idea: you can't manage what you can't see.

The scale is enormous. About a third of all food produced is lost or wasted, driving roughly a tenth of global emissions and much of the world's land-

based biodiversity loss. In a professional kitchen it's acute: a mid-sized restaurant bins 30 to 60 kilos a day, at about €7 a kilo, and most of it goes unseen.

Orbisk is a food waste intelligence platform that makes food waste visible. A camera and scale above the bin recognise more than 800 ingredients and log every scrap in real time, so a kitchen sees exactly what it's throwing away, what it costs and what it emits. It surfaces the structural waste and lets teams act on it. No redesign, no new behaviour; a kitchen can save €20,000 to €50,000 a year simply by seeing.

That is what makes Orbisk a Kick. It improves the metabolism of today's food system, making kitchens perform far better as they are by turning invisible loss into everyday, actionable savings.

What excites us



“Nobody likes waste, especially food waste. Orbisk tackles this frictionlessly, and the cost savings deliver a very strong ROI. That’s why we see rapid adoption at Accor Hotels, Marriott, Hilton and Carnival Cruises. It is a great example where commercial interests go hand in hand with delivering impact across multiple planetary boundaries.”

Martijn Lopes Cardozo,
Partner

Impact delivered in 2025

3170t
Linear resource
use avoided

6180tCO₂e
GHG emissions
avoided