

Japanese smart waste pilot converts to long-term agreement

[Smart waste](#) 09 Feb 2022 by SmartCitiesWorld news team

A nationwide technology licensing agreement will mean that Rubicon Technologies can work with Odakyu Electric Railway Company to promote sustainable waste solutions across Japan.



The agreement will support Japan's efforts to transition to the circular economy

Smart waste solutions specialist Rubicon Technologies has announced that its pilot with a Japanese transportation company has converted into a long-term, nationwide technology licensing agreement.

This agreement will see Rubicon's technology used to promote sustainable waste solutions across Japan.

Supporting the circular economy

Rubicon started working with [Odakyu Electric Railway company in 2019](#), a transportation, retail, and real estate company, to support the Japanese waste and recycling industry as it moves towards a more integrated circular economy.

Operating in Japan since 1948, Odakyu is committed to working collaboratively with Japanese municipalities and industry leaders to identify and solve the local and global challenges of waste.

For the past three years, Rubicon's suite of technology solutions has been helping local communities in Japan improve operational efficiency and reduce waste incineration while creating shared value.

"There are high expectations from the Japanese market and Odakyu hopes to build a sustainable society through our partnership with Rubicon and its ever-evolving technology"

In its present form, the partnership is primarily focused on helping city governments implement environmental and circular economy practices.

"We have been working with Rubicon for several years to demonstrate the suitability of [its] technology for the Japanese market," said Yohei Matsuda, project technical director at Odakyu. "As a result, we have found not only [its] technology suits the Japanese market very well, but it has exceeded our expectations, solving problems in the collection and transportation field, and contributing to a circular economy on a global scale."

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Rubicon partners with businesses and governments around the world to advance its mission through zero-waste, landfill diversion, and smart city solutions.

“We are thrilled to be transitioning into a long-term product partnership with Odakyu,” said Nate Morris, founder and CEO of Rubicon. “We believe the Japanese market offers high growth potential to Rubicon and our mission to end waste, and this partnership is proof of the value of Rubicon’s suite of technology solutions both in the United States, and around the world.”

The company’s cloud-based offerings help waste collection companies digitise their operations, while equipping municipalities and businesses of all sizes to adopt a fully digital model in service of initiating or growing their waste and recycling management capabilities.

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