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SGBCCommunity Spotlight

The SGBCCommunity Spotlight series highlights what sustainability means to SGBC Members and how they are helping to build a greener and healthier built environment.



Laurent Canneva, CEO
Laurent Meunier, COO
Spare-it Limited



How is the company helping to build greener buildings?

Spare-it enables Zero Waste through waste intelligence, offering a SaaS platform that transforms how organizations measure, report, and reduce in-building waste. Our system of WiFi-free scales provides unprecedented visibility into waste at the building, floor, and bin levels. By leveraging AI and real-time data, we help reduce waste-to-landfill, increase diversion rates, and identify contamination.

Unlike traditional approaches that rely on guesswork and periodic audits, our platform delivers accurate, continuous measurement that drives meaningful sustainability improvements. Through our API, we integrate with existing ESG reporting systems, automatically calculate GHG avoidance, and identify cost-reduction opportunities while fostering a culture of sustainability.

What drove the founders to set up the company?

Spare-it was founded to address a critical gap in building sustainability: the lack of accurate, actionable waste data. Global studies show that while 80% of people believe individual recycling efforts make a difference, only 51% regularly recycle in public spaces, highlighting the need for improved waste diversion infrastructure in high-traffic areas.

We saw that sustainability teams were making million-dollar decisions based on rough estimates and clipboard observations. By bringing intelligence to waste management where it matters most—inside buildings, at the point of disposal—we've recently secured seed funding to help create a more circular world, one building at a time.

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What is the biggest challenge the company has faced? Are there any learning points for the rest of the industry?

The learning point for the industry is clear: you can't manage what you don't measure, and you can't improve what you can't see. Organisations achieving the greatest sustainability success are those treating waste data with the same precision they apply to energy or water metrics—moving from periodic audits to continuous, granular monitoring.

What do you think can be done to move the needle on built environment sustainability?

To drive meaningful progress, we need stronger compliance requirements alongside positive incentives like certifications and investment opportunities. These motivate organisations to implement upstream waste reduction initiatives rather than simply reporting downstream outcomes and trying to resolve a more complicated environment.

As our CEO Laurent Canneva notes, "We are seeing not only a surge in demand for smarter, data-driven solutions but also a commitment from companies that align with the values of their customers and employees." When organizations have access to accurate waste data and can see the direct impact of their actions, sustainability becomes woven into daily operations and culture.

How does the future of our built environment look like to you?

We envision a future where landlords and tenants collaborate on waste reduction initiatives, using real-time data to drive continuous improvement. Buildings will function as sustainability ecosystems, with tenants self-directing strategies to boost circularity while participating in friendly competition within cities, regions, and across companies.

With 87% of consumers supporting stronger recycling efforts and expecting companies to take the lead in reducing waste, the built environment will shift from waste management to waste intelligence, where every disposal decision is informed by data and every building occupant is engaged in the zero-waste journey.

What's next for the company?

Having recently secured seed funding to accelerate our platform's development, we're focusing on expansion across APAC & Australia while continuing to grow throughout North America and Europe.

Our technology is attracting organisations that recognize the business value of sustainability—not only meeting growing consumer and employee expectations but also driving significant resource and cost savings through data-driven waste reduction strategies.