

A person's hands are visible in the foreground, operating a control panel. The panel features several touchscreens displaying data, various buttons, and a joystick. The background is slightly blurred, showing more of the control environment. The overall scene suggests a high-tech industrial or laboratory setting.

WASTE MANAGEMENT DIGITALIZATION IN ROMANIA

NEW OPPORTUNITIES FOR FOREIGN PARTNERSHIPS

A DEMO SECTOR BRIEF BY FRD CENTER

INTRODUCTION

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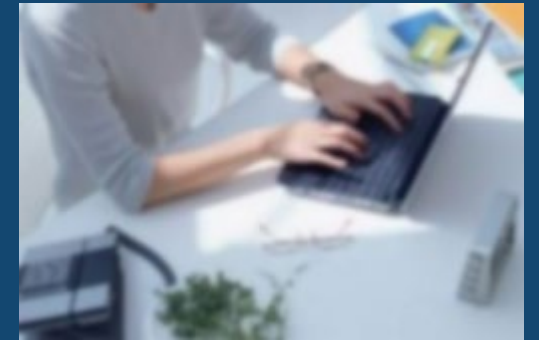
Market Entry and
M&A Advisory

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Since 2000, [FRD Center](http://www.frdcenter.ro) offers upon demand opportunity assessment, new business partners identification and selection services, market research and intelligence, new leads generation, strategic B2B matchmaking, target origination and pre-M&A consulting services to foreign companies and organisations interested to enter Romania and the emerging markets in Europe as exporters, consultants, investors or joint-ventures, to relocate their operations, to find new vendors or to source in CE, SE and Eastern Europe.

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The logo for FRD center, featuring the letters 'FRD' in a bold, black, sans-serif font above the word 'center' in a smaller, black, sans-serif font. To the right of the text is a stylized yellow and orange swoosh graphic.

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As part of the CSR activity, FRD Center endorses the
Sibiu International Theatre Festival FITS (SibFest) - www.sibfest.ro

The Sibiu International Theatre Festival is the most complex festival in Romania. Internationally, it is recognised as one of the most important performing arts festivals in Europe, alongside Edinburgh International Festival (Great Britain) and Avignon Festival (France).

The logo for FITS, consisting of the letters 'F', 'I', 'T', and 'S' in a bold, white, sans-serif font arranged in a 2x2 grid on a red square background.

ABOUT FRD CENTER

One of the pioneer privately owned independent market entry consulting firms in Emerging Europe

Covers markets such as Romania, Bulgaria, Poland, Hungary, Czechia, Serbia, Lithuania, Turkey etc.

For 25 years, provides assistance to:

- Foreign companies, SMEs, corporations
- Foreign export promotion agencies, international trade organisations, global consulting groups, chambers of commerce, commercial sections of embassies

FRD Center is an Enterprise Ireland trade consultant, an accredited Expert Consultant with: Switzerland Global Enterprise Expert Network, Business Finland Consultants Network, Sweden on the Go Consultants Network, Red de promocion exterior, Instituto de Fomento Region de Murcia and an EU commission approved partner of “EU GATEWAY | BUSINESS AVENUES”

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Market research, B2B matchmaking, sector studies, trade missions,
investment opportunity research, M&A support,
new supplier identification and selection.

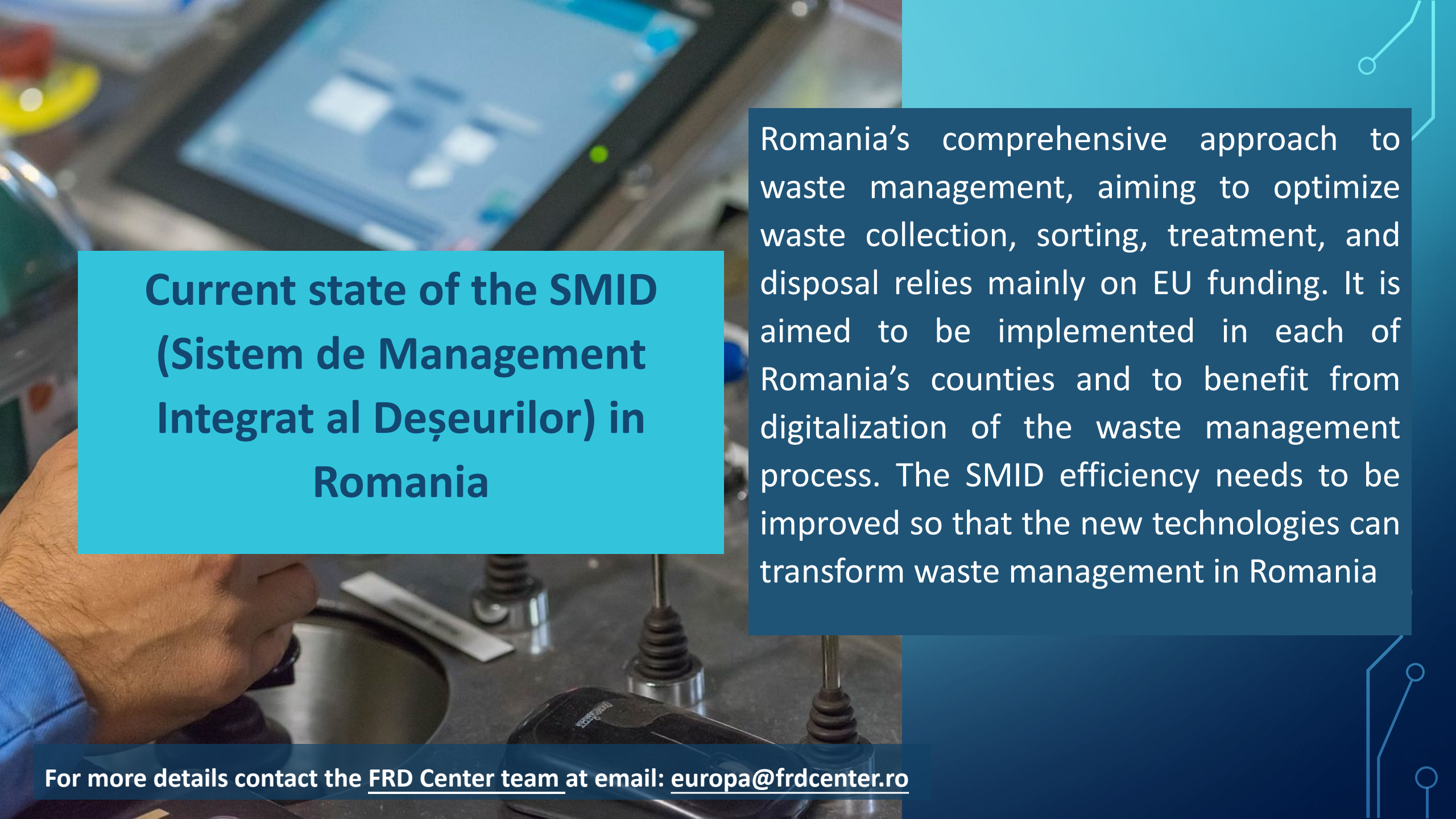
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Services include

Multi-country market research, sector studies
Local business partners search and selection
Players identification and detailed profiles
Comparative analysis
Data collection, interviews with KOLs
B2B, Trade mission - physical, virtual

www.frdcenter.ro



A person's hand is visible on the left, operating a control panel. The panel features a large monitor displaying a blue interface with various icons and data points. Below the monitor are several control elements, including a joystick and a trackball. The background is a blurred industrial or laboratory setting.

Current state of the SMID (Sistem de Management Integrat al Deșeurilor) in Romania

Romania's comprehensive approach to waste management, aiming to optimize waste collection, sorting, treatment, and disposal relies mainly on EU funding. It is aimed to be implemented in each of Romania's counties and to benefit from digitalization of the waste management process. The SMID efficiency needs to be improved so that the new technologies can transform waste management in Romania

For more details contact the FRD Center team at email: europa@frdcenter.ro



According to [Green Report](#), Romania has invested over 1 bnEUR in the development of Integrated Waste Management Systems (SMIDs), largely through European funds.

However, over 60% of these projects are not fully functional, being affected by delayed tenders, administrative problems and underutilized infrastructure.

The Romanian waste management market is estimated at 10 bnEUR, but the opportunities are still poorly exploited.

Recently, Green Report organized a conference entitled "The Integrated Waste Management System (SMID) in Romania - from theory to functionality"

This conference aimed to answer the question "What do we need to do to make SMIDs work?", bringing together key stakeholders to identify concrete and applicable solutions.

Some of the challenges identified at this conference are:

- poor fund management so far which led to poor efficiency of the investments
- the lack of a unified vision at the national level, which leads to very large differences between the counties of the country, as well as major inefficiencies in waste management projects. An uneven development of waste management projects leads to additional costs for both the managing authorities and the citizens
- the cost of waste management was also a sensitive point in the debate. The high number of appeals in waste management tenders leads to delays in project implementation and automatically to losses of time and money.



Waste Management Infrastructure and Technologies in Romania in 2025: How to we digitalize and streamline processes?

The problem: Sorting and composting stations are underutilized, and the collection infrastructure is poorly organized. Moreover, most of the technologies used are already end-of-life.

Solutions:

- Investments in automated sorting stations and advanced treatment technologies.
- Digitalizing waste traceability to optimize collection and reduce fraud.
- Implementing "door-to-door" collection systems to increase the quality of recyclable waste.

Questions:

- How do we educate our specialists both for the correct acquisition of infrastructure and in terms of correct and efficient operation?
- How can new technologies transform waste management in Romania?



Some of the solutions identified to make SMIDs work, include:

- A clear legislative framework and the role of each actor involved. Thus, legislative clarifications are needed for a better implementation of sanitation solutions. It was pointed out that national and European authorities should more effectively support local waste management initiatives and businesses.
- Public education was presented as a solution to waste management problems. Participants in the discussion considered it necessary for the population to have access to information and education programs not related to waste management but rather to the prevention of waste creation and the most efficient use of resources.
- Another proposed solution was the development of public-private partnerships. Private capital and legislative resources and public authority properties can be an answer that allows for investments in waste recycling and treatment infrastructure.



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Are you interested to [learn more about the opportunities](#) in the Waste Management Market in Romania, Poland, Bulgaria, Serbia, Czechia or other emerging economies in Europe?

What are the latest developments in the Environmental Sector in Emerging Europe?

Who are the main players and decision makers?

How to reach the relevant local partners and how to present your products / services to them?

[FRD Center](#) is monitoring the activities in Romania. Upon demand can generate bespoke market research, information and B2B introductions based on the Client's requirements.

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with your specific request for local support



Current state of the waste management digitalization in Romania

Current state of the waste management digitalization in Romania: Romania has started implementing the first digitalized ecological islands, which allow access to household garbage containers based on an application installed on the mobile phone and cards. Several city halls in the country have started installing above-ground ecological islands. The islands are equipped with containers for the separate collection of garbage, including paper, plastic, metal, glass, biodegradable and residual

For more details contact the FRD Center team at email: europa@frdcenter.ro

The Romanian sector of digital municipal waste collection is in the early stages.

According to the market entry consulting firm, FRD Center, this presents numerous opportunities for strategic partnerships for the international players.

Almost 14,000 digitalized ecological islands for separate waste collection must be put into operation by June 30, 2026.

The budget from the National Recovery and Resilience Plan (PNRR) allocated to these investments is 200.1 million euros.

Eligible beneficiaries will be the Administrative-Territorial Units (including their subdivisions/sectors) organized at the municipality and city level.



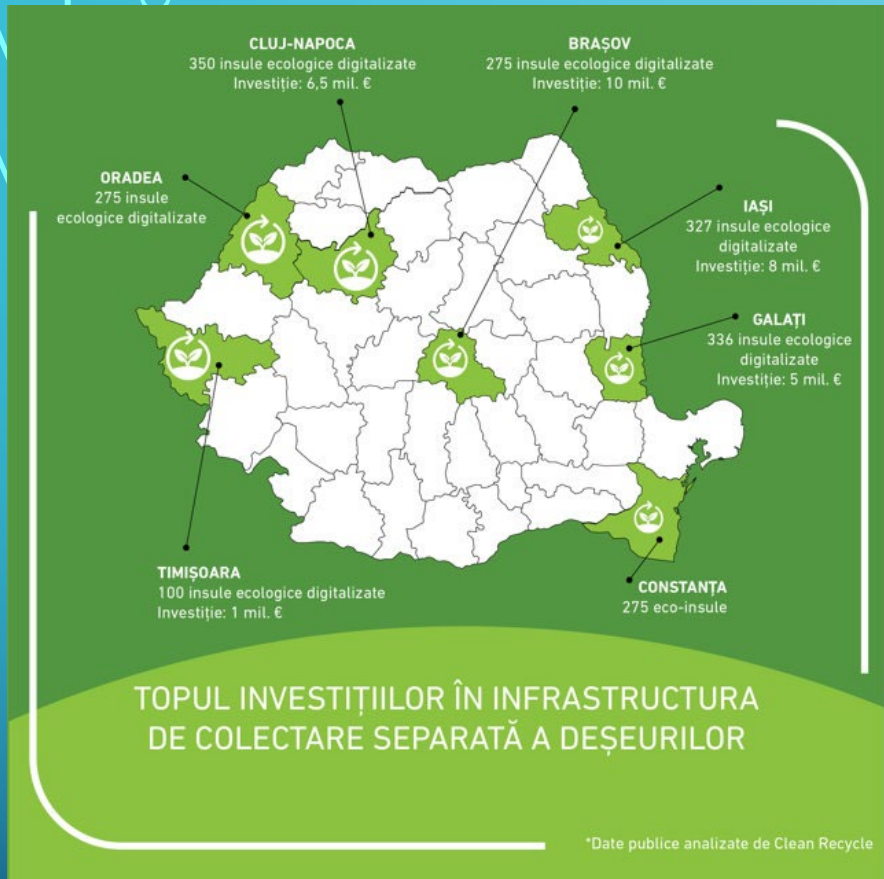


Image source: Ziarul Financiar, Clean Recycle

All the large cities and municipalities in Romania are currently investing over 30 mEUR in smart islands for separate waste collection.

Some of the investments were started in 2020, others will be implemented by 2026, and most of the funding comes through the National Recovery and Resilience Programme.

Relevant examples of in-progress investments in separate waste collection infrastructure are, according to an analysis of Clean Recycle:

- 275 digitized ecological islands in Brasov city, with investment of 10 mEUR
- 327 digitalized ecological islands in Iasi city, with investment of 8 mEUR
- 350 digitalized ecological islands in Cluj Napoca city, with investment of 6.5 mEUR
- 336 digitalized ecological islands in Galati city, with investment of 5 mEUR

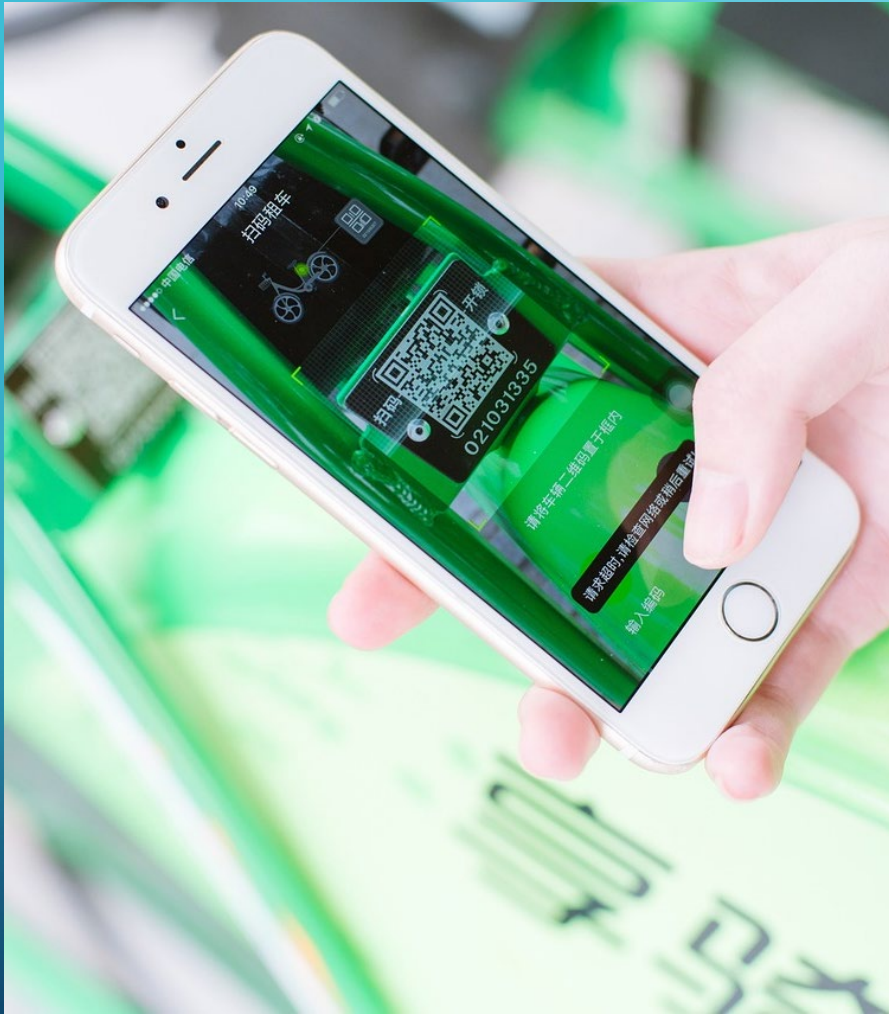
At the same time also smaller towns in Romania make efforts to benefit from the EU funding and develop the smart digitalized municipal waste collection.

For example, the City Hall of Gura Humorului, a small and very picturesque town in NE Romania, announced in February the start of installing 18 ecological islands, within the project “CREATING DIGITALIZED ECOLOGICAL ISLANDS IN THE CITY OF GURA HUMORULUI, SUCEAVA COUNTY”, financed by the Program: National Recovery and Resilience Plan of Romania, Component C3 – WASTE MANAGEMENT, Subinvestment I.1.B – Construction of digitalized ecological islands.



Eco-insulă digitalizată

Photo: <https://primariagurahumorului.ro/wp-content/uploads/2025/02/ecoinsula.jpeg>



In November 2024, the Ministry of Environment, Waters and Forests launched a national programme to install over 2,000 digitalized eco-islands for separate waste collection in 50 localities across the country, out of which Alba Iulia, Bacau, Suceava, Deva or Predeal.

The project, financed through the National Recovery and Resilience Programme, has a total value of over 260 mEUR.

In 2025, the digitalized ecological islands are being installed also in Zalău (Salaj county in NW Romania), no less than 100 above-ground islands. Each island is equipped with five containers for biodegradable waste, residual waste, glass, plastic and metal, and paper and cardboard. The Zalău City Hall has distributed approximately 16,000 cards to citizens so far. Digitalized ecological islands are equipped with digital systems that allow monitoring of collected waste volumes and identification of Romanians through controlled access, usually through cards or mobile applications, scanning QR codes.

In April 2025, the municipality of Giurgiu, an important river-port on the border with Bulgaria, began the installation of digitalized ecological islands.

The project proposes the establishment and equipping of 80 above-ground digitalized ecological islands enclosed with 5 containers of 1.1 cubic meters each for the separate collection of municipal waste (paper and cardboard waste, glass waste, biodegradable waste and 2 for residual waste).

The project is aimed at the population in the block of flats, so the 80 islands will be found in all neighborhoods in Giurgiu municipality, each island serving a minimum of 200 people.



Photo: <https://primariagiurgiu.ro/2025/04/astazi-a-inceput-montarea-insulelor-ecologice-digitalizate>



SMID Success Case: 100 million EUR for Integrated Waste Management

The Integrated Waste Management System in Galati is the largest environmental investment in Romania. In April 2025, two of the essential elements of the county system were inaugurated: the most efficient landfill in the country and a computerized sorting plant.

The system, designed and approved in collaboration with European Commission experts, is considered by specialists to be the most efficient in the country and unique due to many of the technologies it incorporates.



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FRD Center has been monitoring the **market opportunities** in Romania and other markets in CE Europe, Eastern Europe and SE Europe.

Upon demand, **FRD Center** identifies and selects the local players according to the Client's criteria, provides In-Depth Analysis and Target Origination services.
For 25 years, FRD Center facilitates commercial relations between foreign producers, investors, exporters with local key decision makers and provides B2B matchmaking at Decision Maker level, Market Research etc.

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Relevant players in the waste management digitalization in Romania

Some of the local and regional players that operate in Romania in the field of digitalization of waste management include:

- Suppliers of digitalized ecological islands
- Software development firms providing and integrating the digital solutions
- OIREPs (Organisations Implementing Extended Producer Responsibility)

For more details contact the FRD Center team at email: europa@frdcenter.ro

Suppliers of Digitalized Ecological Islands (examples)

- **Best Tools Company** was founded in 2006, in Romania. In 2024 it reached a net turnover of 13.3 mEUR. Currently, the company's activity is divided into two divisions: Energy and Environment. They act as a project integrator and consultant, as well as importer-distributor. In their portfolio, there are also digitalized eco-islands for the municipal waste collection.



- Founded in 1994, **Ax Perpetuum Impex** is a company dedicated to developing and implementing innovative solutions for a cleaner and more sustainable environment. They provide modern digitalized eco-island solutions that support separate collection and sustainable waste management. In 2024, they obtained a net TO of 60.1 mEUR, which according to the FRD Center analysis, is +25% higher than in 2023. Their digitalization partner is **Techbolide**, a Romanian developer of software systems and IOT technologies, offering complete solutions for Waste Management. Their IoT and software solutions are designed in accordance with circular economy principles to achieve EU objectives for achieving collection and recycling targets.

Software development firms providing and integrating the digital solutions - (examples)

- Founded in 1999, **Soft Net Consulting** - is a dynamic player on the Romanian consulting market for business IT solutions. The company customized the ASiS ERP solution to digitize all processes associated with a sanitation operator's license. Thus, ASiS ERP allows supporting specific sanitation operations, including the automatic capture of data generated by weighing bins and their use in specific workflows for billing, settlement, compensation, etc. Currently, the solution is implemented at several sanitation operators in Romania.
- **Persidius Systems** – based in Sibiu - offers complete digital solutions for waste management. Its portfolio includes solutions for digitalization in sanitation and integrated waste collection management for public authorities and for sanitation companies and an “Ara” application for the end users of the sanitation services. More specifically, the MyAra application is part of the Digitalized Ecological Islands project. Through the application, users can access the history of all events generated by the card. They can see the platform they are assigned to, the island module they accessed, and how many times they used the service.

OIREPs (Organisations Implementing Extended Producer Responsibility) - examples

FEPRA International SA is one of the leading organizations in the field of packaging waste management in Romania. In 2024 they reached a net TO of 15 mEUR, which according to the **FRD Center** analysis is 8% higher vs. 2023.

Through its activity, the Company is involved in solving local environmental problems, promoting sustainable environmental policies and the benefits of recycling and sustainable consumption for the transition to a functional circular economy.

- Set up in 2017, **GreenPoint Management SA** is a responsibility transfer organization, authorized by the operating license, which takes over all environmental obligations regarding the management of packaging introduced on the national market, investing in environmental protection, pollution reduction and increasing the degree of recycling or reuse in Romania. Performance, transparency, ethics and dynamism are the values that guide the entire activity of the company. In 2024 they reached a net TO of 21.4 mEUR

A person's hand is visible on the left, operating a control panel. The panel features a large monitor displaying a blue interface with various icons and data points. Below the monitor are several joysticks and buttons. The background is a blurred industrial setting.

Tips for accessing the opportunities in Waste Management in Romania

What is the best and fastest Route-to-the-Market for a foreign player looking to expand to the Emerging European markets, such as Romania, Poland, Hungary, Bulgaria, Czechia etc. and be present in the waste management modernization process in the region?

For more details contact the FRD Center team at email: europa@frdcenter.ro

Tip number 1: Form a Strategic Partnership

One of the fastest and most efficient Routes-to-the-Market is to form a Strategic Partnership / Consortium with a local player that has strong market connections, expertise in Public Tenders, very good track record and a sound reputation.

How can you find such a local player?

Perhaps the market entry consulting firm

FRD Center can be of assistance to you with the Business Partners Search and Selection and Strategic Introductions to local Decision Makers in markets such as Romania, Bulgaria, Poland, Serbia, Czechia, Hungary etc.



For more details contact the FRD Center team at email: europa@frdcenter.ro

Tip number 2: Acquire an off-market Local Player



Another strategic Route-to-Market move for the entire European Union region is to acquire a small / medium size local player that is not for sale on the open market and grow it to be a valuable asset in the EU.

How can you find such a local player?

Perhaps the market entry consulting firm **FRD Center** can assist you with [off-market deal origination](#) for crossborder acquisitions countries such as Romania, Bulgaria, Poland, Serbia, Czechia, Hungary and others in Emerging Europe.

For more details contact the [FRD Center team](#) at email: europa@frdcenter.ro

Additional details at the link <https://market-entry-romania.blogspot.com/2025/04/tips-for-off-market-deal-origination-in.html>



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Are you interested to take advantage of the up-coming opportunities in the Waste Management Sector in Romania and other markets in Emerging Europe?

Are you trying to get in contact with the relevant Decision Makers?
To analyse the local players and initiate strategic connections?

For bespoke Market Research, New leads generation, strategic B2B Matchmaking with local players in the sector, Off-Market Target Origination and M&A assistance in Romania and other markets in Emerging Europe contact

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