

## PRESS RELEASE

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FOR IMMEDIATE RELEASE

### ***First 14 Months of Romania's Deposit Return Scheme marked by success, powered by Sensoneo's IT System***

Romania has undergone a remarkable transformation over the past 14 months, benefiting from a cleaner environment, a growing recycling mindset, and ecological habits that support its path toward sustainability. The implemented Deposit Return Scheme (DRS) has exceeded expectations, reflecting the increasing commitment of citizens to contribute actively to a greener future.

The impact of the scheme is undeniable, with key statistics underscoring its success. Today, **98% of Romanians** are familiar with the DRS, **90% have returned packaging at least once**, and **six out of ten** actively participate. In its first year of operation, the system collected over **3.5 billion packages**, significantly advancing Romania's circular economy, environmental goals, and broader societal benefits.

#### **Milestones achieved since the launch on November 30, 2023**

- More than 3.5 billion packages collected
- More than 230,000 tonnes of materials diverted for recycling
- 7 centers established for counting and sorting
- 800+ green jobs created, supporting local economies and communities
- A record return rate of 84% in October 2024

Romania stands out in Europe for its high number of traders relative to its population. If all beverage packaging sellers were integrated into the system, Romania would boast the highest density of collection points in Europe—**one for every 220 inhabitants**, far surpassing the **1,000 to 3,000 inhabitants per point** in other countries with established deposit return schemes.

#### **Sensoneo's IT Solution: A pillar of success**

A key factor behind this achievement is the **IT system developed by Sensoneo**, which serves as the backbone of the entire operation. By integrating all stakeholders and aggregating data from every stage of the process, the software ensures **efficiency, transparency, and seamless coordination**.

Martin Basila, CEO of Sensoneo, reflects on the successful partnership with RetuRO: *"We truly appreciate the trust placed in us by RetuRO and their decision to choose us as partners for the IT system. This is especially significant given that, with up to 90,000 stakeholders, Romania's Deposit Return Scheme is the most extensive system in the world."*

Gemma Webb, CEO of RetuRO SGR, acknowledges Sensoneo's critical role as a key supplier responsible for the IT infrastructure: *"The power of strong partnerships has been a key lesson learned from implementing the world's largest integrated deposit return system. Our partnership with Sensoneo has been essential to the success of the DRS, ensuring transparency, accuracy, and unprecedented scale by integrating all stakeholders in a centralized platform. Our mission, at RetuRO, continues with a focus on optimising operations and enhancing the experience of both consumers and retailers. With an innovative technology partner like*

*Sensoneo by our side, we are confident that we are on the right path to becoming an international benchmark in the circular economy and setting a new standard for sustainability across Europe.”*

With the collaboration of consumers, traders, producers, industry partners, and technology providers like Sensoneo, **RetuRO is setting a new benchmark for an efficient circular economy model**, reinforcing Romania’s position as a leader in sustainability across Europe.



Cristian Mihai, RetuRO’s IT Director; Gemma Webb, RetuRO’s CEO; and Martin Basila, Sensoneo’s CEO, during his visit to RetuRO headquarters in Bucharest, Romania.

## *We pave the way towards a cleaner, greener, and a litter-free world*

### **About Sensoneo:**

Sensoneo is a global technology company providing innovative solutions for waste management. Through the integration of cutting-edge technology, including **robust software and a data-driven approach**, Sensoneo enables cities, businesses, and countries to enhance their sustainability performance, optimize waste collection processes, and lower their environmental footprint.

As the only company worldwide, Sensoneo has successfully implemented and operates **IT systems for Deposit Return Schemes (DRS) in 8 countries**, achieving recycling performance exceeding 90%. With a proven track record across several countries, Sensoneo’s influence in the DRS segment is undeniably growing. Additionally, Sensoneo has designed **tools to automate factory waste collection**, enabling its customers to improve waste diversion rates and circularity at their locations.

With its team of 140+ professionals, Sensoneo provides complex software and hardware solutions worldwide, with an active presence in Europe, USA, and the MENA region. Sensoneo’s smart waste management solutions have garnered attention from countries, cities, and businesses worldwide, with installations in over 87 countries across five continents. The deployment of smart sensors by Sensoneo is poised to contribute to the **largest smart waste installation worldwide**, encompassing an impressive 11,100 sensors in Madrid. Notably, Sensoneo holds the distinction of being the **first company to implement a narrowband IoT solution** in the United States.

Find out more: <https://sensoneo.com/>

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