



Making the world's waste **visible,**
verifiable & valuable

Our mission: to be the leading
waste analytics business for
waste producers, the waste
industry and government.



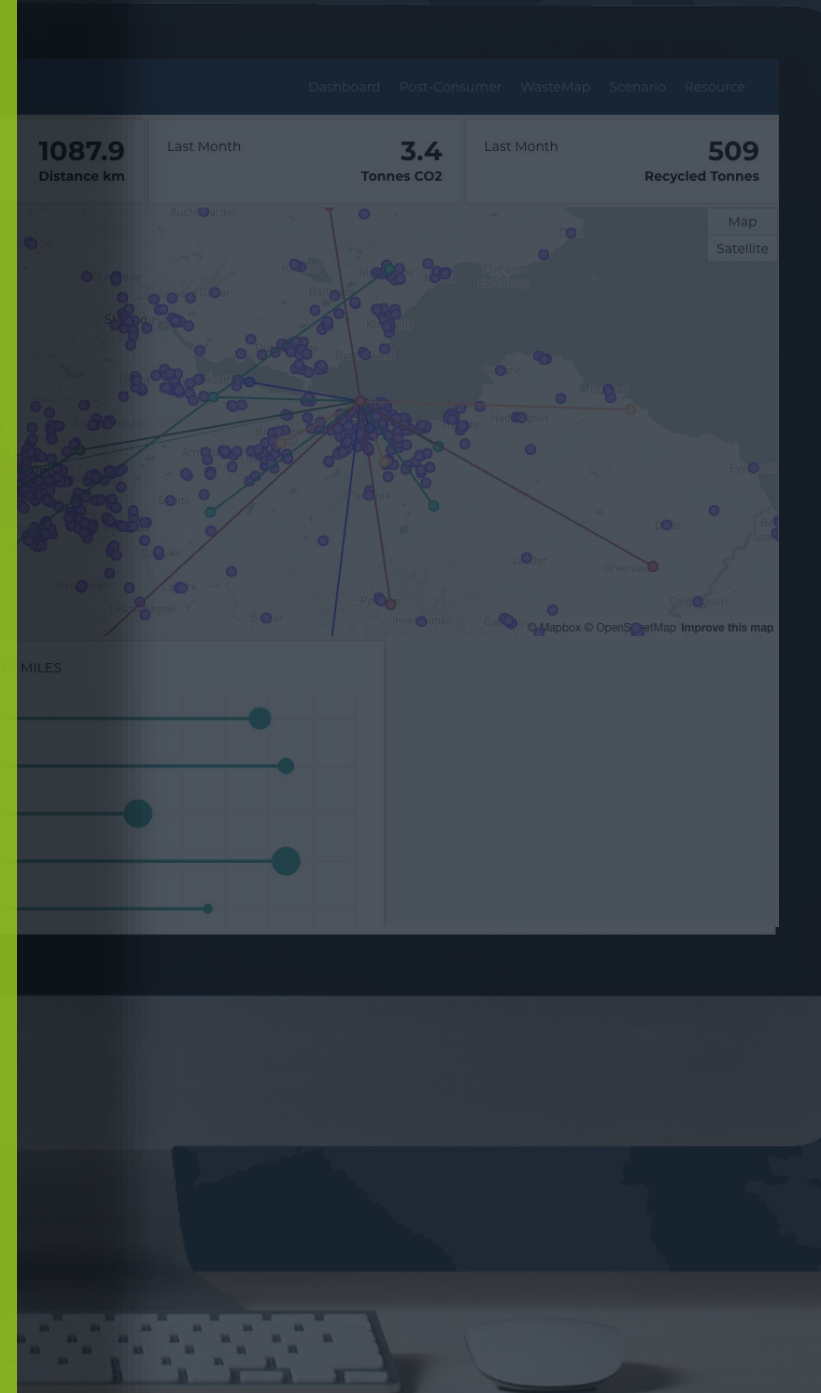
WasteMap[®]

What we do

Topolytics' WasteMap[®] platform ingests data on waste types, amounts and movements, at scale. It then cleans and analyses the data to identify patterns and insights that can drive efficiencies, improve compliance, reduce environmental impact and improve reporting.

As a business, we draw in data on individual movements of material from companies, organisations and households – across the waste supply chain – the resulting modelling and analysis generating valuable insights for individual customers – be they waste producers, recyclers or government.

WasteMap can ingest data from third party systems in CSV or spreadsheet form, direct from software or via real time sensor systems such as bin weighing, machine vision, bin fill, smart labels.



WasteMap[®]

Topolytics is creating a 'digital twin' of corporate, city, national and the international waste system – unlocking value for waste producers, recyclers, investors and governments.



Our position

We are a leading AI & analytics player in the fast growing \$2bn smart waste market



Our unique proposition

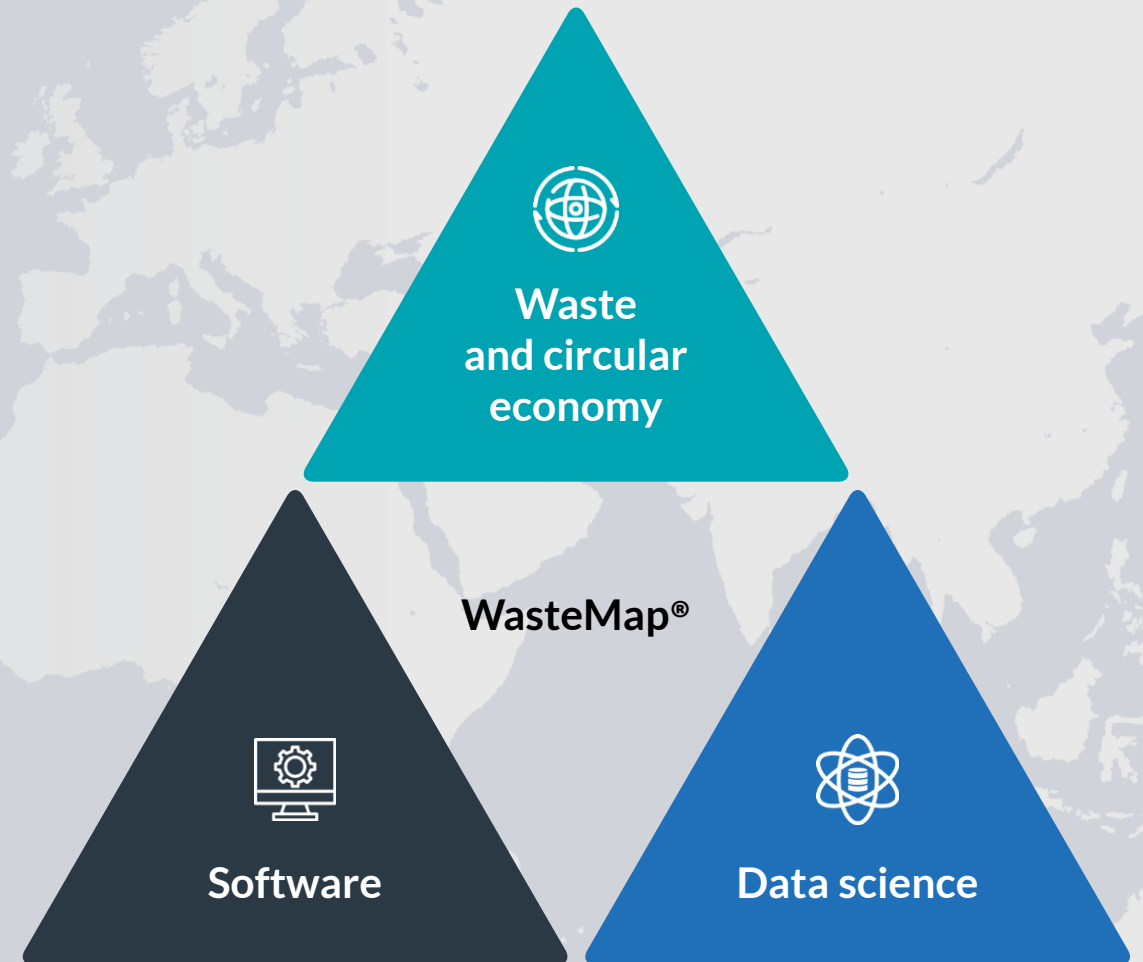
Our analytics platform WasteMap® uses mapping and machine learning to make waste and resource management more transparent, more efficient and more effective commercially and environmentally.

We do this for:

Large enterprises such as product companies that generate operational or post-consumer waste.

Waste recyclers and brokers that do something to this waste.

Governments and cities that are responsible for regulating waste and creating circular economy policies.





Producers

TOPOLYTICS Michael Groves Log out

Universal Manufacturing Inc.

38515 RSU - Fairview Industrial Park

Compliance Against Corporate Waste Targets: **98%**

Total material recovered: **2.91t**

Total material recovered: **1.52t**

Total primary miles: **2,408.3**

Total primary CO2e miles: **142t**

38517 RSU - Fairview Industrial Park
Last updated on 24th January 2021

Address: 38517 RSU - Fairview Industrial Park, March Way, Rannoch RM13 8LH, United Kingdom

Country: United Kingdom

Grid Ref: 51 5145' N, 0 0803' W

Local authority: London Borough of Havering

Operator: Raceford Limited

Waste streams

Waste end fates

Waste input and output

Processors

TOPOLYTICS John Brack View

Allington Incinerator - EPR/BR45511C

Total weight of material received: **527,773.7t**

Total weight of material received: **155,883.7t**

Site and fates

Allington Incinerator - EPR/BR45511C
Last updated on 4th January 2021

Address: Allington Court, Levenhoe Road, SE18 0LE, UK

Country: UK

Grid Ref: TQ18007500

Longitude, latitude: 0.48007463, 51.230885

Region: East of England

District: Mablethorpe

Regional Planning Authority: South East

Site Region: East

Waste Planning Authority: Kent

Operator: Kent Environment Ltd

Site type: Incineration

Parent: BR45511C

Authorisation details: Disposal of waste by incineration - Disposal of waste by incineration

Expiry date: -

Waste list activities: -

Waste input and output

Government

Agency Manager Lydia (Agency Officer) Sign Out

Search Agency Manager

ALPHA This is a new service - your feedback will help us to improve it.

Alerts

Date	EWC Code	Description	Waste Type	Status	Notifications
28 March 2020, 11:28	12 34 56	Unauthorised material acceptance	Clothes	New	1 Notification
28 March 2020, 10:12	23 56 76	Unauthorised material acceptance	Textiles	New	2 Notifications
28 March 2020, 09:12	98 34 54	Mass balance threshold exceeded	All Waste	New	3 Notifications
27 March 2020, 16:58	50 67 14	Storage limit exceeded for EWC code	Plastic	New	2 Notifications
27 March 2020, 15:34	84 25 43	Hazardous waste transfer - 30 Mar 2020, 15:34	Automotive Wastes	New	1 Notification

Waste Map

Date	Weight (t)
25/02/2020	1.63
26/02/2020	1.43
27/02/2020	1.04
26/02/2020	1.65
25/02/2020	1.89

Waste Anomalies

New Producers

No	Site Name	Volume
1.	Company A	1200
2.	Company B	980

Waste Movements

Waste In & Out

No	Site Name	% difference
1.	Company F	+7.2%
2.	Company G	+6.3%

WasteMap[®]

Deploy WasteMap as the basis for the UK Government's mandatory digital waste tracking system

Winner 'Best Technology Innovation' 2020 UK National Recycling Awards

Winner Circular 2030 competition organized by Google Cloud and SAP – chosen from 250 companies worldwide as commercial, scalable technology that can enable the circular economy.

Winning Connected Cities Award at 2020 Digital Leaders Impact Awards


TechNation Net Zero Growth Program as leading UK tech company creating a more sustainable future

Plastic Data Challenge finalist in Singapore, advancing pilot opportunities in South-East Asia

Winner Waste 2020 Competition, StartUpX, Singapore

Delivering COP26 waste insights project for SAP and leading consumer product companies.

IDC > Products & Services > Subscription Services > European Technology for Sustainability and ... Print Page Share



European Technology for Sustainability and Social Impact

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Companies Covered

[A.T. Kearney Limited](#), [ABB Ltd.](#), [AT&T Inc.](#), [Accenture plc](#), [Amazon Web Services Inc.](#), [Apple Inc.](#), [Atos SE](#), [BT Group plc](#), [Canon Inc.](#), [Capgemini Services SAS](#), [Cisco Systems, Inc.](#), [Dell Inc.](#), [Deloitte LLP](#), [Deutsche Telekom AG](#), [Equinix Inc.](#), [Ernst & Young Global Limited](#), [Globechain \(UK\) Limited](#), [Google LLC](#), [HP Inc.](#), [Hewlett Packard Enterprise](#), [Huawei Technologies Co., Ltd.](#), [IBM](#), [KPMG International](#), [Konica Minolta Holdings, Inc.](#), [LG Corp.](#), [McAfee LLC](#), [Microsoft Corporation](#), [Motorola Solutions, Inc.](#), [Oracle Corporation](#), [Orange S.A.](#), [PricewaterhouseCoopers LLP](#), [Rackspace Technology Global, Inc.](#), [Ricoh Company, Ltd.](#), [SAP SE](#), [Sage Group plc](#), [Salesforce.com, Inc.](#), [Samsung](#), [Schneider Electric SE](#), [ServiceNow, Inc.](#), [T-Systems International GmbH](#), [Tata Consultancy Services Limited](#), [Tieto Corporation](#), [Topolytics](#), [Transparency-One](#), [Vertiv Co.](#), [Vodafone Group Plc](#), [Wipro Limited](#), [Xerox Corporation](#), [iFixit](#)

News > Environment

Data analytics firm builds Ordnance Survey map of all the rubbish Britain produces in a year

Eco-friendly Edinburgh tech business is challenged by DEFRA to create tool that maximises use of waste materials

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ADVERTISMENT

IS YOUR BUSINESS READY FOR BREXIT?

Download our checklist for a pragmatic and informed approach to all the key Brexit questions: brodies.com/brexit-checklist



Meet the core team

The team has a powerful mix of experience from the waste and recycling industry, compliance, circular economy, software development, product development and data analytics.



Dr Michael Groves
Founder & CEO
PhD in remote sensing
30 years in environment & sustainability
4 start ups, 1 exit

<https://www.linkedin.com/in/michaelantonygroves/>



Ben Emson
Chief Technology Officer
Head of O2's Lab
Lead developer
'WhereonEarth' mapping platform (bought by Yahoo)
15 years software architecture & development

<https://www.linkedin.com/in/emson/>



Jane Stewart
NED
Qualified CA
VC – SEP & Baird Capital
13 years CFO & Head of strategy for recycling business – from \$25m to \$250m exit

<https://www.linkedin.com/in/jane-stewart-35a6bb64/>



Mick Lloyd
Chief Product Officer
Head of Product Management – Craneware – leading US hospital revenue system (listed on LSE)
Worked across Product and COO roles in tech startups

<https://www.linkedin.com/in/michaelpdloyd/>

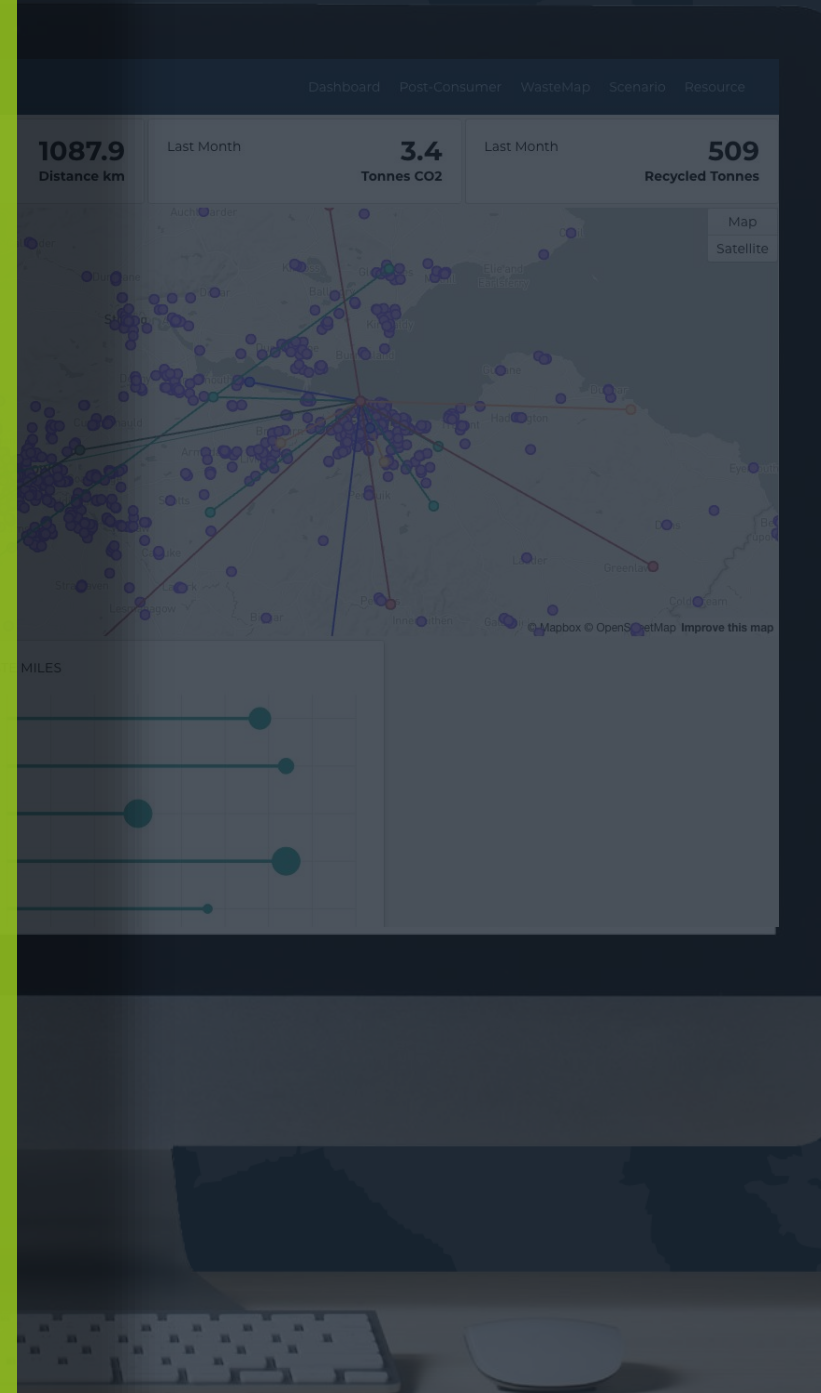
WasteMap[®]

Making a difference across the
waste & materials value chain

WasteMap[®]

Key benefits

- Identify patterns in large datasets that unlock efficiencies and support compliance
- Quantify carbon emissions and environmental impacts
- Feed environmental and sustainability reports
- Enhance customer engagement
- Identify sources of material and support sales and marketing



WasteMap[®]

WasteMap[®]

Challenge:

Reduce the risks, define the impact and realise the value of commercial, industrial and post-consumer waste.

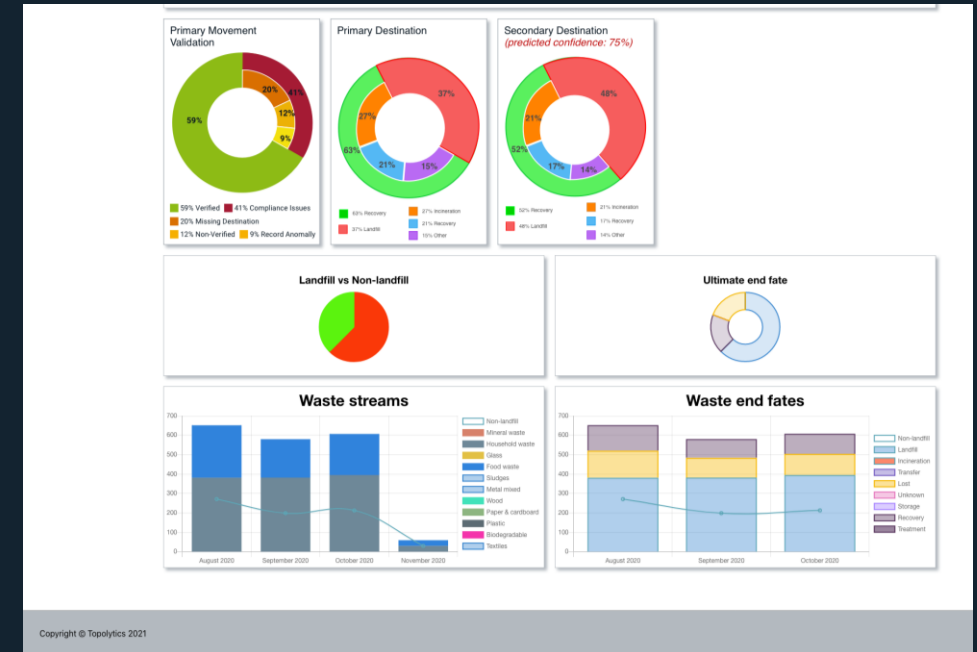
Our solution:

Support **compliance** with external requirements - more stringent requirements on waste producers to demonstrate responsibility for their waste and demonstrate knowledge of what happens to this material.

Improve **operational efficiency** and reduce the resources required to manage reporting from contractors and the associated data required to support carbon strategies, compliance, reconcile waste management costs vs actual activity and generate insights that can drive greater recovery of waste material.

Support **carbon reduction** work. Recognising that the volume of waste, its movement and how this material is handled is a factor in overall carbon emissions.

Add value to **reporting** and **transparency** - internal or external.



Customers

Manufacturers and product companies
(some of whom reuse recycled material)

WasteMap[®]

Mapping & predicting waste flows

Live map of industrial and post-consumer waste flows

Identify waste miles and outcomes

Identify options for system interventions to improve recovery rates

Identify options for material and cost efficiencies

Customers

Consumer product & packaging companies

Partners



WasteMap[®]

Challenge:

Create a mandatory digital reporting system for all (100's million) waste movements in the UK (defined in the Environment Bill 2020)

Why – reduce waste crime, enable smarter regulation, drive greater resource recovery, support policy making.

Our solution:

Build a data driven waste tracking system around WasteMap[®]

Waste Data Account - enables easy uploading of waste movement data

WasteMap[®] – ingests, cleans, processes and reconciles data from all waste companies and different formats – spreadsheets, databases, APIs

Agency Manager – dashboard for each UK regulator (England, Scotland, Wales, Northern Ireland). Shows alerts/notifications, details on every waste movement

Worked with data from 35 waste producers (transport, retail, manufacturing, construction etc), recyclers, brokers, waste mngt software

Real time data from PragmatIC – RFID labels for tracking waste tyres

Customer

Department for Environment, Food & Rural Affairs (and all UK environmental regulators)

The screenshot shows the Agency Manager dashboard. At the top, it says 'Agency Manager' and 'Lydia (Agency Officer) Sign Out'. There is a search bar and navigation links for 'Dashboard', 'Alerts 60', 'Favourites', and 'Reports'. A message below the navigation says 'ALPHA This is a new service – your feedback will help us to improve it.' The main content area is divided into four sections:

- Alerts:** A table with columns: Date, EWC Code, Description, Waste Type, Status, and Notifications. It lists several alerts from March 2020, such as 'Unauthorised material acceptance' and 'Mass balance threshold exceeded'.
- Waste Map:** A map of Scotland with a table on the left showing waste movement data. The table has columns: Date, Weight (t). It shows movements from late February to early March 2020.
- Waste Anomalies:** A section with a 'View All' link and a table for 'New Producers' with columns: No, Site Name, and Volume. It lists 'Company A' and 'Company B'.
- Waste Movements:** A section with a 'View All' link and a table for 'Waste In & Out' with columns: No, Site Name, and % difference. It lists 'Company F' and 'Company G'.

Partners



WasteMap[®]

Collaborating with PragmatIC on the UK government waste tracking project

PragmatIC printed and attached smart labels to a selection of tyres

Topolytics created a direct link (API) from the PragmatIC data capture system into the regulator's dashboard

PragmatIC scanned each label and the data registered in the dashboard in real time

This showed location, ownership, tyre type, time and other key information

Customer

Department for Environment, Food & Rural Affairs
(and all UK environmental regulators)



- ❖ 40M used tyres per year in UK
- ❖ UK Government funded project in partnership with the Tyre Recovery Association UK
- ❖ Digital tracking data allows deeper analyses of how tyres are processed as waste
- ❖ UK Government mandating digital waste tracking

Create more

WasteMap[®]

Processing and analysing bin sensor data

Bin fill sensors deployed across City of Edinburgh

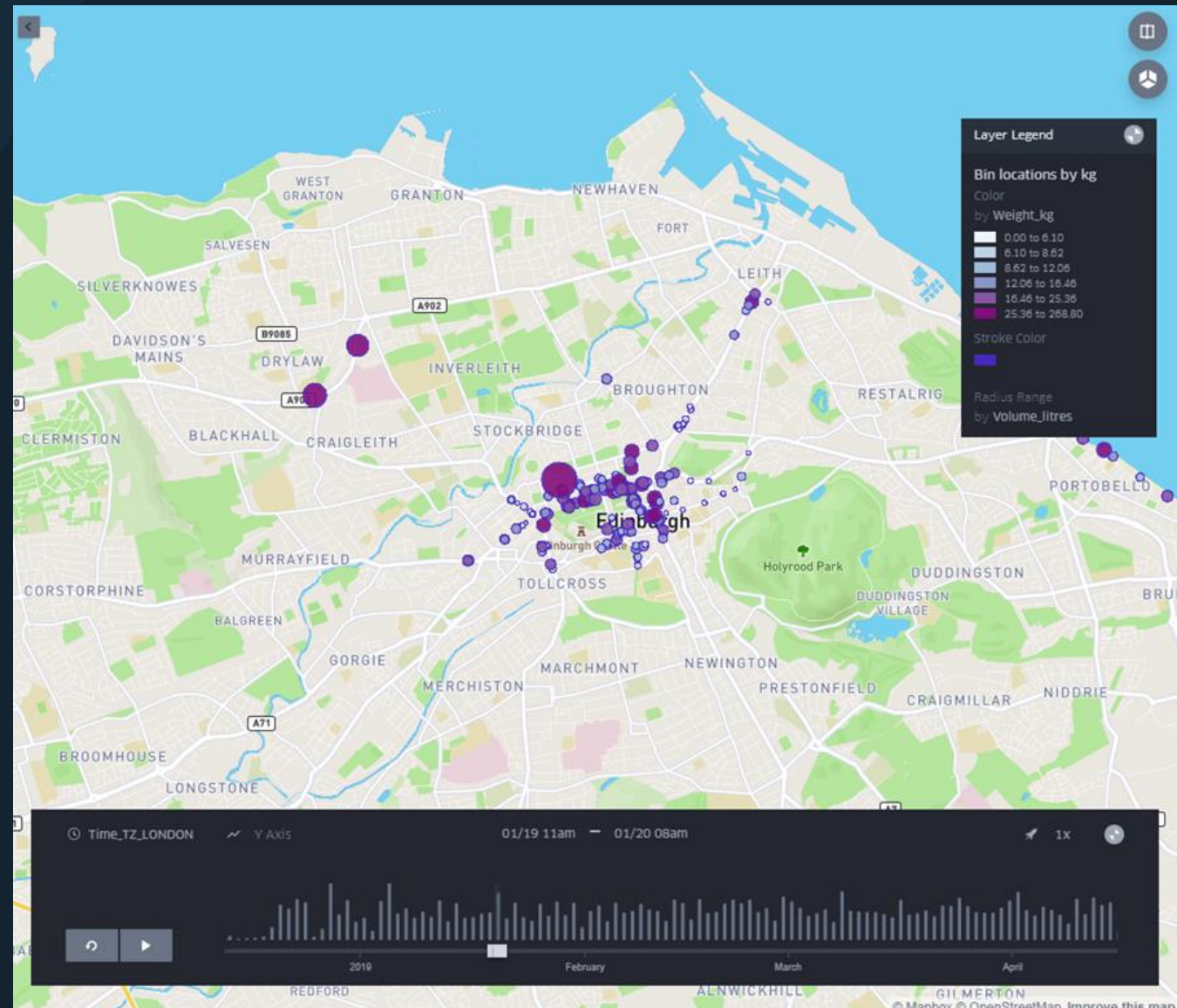
Analysed data from the sensors showing bin weights and speed of fill

Insights enabled better siting of bins

Identified anomalies and data quality

Customer

City of Edinburgh Council



“CSI meets
Cicero... brilliant
in its *simplicity.*”

IDG CONNECT

