

# Urine & Sport Arenas

Reducing nitrogen loading while producing fertilizer



Developer of the  
technology



**Sanitation<sup>360</sup>**

SLU spin-off scaling  
the concept

By Jenna Senecal, CEO & PhD

[jenna@sanitation360.se](mailto:jenna@sanitation360.se)

Related projects:



# Our Solution:

We convert waste (**urine**) into a valuable product (**fertiliser**).



Prototype installed at VA SYD's HQ

# Customer Segments

Kissamaja® Urinal



Single-toilet system



Large-scale system





# Kissamaja®

## Unisex urinal

Truly the only unisex urinal on the market that works for all genders.

Launched April 2025

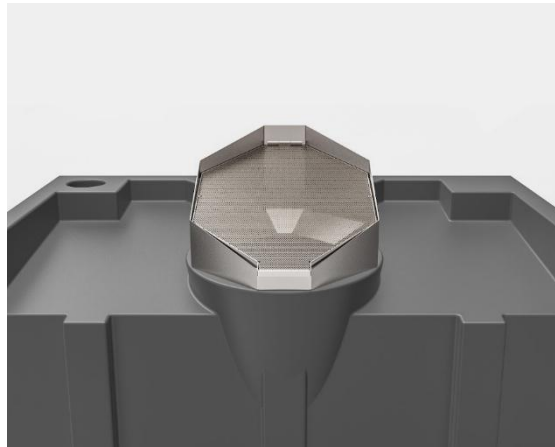
Over 40 000 toilet visits



1 yr based on  
rentals



Supports up  
to 1000 toilet  
visits per  
emptying



\*Return on Investment is based on renting it out at least 15 times that year

# Single-toilet System

## Value proposition

Integrated bathroom solution that captures, stabilises and processes urine into liquid fertilizer

Retail price

**29,500 kr**

per unit

+99kr per month



80 kg  
fertiliser  
per year



4 yrs\*



Supports up  
to family  
of 8



\*Return on Investment is 4 yrs when using an incineration toilet. Based on just the value of fertiliser, the ROI is 13 yrs. Avoided costs at WWTP are not included

# Large-Scale System

## Value proposition

Urine is collected and concentrated to a liquid on-site with final processing into pellets at central location

Retail price

Request a quote at [jenna@sanitation360.se](mailto:jenna@sanitation360.se)



2800 kg  
fertiliser  
per year



DBT\*



Supports  
>700 daily  
urinations



\*Return on Investment is being calculated based on avoided costs at the WWTP in Sweden and values of fertiliser



# Urine Recycling at Football Arenas

## Studenternas Arena, Uppsala, Sweden

Installed Sept. 2025. Urine is collected from urinals and pumped to an on-site urine drier, with final processing at a central location



Stadium capacity:  
11 000 people  
(sports)



Urine collection from: >50 m  
urinals + 5 Laufen Save! Toilets



Already tested at concert  
hosting 17 000 people



Collecting enough urine to  
fertilize 3 football fields/season  
(1,5ha)



# Urine Recycling at Football Arenas

Studenternas Arena, Uppsala, Sweden



**Now:** Finishing the installation

**Football season starts again this month**





# The Fertiliser



Fertiliser Treatment	N-P-K Content (%)	Mass fertilizer applied (kg/ha)	Barley Harvest (kg/ha)
S360 Fertilizer	15-2-4	567	6 500
NPK fertilizer	24-4-5	370	6 500
Fresh urine	0,6-0,07-0,2	14 167	5 500
Control	0-0-0	0	4 500



# Our Team



**JENNA SENEAL**  
CEO



**PRITHVI SIMHA**  
CTO



**BJÖRN VINNERÅS**  
Chair



**NICOLA PARFITT**  
Market Developer



**EVELINA VINNERÅS**  
Project Manager



**ISAK WESTELIUS**  
Accounting Assistant



# Next Steps

## Finding the next Lighthouse installation

Large & permanent urine collection are key to showcasing how we can transition at scale.

## Figuring out the Business Model

Who pays for this transition? Can we be compensated for the avoid nutrient load at the WWTP?



# Thank you!

## Awards & Publications



## Funders & Incubators



## Collaborators



Contact:  
jenna@sanitation360.se  
+46 700 960 668