

Built in Europe. **Powered by AI.**

# Ganiga is driving the future of smart recycling with the help of Google AI



To help solve Europe's pressing waste management challenges, Italian green-tech startup Ganiga has developed an innovative solution to boost recycling rates.

The company has created a robotic waste bin, invented and built in Europe, that uses AI to identify and sort waste automatically, addressing the critical need for more efficient and sustainable waste management systems across the continent.

Ganiga's smart bin, Hooooly, is powered by Google's advanced AI tools. The system uses Gemini and Vertex AI to analyse the waste in real-time, ensuring that materials are correctly sorted and contamination is minimised.