Atrium Business Park pioneers smart waste management with WasteTracker in Luxembourg

WasteTracker, founded in 2024, is a leading waste intelligence platform designed to help commercial real estate and large corporations to improve their sustainability performance. Operating across multiple European markets, WasteTracker enables accurate waste tracking, transparent reporting, benchmarking and better recycling practices — empowering stakeholders to make informed, data-driven decisions.

Today WasteTracker announced its official expansion into Luxembourg, marking a significant milestone in the company's mission to digitalize and minimize waste in Commercial Real Estate. The company's launch project in Luxembourg is the prestigious Atrium Business Park, managed by Deka Immobilien, featuring flagship tenants from finance and IT sector. As one of the leading asset owners in the region, Deka emphasized the importance of integrating innovative sustainability solutions into its portfolio.

« Sustainability is a central pillar of our asset management strategy. Partnering with WasteTracker

at Atrium Business Park gives us reliable, transparent data that ensures regulatory compliance and supports our long-term ESG commitments, » said Anne-Kristin Bloemen, Asset Manager at Deka Immobilien.

Operational partners on the ground also see the value of WasteTracker's platform in day-to-day building management. « As property managers, we see firsthand how critical waste reporting and management has become . WasteTracker Terminal helps us measure waste production in the building and their analytics system allows us and our tenants to manage and minimize waste thanks to actionable insights. Our goal is to improve recycling rates and drive measurable environmental impact. » said Jessica Lourenco, Property Manager at Cushman & Wakefield.

With the addition of Luxembourg, WasteTracker now operates in five countries – Poland, France, Czech Republic, Romania, and Luxembourg – serving a growing network of over 120 buildings. The platform's technology empowers property managers, tenants, and cleaning teams to collaborate on reducing waste and improving recycling outcomes.

Since its founding, WasteTracker has:

? Expanded into 5 countries, it is implemented in 120+ buildings covering 2,300,000sqm of commercial buildings.

? Reported waste data to over 1,600 tenants, giving them actionable insights to reduce environmental impact.

? Trained more than 2,000 cleaning staff to correctly sort, handle, and record waste.

? Integrated with many international ESG reporting platforms to make sustainability reporting seamless and transparent.

This expansion is also a step toward realising WasteTracker's mission of becoming the leading waste intelligence platform, enabling Landlords to measure, manage, and minimise waste across their operations.

"Our expansion into Luxembourg is more than just a new market entry — it's the continuation of our vision to provide intelligent waste data that empowers businesses to take meaningful environmental action," said Renata Hartle, CEO of WasteTracker. "Our clients are aware that decarbonization of commercial properties is not only about energy — sustainable and transparent waste management is just as critical."

The move into Luxembourg comes at a time when European regulations and corporate ESG (Environmental, Social, and Governance) commitments are pushing for more transparent and accurate waste reporting. WasteTracker's solution integrates directly into building management operations, making it easy for landlords and tenants to comply with regulations while actively reducing their environmental footprint.