

## Madrid will have the largest smart waste installation in Europe

1 March

11 100 sensors will monitor waste levels in bins in the capital of Spain

Sensoneo smart waste monitoring solution will be implemented in Madrid in what is the largest smart waste installation in Europe. More than **11 000 sensors** will be installed in bins with **light packaging, textile, glass, organic and general waste**, with data being sent to [the Smart Waste Management Software System](#) and utilized also in optimized [route planning](#).

The smart waste solution will be deployed in cooperation with our local partner [Candam](#), as part of the waste collection service contract for the city of Madrid with Valoriza, Acciona and OHL Ingesan.

The installation of sensors will start in the first quarter of 2023. The smart waste implementation is a part of Madrid's strategy of transforming into a **benchmark Smart City**. The main reason behind utilizing smart sensors is to bring **more efficiency into waste collection services**, while also reducing emissions, traffic, and noise. Other benefits of smart waste monitoring are fuel and cost savings and reducing time necessary for waste collection.

According to Martin Basila, Co-Founder and CEO of Sensoneo: *"Our smart waste solutions have helped cities, businesses and countries all over the world bring more efficiency into waste management, while reducing environmental footprint. Implementing smart waste technology on such a large scale is surely a milestone for both Sensoneo and the city of Madrid. I am happy more and more cities realize the importance of implementing technologies to improve the sustainability of waste services, and such a large smart waste installation will no doubt bring significant results."*

Smart sensors deployments in Europe typically range in hundreds, or few thousand units. The largest installation of Sensoneo sensors (and one of the biggest smart waste projects in Latin America as well) was in [Buenos Aires](#) and covered 4 500 sensors.

The smart waste project in Madrid also has a significant cultural importance. As International Sales Director at Candam Benjamin Varese explains: *"In Spain and Southern Europe as such, waste management has not started utilizing technology at a large scale. And although many cities are aware of the importance of the digitization of the waste sector, none have been able to commit to a big project. With Madrid as the capital having the largest smart waste project in Europe, we expect other cities in the region to join."*

**About Sensoneo:**

*Sensoneo develops and provides enterprise-grade smart waste management solutions that support the digital transformation of waste management to achieve efficiency, transparency, and sustainability.*

*Sensoneo is redefining the way waste is managed. Through its unique smart waste management technology, Sensoneo helps to cope with the biggest challenges in today's world of waste management – lack of efficiency and transparency. As an outcome, the solution enables the customers to achieve 30 – 63% reduction of waste collection routes and 97% accuracy on actual waste production.*

*Sensoneo's smart waste management has attracted cities and businesses around the world, and the solution has been installed in more than 80 countries on 5 continents.*

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