



# PRESS KIT

## PRESS CONTACTS

AGENCE LOOK SHARP  
[pollutec-presse@looksharp.fr](mailto:pollutec-presse@looksharp.fr)

AGATHE ALEXANDRE - 06 60 96 21 22  
LORELLA CONTARDO - 06 45 81 51 81  
MATHILDE GOSSELIN - 06 32 44 84 02

**pollutec**   
ACCELERATING THE ECOLOGICAL TRANSITION

10 > 13 OCT  
**2023**

LYON  
EUREXPO  
FRANCE

Built by  
**RX** In the business of  
building businesses

[POLLUTEC.COM](http://POLLUTEC.COM)



In partnership with



# EDITORIAL

## Pollutec 2023: the year of breaking down silos



*Pollutec 2023 aims to break down silos by offering a holistic approach to transition issues. As the leading event environmental solutions event for industry, cities and regions, this year's Pollutec is brings together over 2,000 exhibitors in one place for reflection and dialogue in response to the collective challenges we face: drought, biodiversity loss, energy sovereignty, food security, etc.*

*Having pioneered on climate issues for 45 years, Pollutec now wants to accelerate the transition. By drawing together everyone's challenges and concerns (manufacturers, project promoters, public and private stakeholders), we create spaces where solutions can be shared. As the benchmark international environmental show, Pollutec continues to bring stakeholders and ideas together within its traditional sectors (water, waste, etc.), but now also in new spaces that reflect current and emerging challenges, such as risk management (climate and health) and energy*

*(storage, recovery, reduced consumption).*

*Because innovation (when it is sustainable, efficient and respectful of planetary boundaries) is a driving force for change, we want to give centre stage to those who are developing responses to the big climate challenges of today and tomorrow. This year, for the first time, the jury will select 12 innovations to be showcased in a dedicated space at the entrance to the show.*

*This year's event promises a wealth of experiences, discoveries and encounters. It has only been possible because of the collective commitment of all involved, and our thanks go to them: to our exhibitors for their loyalty, our institutional and media partners for their faith in us, the City of Lyon for its warm welcome, and finally the teams from RX France for all their hard work and commitment over the past two years.*

Anne-Manuèle Hébert, Director of Pollutec

# CONTENTS

- I. POLLUTEC IN NUMBERS
- II. CURRENT CHALLENGES ADDRESSED AT POLLUTEC
- III. MORE INTERNATIONAL THAN EVER
  - a. ITALY, COUNTRY OF HONOUR
  - b. GREEN DAYS, A CATALYST FOR MEETINGS BETWEEN INTERNATIONAL ATTENDEES
- IV. FORUMS FOR EXCHANGING IDEAS AND FINDING SOLUTIONS
  - a. LA TRIBUNE
  - b. INTERNATIONAL FORUM
  - c. AGRICULTURE AND CLIMATE AREA
  - d. BLUETEC SEA & COASTLINE AREA
  - e. START-UPS AREA
  - f. WATER HUB
  - g. FORUMS AND VILLAGES
- V. VISITOR TRAIL AND MAP
- VI. 2023 PROGRAMME
  - a. HIGHLIGHTS
  - b. POLLUTEC INNOVATION AWARDS
  - c. WATER HUB
  - d. JOB-SKILLS-TRAINING SPACE
- VII. AND IN 2024... LAUNCH OF POLLUTEC PARIS 2024
- VIII. INSTITUTIONAL PARTNERS

**IX. USEFUL INFORMATION**

# POLLUTEC IN NUMBERS

Pollutec is the **leading environmental solutions show for industry, cities and regions**. Over four days the show brings together professionals from every sector to present their innovative solutions to industrial, public sector and other economic actors as they work together to **address the major challenges facing the planet**: biodiversity loss, pollution and climate change.

*Under the High Patronage of Mr Emmanuel Macron, President of the French Republic*

## KEY FIGURES FOR 2021

Attended by **46,000** professionals from **83** countries

**12%** international visitors

**2,000** exhibitors, **28%** of them international

**70,000 m<sup>2</sup>** of net exhibition space

**85** start-ups in **4** dedicated spaces

**415** talks, **31** of them streamed live

**180** innovations previewed

Green Days: **950** participants from **57** countries,

**1,090** one-to-one business meetings, and **9,500** email conversations on the digital platform

**In 2023**, we are expecting over **50,000 visitors** from industry, the service sector and public operators (local and regional authorities, etc.) on an exhibition area of more than **80 000m<sup>2</sup>**.

# CURRENT CHALLENGES ADDRESSED AT POLLUTEC

## Four pillars

- **Resources** - water, raw materials, without which nothing is possible – a mainstay at Pollutec, covering the water, waste and now circular economy sectors. Resources are central to current challenges, as they become scarcer and are subject to competing demands. We must protect and recover them, and rethink how we use them.
- **Adaptability** - adapting to climate change: how to adapt, transform and rebuild?
- **Commitment**, firstly from the businesses and public authorities attending Pollutec, but also stronger, shared commitment from operators in all environmental sectors.
- **Employment and Training**, because key skills will be essential to collectively move the industry forward and build useful businesses where people form the cornerstone for a successful transition.

# MORE INTERNATIONAL THAN EVER

## Italy, this year's Country of Honour

Recognising that the green transition is a global issue, Pollutec has set out to promote sharing of ideas and strengthen links between regions, at all scales. With **28% international exhibitors**, the show provides a platform that stretches beyond France's borders. Every year, it welcomes international delegations seeking solutions, who share their projects and offerings to address environmental challenges (resource management, agriculture, reindustrialisation, adaptation, etc.). This year, around 20 delegations are expected: **Quebec, Finland, China, Italy** and many European countries will be represented at Pollutec.

Since 2002, Pollutec has been shining a spotlight on countries that are forging ahead with the transition and deploying promising, large-scale green innovations. **Italy**, a country committed to seeking solutions to environmental issues, will have the opportunity to present its ecosystem and expertise in energy and sustainability, through the major Italian cities, start-ups and speakers attending. In addition, **Emanuela D'Alessandro, Italian Ambassador to France**, will attend Pollutec's opening ceremony on 10 October on the show's main stage, La Tribune.



# 11 exhibition areas

## Waste management

According to the European Commission, **half of total greenhouse gas emissions and over 90% of biodiversity loss and water stress derive from the extraction and transformation of resources**. For example, France itself consumes 800 million tonnes of materials and produces 350 million tonnes of waste, of which over a third is not recycled. **Therefore, the move to a more circular economy is becoming ever more pressing**. We must simultaneously reduce the pressures on resources, actively reduce carbon emissions and limit biodiversity loss, whilst also limiting our own dependence within some industries.

Changing our patterns of production and consumption means **greater emphasis on eco-design** so that the recyclability of products and packaging is improved. As a case in point, at the start of 2022, Europe indicated its plan to make sustainable products the norm. This is also achieved through pursuing efforts aimed at **modernising waste centres**, particularly via robotics and digitisation. And this implies **greater effort in the recycling sector**, particularly for biowastes, critical metals, construction wastes, plastics and textiles. Other recycling facilities are starting to appear, such as those for batteries or those related to renewable energy production (solar modules, wind turbine blades etc.).

The issue of **the quality of primary materials derived from recycling**, together with the setting-up of **new facilities for EPR** (Extended Producer Responsibility) constitute further key points the sector must address.

**740** exhibitors

**175** talks

**1** recycling village (with FEDEREC)



## Water management

Drought and water stress, floods, the condition of aquatic environments, the condition of water and sanitation infrastructures - the acceleration of change at global scale is dramatically impacting water management everywhere. At the same time, **global demand for water continues to increase by almost 1% a year**, which is why the question of water security - i.e. the security of water supply - is now a major challenge right across the world.

All this calls for more frugal management of these resources however they are used, **improving water efficiency** (for example, detecting and repairing leaks and faults), pushing for diversification of sources where acceptable (rainwater, desalination, water recovered from the atmosphere, etc.), **expanding the re-use of treated water**, **accelerating the renewal of facilities and networks** and **taking better account of flood risk** in order to mitigate the impacts.

Meanwhile, the question of water quality is also demanding greater attention. Thanks to advances in research, **new forms of pollution are being identified** at ever lower levels. This is particularly true of pollutants emanating from the pharmaceutical and cosmetic sectors (antibiotics, anti-inflammatories, analgesics, hormones, etc.), PFAS substances (widely used in the 20th century for their anti-adhesive, impermeable and heat-resistant properties), and micro- and nanoplastics.

To combat this, the water industry is continuing its process of digitisation, which is sparking numerous innovations throughout the value chain.

**600** exhibitors

**175** talks

**2** dedicated village and forums

## Energy and energy efficiency

In a greatly disrupted global context, **the energy sector faces three compounded challenges: savings, efficiency and diversity of the energy mix.** There is a need to consume less, consume better (for example through retrofit of buildings, more efficient processes and equipment, etc.), and prioritise the development of renewable or low-carbon energies. Within this scenario, **decarbonisation** occupies a major position, particularly for building, industry and transport. While electrical sources (solar PV, wind, hydro) are already well established as forms of **renewable energy**, there is now also a boost of interest in renewable and recovered heat solutions, including solar thermal, biomass, heat pumps and geothermal energy, as well as waste heat recovery from industry or wastewater, and solid recovered fuels (SRF) used primarily in heavy industry. The same goes for renewable cooling in industry and construction (for example, low-carbon air conditioning).

Alongside this, biomethane is gaining ground as an **alternative fuel**, and a whole industry is developing around green or low-carbon hydrogen as an energy carrier. At the same time, **energy storage** continues to drive innovation, particularly around batteries.

Other trends are emerging or building momentum in the energy sectors. These include **environmental assessments of renewable energy industries** as a whole (including recycling of solar panels or wind turbine blades), exploring different ways of **promoting self-sufficiency in key raw materials** for the green transition (aluminium, copper, steel, strategic metals, etc.), and also **load smoothing**, which is subject to new regulatory requirements.

**150** exhibitors

**67** talks

**1** biogas village

## Contaminated sites and soil

Soils play a key role in the nutrient, carbon and water cycles: they provide raw materials and food, represent the planet's biggest carbon store and contribute to water purification. However, this natural resource is limited and non-renewable. Today, between **60% and 70% of EU soils are not healthy and over 400 km<sup>2</sup> of soils are lost to urban development and infrastructure every year.**

Previously discussed only in the context of decontamination, soils are increasingly being viewed as part of **integrated management**. While combating industrial pollution remains topical, with issues such as transfer of emerging pollutants (PFAS, HCH, microplastics, etc.), there is also a need to restore soils that due to land take have become degraded and impermeable and to rehabilitate wastelands, which comprise key land resources in the fight against urban sprawl.

The **new European strategy adopted at the end of 2021** aims to grant **legal protection** to soil, in the same way as water or air. Based on a Soil Health Law due in 2023, it aims primarily to return the pollution of soils to "levels no longer considered harmful to human health and natural ecosystems" and to attain "**net zero land take**" by 2050.

As well as improvements in the areas of diagnostics, treatments and the management of excavated soils, new solutions are appearing with the aim of "energising" soil quality to restore its proper functioning.

**160** exhibitors

**45** talks

**1** experts village (with UPDS)

## Sustainable Cities and Buildings

**Today in the EU, 75% of the population lives in urban areas** – a figure set to rise to **80% by 2050**. Hence the urgency to move to a **more sustainable city model**, in other words a city that is compact, frugal, inclusive and efficient but also attractive and resilient. All that requires several challenges to be tackled, such as the controlling urban sprawl and land take, ensuring efficient use of energy, water and materials, combating traffic congestion and air pollution, and optimising resources and services. **So adaptation and decarbonisation are particularly important, with mobility and construction taking priority.**

We are seeing a surge of alternative solutions for **personal mobility** (electric, hybrid or hydrogen vehicles and associated charging infrastructure, cable-powered transport, etc.) and multimodal mobility. All depend heavily on new technologies (autonomous motors, smart intersections, travel apps, parking or car-sharing etc.). In the same way, **goods transport** in urban areas is also seeing important developments, including sustainable urban logistics, “last mile” strategies and the growing use of waterways.

**Buildings** – whether residential, public service or other – find themselves at the crossroads of environmental, climate, quality of life, and health issues, at every stage of their life cycle (construction, operation, end-of-life). In addition to energy renovation, other major trends characterising the sector relate principally to air quality, rainwater management, circular economy and adaptation to climate change. Among the emerging solutions, bio- or geo-sourced construction materials, or those integrating recycling and modular construction are developing alongside solutions already in place such as renewable energies or green roofs and façades. A further current trend is changing usage patterns, enabled by increasingly smart and connected buildings.

**140** exhibitors

**200** Talks

**1** experts village (with SEDDRE)

## Air quality, odours and noise

**Ambient air pollution** (due to small particulates, nitrogen dioxide and ozone) is one of the principal causes of chronic illness (such as cancer and diabetes) and stroke, resulting in almost 300,000 premature deaths a year in Europe. It also has major impacts on biodiversity, agriculture and forests, particularly through the acidification and eutrophication it produces. As part of revision of the air quality directives, in late 2022 the European Union proposed **new rules which modify obligations in monitoring**, information and alert thresholds, limit values and target values for regulated pollutants, and also encourage the monitoring of currently non-regulated pollutants and greater use of modelling.

Given that we spend on average 80% of our time in closed spaces, the quality of **indoor air** continues to be the subject of developments both in monitoring (micro-sensors, modelling etc.) and treatment (double-flow CMV, filtration arrangements etc.). Current research topics include the transfer of gaseous and particulate pollutants from outside, the use of recycled materials in construction, and strengthening of preventive initiatives.

One in five European Union inhabitants is chronically exposed to **noise levels** considered harmful to their health. In France, a study published in mid-2021 by Ademe and the Conseil national du bruit (the National Noise Council) estimated the social cost of noise to be €147 billion, with 97.8% of that being transport noise-related. Innovations are emerging in the field of insulation (for example, acoustic screens that generate solar energy, noise- and heat-combating asphalts) but also in the field of measurement with help from artificial intelligence (for example, new functionalities such as noise recognition, faster and more reliable simulations, etc.).

**175** exhibitors

**45** talks

**1** experts village

## Instrumentation, metrology and analysis

**Metrology is fundamental to every sphere related to environmental protection and climate:** air, water, soil, waste, noise – but also GHGs, emerging pollutants, lighting, smart networks, biofuels, energy recovery, hydrogen, identification of mineral resource deposits, etc. The subject of ongoing research, developments in this field concern both the instruments and the methods and techniques implemented. Tools are becoming ever more compact, precise, intelligent, autonomous and connected, as well as much more efficient in terms of energy or reagents used, because of an eco-design approach.

Alongside this, **two sectors continue to boom: space applications and drones.** For example, the SWOT satellite launched at the end of 2022 will be able to assess and track river flows and freshwater stocks at global scale, through measurement of continental water surface heights. For their part, drones are seeing multiple new applications in many areas. In the Sea and Coastline sphere for example, it has necessitated the development of a specific body of legislation at the end of 2021 (maritime drones and autonomous vessels).

**80** exhibitors

**1** experts village

## Risk management and prevention

At European level, **industrial risks** are subject to the Seveso directive which was last revised in 2012. France, still subject to the Loi Risques (Risks Law) of 2003, has launched an action plan for prevention and management, and adopted seven new regulatory texts at the start of 2020 following the Lubrizol accident in Rouen.

Even if these are not new, **natural and climate risks** (floods, forest fires, the shrinkage and swelling of clays, storms, heatwaves etc.) are deepening in intensity and leading to ever higher losses. According to Swiss Re, the cost of natural catastrophes globally will rise to USD270 billion in 2021. In addition to this, we must now take into account the NaTech risk, which refers to the impact of severe weather events on industrial installations.

**Health risks** continue to grow, whether of chemical (pesticides, medicinal residues, gaseous pollutants), physical (electromagnetic waves or fields) or microbiological (virus, bacteria, parasites) origin. In all of these sectors, the development of knowledge impacts on regulation (revision of existing text or the publication of new content).

All risk management hinges on monitoring, prediction, warning, reduction of vulnerabilities and implementation of strategies, both during and after the crisis. At each of these stages, many innovations are emerging. These are just as likely to be technological as they are organisational or behavioural.

**160** exhibitors

**60** talks

**1** experts village



## Biodiversity and natural environments

**Biodiversity loss** is due to changes in land and sea use, over-exploitation of organisms, climate change, pollution and the proliferation of invasive non-native species. **Some 80% of this loss is linked to agriculture and urbanisation.** According to the UN over half of global GDP is dependent on healthy ecosystems. In Europe alone, over **80% of habitats are in poor condition** (including wetlands, peat bogs and dunes).

**Halting and reversing biodiversity loss** requires practical action to promote the sustainable use, preservation and restoration of ecosystems. In March 2022, France unveiled the first component of its **National Biodiversity Strategy 2030**, which focuses on protecting and restoring nature and supporting the green transition in the most damaging human activities (a component linked with the fourth National Wetlands Plan 2022-2026 and a national action plan against invasive non-native species 2022-2030). In June 2022, the European Commission proposed the restoration of damaged ecosystems and the reintroduction of nature throughout Europe by 2050, while halving the use of chemical pesticides and their associated risks by 2030, with a budget of €100 billion. More widely, the UN Biodiversity Conference (COP 15) held in December 2022 sought to set out a new Post-2020 Global Biodiversity Framework, with the goal of protecting at least 30% of land, water and oceans by 2030, and reallocating or scrapping at least USD500 billion per year in subsidies that harm biodiversity.

Another topic on the agenda for COP 15 was the development of an international standard based on the voluntary French standard NF X32-001, “Biodiversity - Strategic and operational approach - Requirements and guidelines” launched in January 2021 to help organisations build conservation, restoration and the sustainable use of biodiversity into their strategies. **International standard ISO 17298 is scheduled for launch in June 2024.**

**90** exhibitors

**66** talks

**1** experts village

## Collectives and institutions

The Collectives and Institutions area features **national and regional pavilions**, spaces that highlight **national or regional environmental and climate expertise and projects**. These spaces bring together the **public sector** (government representatives, local councillors, etc.), **specific organisations and clusters**, and **innovative companies**.

The area also hosts key national agencies, competitiveness hubs and clusters, research organisations, industrial research chairs, specialist institutes, and education and training organisations (initial and continuing training).

Lastly, the Collectives and Institutions area showcases **organisations that provide guidance and support for green businesses**, as well as specialist start-up incubators and accelerators.

**420** exhibitors

**1** Country of Honour

**1** employment space

## Bluetec Sea & Coastline

Building on the success of the 2021 show, Pollutec has decided to repeat this **space entirely dedicated to the green transition in the sea and coastline sector.**

Through the exhibition space, combined with talks and debates, **Bluetec sea & coastline will allow local authorities, economic and industrial stakeholders to meet, discuss and find solutions to:**

- Reduce their environmental impact
- Prevent and limit degradation of coastal and marine environments
- Steer their developments towards resilience
- Accelerate the energy and ecological transition in maritime activities

# MORE INTERNATIONAL THAN EVER

## Italy, this year's Country of Honour

Recognising that the green transition is a global issue, Pollutec has set out to promote sharing of ideas and strengthen links between regions, at all scales. With **28% international exhibitors**, the show provides a platform that stretches beyond France's borders. Every year, it welcomes international delegations seeking solutions, who share their projects and offerings to address environmental challenges (resource management, agriculture, reindustrialisation, adaptation, etc.). This year, around 20 delegations are expected: **Quebec, Finland, China, Italy** and many European countries will be represented at Pollutec.

Since 2002, Pollutec has been shining a spotlight on countries that are forging ahead with the transition and deploying promising, large-scale green innovations. **Italy**, a country committed to seeking solutions to environmental issues, will have the opportunity to present its ecosystem and expertise in energy and sustainability, through the major Italian cities, start-ups and speakers attending. In addition, **Emanuela D'Alessandro, Italian Ambassador to France**, will attend Pollutec's opening ceremony on 10 October on the show's main stage, La Tribune.

# Green Days, a catalyst for meetings between international attendees

Green Days, the flagship event for **business meetings between companies, research centres and innovation clusters looking to forge commercial or technological partnerships**, will be held in Hall 4 – L001 from 10 to 12 October.

Jointly organised by the **Chamber of Commerce and Industry for Auvergne-Rhône-Alpes**, the **European Commission** and **RX** (the organiser of Pollutec), Green Days act as a genuine **business accelerator** in the form of 20 minute B2B meetings.

**Friday 13 October** will be dedicated to **interclustering meetings** on the Green Days stand.

Attendees will also have the opportunity to **meet market experts**, such as **Entreprise Europe Network**, **Business France**, **Team Export** and **BpiFrance**.



# FORUMS FOR EXCHANGING IDEAS AND FINDING SOLUTIONS

## La Tribune (plenary stage),

*with its four pillars: Resource, Adaptation, Engagement and Employment.*

The **official stage at Pollutec** is the show's main arena for expression, where political players, major manufacturers, large associations and federations come each year to **debate and present their real-world actions and projects to accelerate the green transition.**

The notable speakers will include **Jean-Louis Etienne, Erik Orsenna, Jean-Luc Fugit and Féris Barkat**, covering topics ranging from reindustrialisation, agriculture and the urgent need for adaptation to investment in public infrastructure.

La Tribune will also host **itches by the 12 finalists for the Pollutec Innovation Awards and the awards ceremony on Thursday 12 October.**

# International forum: meetings between project promoters, manufacturers and/or European and international regions

A new space at Pollutec, the International Forum (Hall 4 - E05), aims to **give visibility to international delegations** visiting the show, **share their solutions and open up new perspectives and new markets.**

On **Tuesday 10, Wednesday 11 and Thursday 12 October**, the International Forum will host **talks on European funding**, with simultaneous interpreting into French and English.

## Selection of talks at the **International Forum**

- **Tuesday 10 October** – talk on Innovation funding: How Europe supports the (next) champions
- **Wednesday 11 October** – talk on European Funding Horizon Europe: Introduction to Environment & Energy Bioclusters
- **Thursday 12 October** – talk: Let's demystify European funding together!



## Agriculture and Climate area: Decompartmentalized discussions on major agricultural issues: soil, water, biodiversity, energy and climate.

For 4 days, the Agriculture and Climate forum will feature round-table discussions bringing together experts, users, decision-makers, public authorities and local authorities. These discussions will help us to understand the challenges facing agriculture and local communities through the prism of climate change, tensions linked to access to water, energy costs, renewable energy production, soil quality, sustainable food, etc. Opening up different viewpoints will be the watchword of this program, which highlights local, innovative and/or frugal solutions to the many challenges facing agriculture today.



# Bluetec Sea & Coastline space

*organised around four key themes: biodiversity and the natural environment / decarbonisation of maritime environments / coastline management / renewable energy*

The **Bluetec Sea & Coastline space**, launched in 2021, presents a space entirely dedicated to the **green transition in the sea and coastline sector**.

Combining an **exhibition space with talks and debates**, it allows local authorities, economic and industrial stakeholders to meet, discuss and find solutions to:

- reduce their environmental impact
- prevent and limit degradation of coastline and marine environments
- steer their developments towards resilience
- accelerate the energy and ecological transition in maritime activities.

## **The challenges of energy and ecological transition for the sea and coastline**

**In the marine and coastal sectors**, the ecological and energy transition covers many aspects. It involves reducing pollution, preserving and restoring biodiversity, developing circularity and moving towards carbon neutrality, while reinforcing actions to adapt to climate change.

**Reducing pollution means making activities**, infrastructures and ships greener, better managing marine waste, including plastic waste, and stepping up surveillance in the water, air and space. In addition to prevention, this may also mean intervening in the event of accidental pollution.

**Preserving and restoring biodiversity** means implementing measures to protect, conserve and regenerate environments and species (e.g. ecological engineering). And in view of the announced expansion of seabed exploration, this also means encouraging operations with limited impact.

**Making the marine economy more circular involves** deploying eco-design of products and services, developing material recovery (co-products of marine industries, materials, ores), setting up a ship repair and dismantling sector and strengthening the marine bio-economy (aquaculture, algae, biotechnologies).

**Moving towards climate neutrality primarily involves** the decarbonization of activities, infrastructures and vessels (zero-emission fuels, electrification, hydrogen, new types of propulsion, etc.) and the deployment of marine renewable energies (tidal, wave, TME, osmotic energy, etc.).

**Finally, strengthening adaptation to climate change includes**, among other things, action to prevent and combat sea-level rise in coastal towns, as well as action to combat warming, acidification and deoxygenation of waters, all of which disrupt the entire marine ecosystem chain.

## - Start-up area

Start-ups are in the spotlight at Pollutec. This year, **some 100 start-ups** will have their own dedicated space at the show.

Located on the Place des Lumières, the space will **give pride of place to start-ups**, the nuggets of tomorrow's industry.

Each day, these start-ups will be able to pitch their solutions for 5 minutes on a dedicated stage, the Arena. Pollutec thus reinforces its commitment to **promoting the most dynamic and relevant environmental solutions and innovations.**





# Water Hub

Following its successful **launch in 2021**, the Water Hub returns to Pollutec with a **new format**: discussions around water resource issues have been redesigned to **better address the questions and challenges around water saving and climate transition, and also to showcase innovations and developments in the sector.**

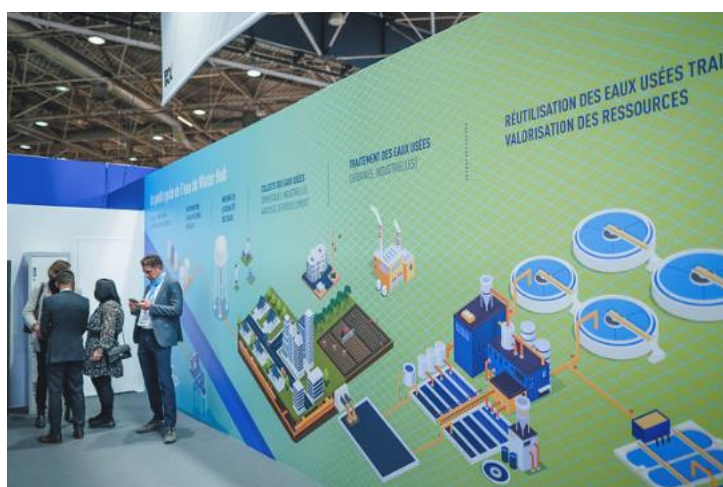
This year, it will present a **demonstration and awareness-raising space**, featuring a **model of a water supply network.**

The 2023 Water Hub is the product of a **collaboration between Pollutec and three key players in the sector**, who have pooled their expertise to work on building the water supply network and its display board:

- **Monreseaudeau.fr** on communications,
- **OiEau (International Office for Water)** on presentation,
- **Christaud** on construction.

The space is also sponsored by **many influential companies in the water sector**: Plasson, Elydan, Itron, Krhone SAS, Sainte-Lizaigne, Aliaxis (Frialoc), Hydrausmart, Sewerin, ADG, Bayard, Aquestia, Sferaco, Saint-Gobain PAM Canalisation.

It targets a wide range of audiences, such as **local and regional public authorities, public works companies, consulting firms, private sector operators and young trainees.**



## Forums and villages

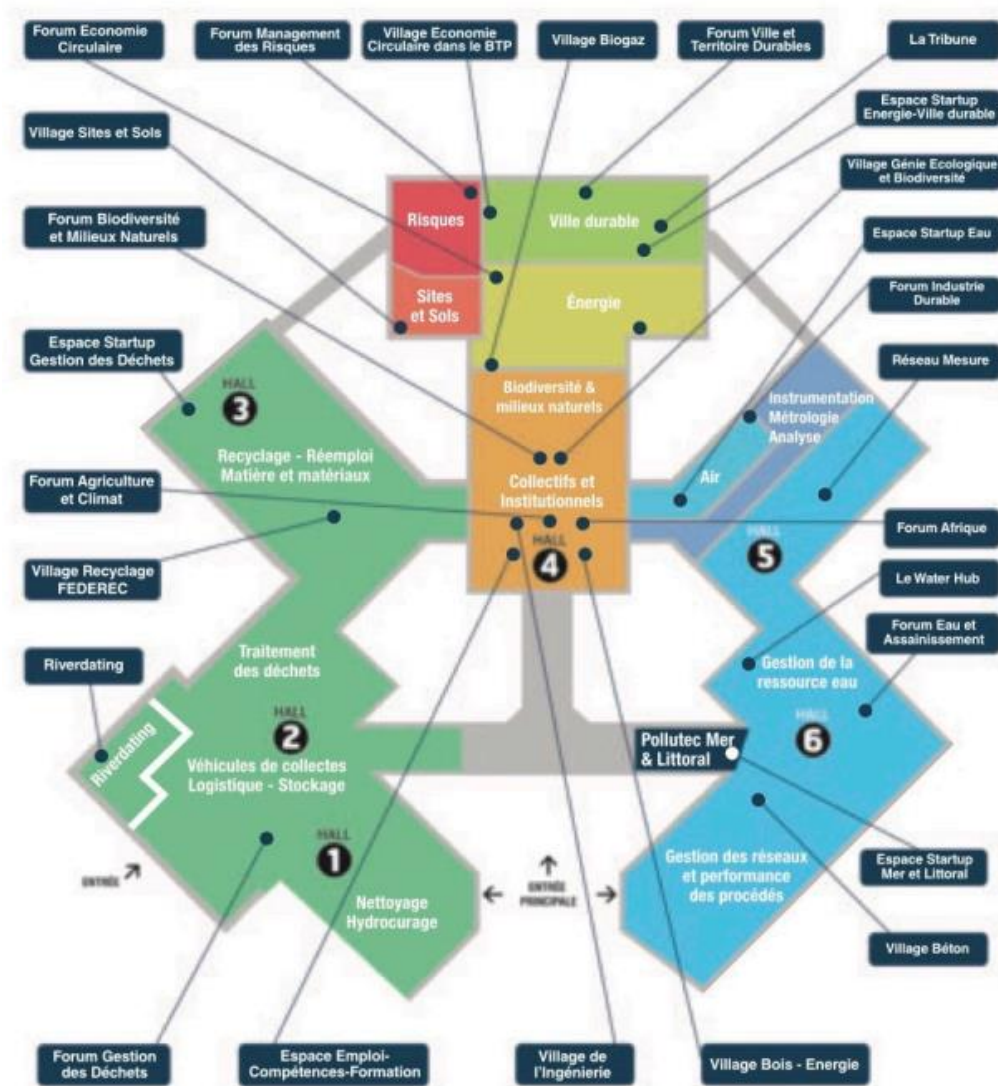
The **11 thematic forums**, located at the heart of the exhibition areas, offer **speaker stages at the disposal of exhibitors** wishing to give a presentation, for example on a new product or their expertise.

- | Water and Sanitation Forum
- | Waste Management Forum
- | Energy Forum
- | Sustainable Cities and Regions Forum
- | Sustainable Industry Forum
- | Circular Economy Forum
- | Risk Management Forum
- | Agriculture and Climate Forum
- | Biodiversity and Natural Environments Forum
- | Bluetec Sea & Coastline Forum
- | International Forum

**The 9 villages** – **thematic zones co-created with our partners** – bring together operators in a specific industry and include speaker stages:

- | Concrete
- | Biogas
- | Wood - energy
- | Engineering
- | Circular Economy in the Construction Industry
- | Recycling
- | Environmental Engineering and Biodiversity
- | Sites and Soils
- | Trenchless Technologies

# VISITOR TRAIL AND MAP



# 2023 PROGRAMME

## - Selected extracts

**TUESDAY 10 OCTOBER**

**11:30 – 12:30: Decarbonising and reindustrialising in France - a single agenda**

Introduction from **Bruno Bonnell**, Secretary General for Investment, France 2030

**Speakers:**

**Emilie Alberola**, Managing Director, EcoAct South Europe  
**Emeline Baume**, Vice-President of Lyon Métropole with responsibility for the Economy, Employment, Trade, Digital Technologies and Public Procurement

**Sylvie Padilla**, Vice-President Economy, Employment, Trade, Digital and Public Procurement,

Lyon Metropolis

**Matthieu Chabanel**, Chairman and Chief Executive Officer, SNCF Réseau

**14:15 – 15:00: Resources, a common good**

With **Erik Orsenna**, Novelist, and French academician

**15:15 – 16:15: Resource management and water usage – the need to break down silos**

**Speakers:**

**Jean-Luc Fugit**, Deputy for the 11th district of the Rhône, President of the Superior Council for Energy

**Luc Servant**, APCA vice-president, President of the New-Aquitaine Chamber of Agriculture

**Thierry Burlot**, President of the Cercle Français de l'Eau, President of the Loire-Bretagne Basin Committee

**16:30 – 17:30: 50° in 2050, how can we start planning and adapt now?**

**Speakers:**

**Bruno Marchand**, Mayor of Québec  
**Maud Lelièvre**, Managing Director, Eco Maires  
**Grégory Doucet**, Maire, Mayor of Lyon



## WEDNESDAY 11 OCTOBER

### **11:00 – 11:30: Presentation of PolarPod and issues arising from its discoveries**

With **Jean-Louis Etienne**, Explorator, Chief of Polar Pod Expedition

### **11:45 – 12:30: Strategic metals - given the increasing demand and rarity of the resource, how can the realities be aligned?**

#### Speakers:

**Emmanuelle Ledoux**, General Delegate, National Institute of Circular Economy  
- **Dr Caroline Mini**, Sustainability Manager, Verkor  
**Patrick d'Hugues**, Scientific Program Director (Mineral Resources and Circular Economy), BRGM  
**Roland Marion**, Director of the Circular Economy Division, ADEME

Moderator: **David Ascher**, Director of publication, Actu Environnement

### **13:30 – 14:30: Crossed perspectives: Transformation - How can major European companies play a part?**

#### Speakers:

**Roberto Carpaneto**, Vice-President, OICE - Chairman, Rina Consulting Italy  
**Isabelle Spiegel**, Director of the Environment, VINCI

### **14:45 – 15:45: How should finance evolve to meet environmental and climate challenges?**

#### Speakers:

**Baptiste Perrissin-Fabert**, Executive Director, Expertise and Programmes ADEME  
**Laura Beaulier**, Chief Executive Officer, l'Association Dividendes Climat  
**Christophe Desrumaux**, Partner, Demeter

### **16:00 – 17:00: Green hydrogen - the obstacles and challenges of decarbonised and localised energy**

#### Speakers:

**Matthieu Guesné**, CEO and founder of Lhyfe  
**Séverine Jouanneau Si Larbi**, General Delegate of Tenerrdis, Regional Delegate France Hydrogène  
**Andrea Bombardi**, Carbon Reduction Excellence - Executive Vice President, Rina

## THURSDAY 12 OCTOBER

### 10:15 – 10:45: Young people and their environmental commitment

with **Féris Barkat**, Founder, Banlieues Climat

### 14:45 – 15:45: Agriculture and major infrastructures: governance and financing

#### Speakers:

**Stéphanie Pernod**, First Vice-President, delegate for economy, relocalisation, regional preference and digital, Auvergne-Rhône-Alpes Region

**Cécile Avézard**, Director Rhône-Saône Territory, Voies Navigables de France

**Olivier Noblecourt**, Director of Local Investment, Meridiam

**André Bernard**, President of the PACA Chamber of Agriculture, APCA Vice-President

### 16:00 – 16:45: A world without plastics - a viable system?

#### Speakers:

**Jean-Yves Daclin**, Managing Director France, Plastics Europe

**Marius Hamelot**, Co-Founder, Le Pavé

**Christophe Vian**, President of the Plastics Sector, FEDEREC

**Werner Bosmans**, Circular Economy Directorate, DG Environment, European Commission

### 16:45 – 17:45: The textile industry: Between societal change and environmental impact

#### Speakers:

Jean Henin, President, Pellenc ST

**Emeline Baume**, Vice-President of Lyon Métropole with responsibility for the Economy, Employment, Trade, Digital Technologies and Public Procurement

**Hatem Sedkaoui**, Executive Board Member, Fédération de la Mode Circulaire

**Julien Achour**, Leader 2nd Life, Decathlon United

Moderator: **Victoire Satto**, Founder & CEO, Editorial Director, The Good Goods

## FRIDAY 13 OCTOBER

**10:00 – 11:00: The ecological transition requires a skilled and committed workforce**

With **Stéphanie Lagalle Baranes**, CEO, OPCO2ie

**11:10 – 12:10: A company's environmental values and its attractiveness**

**Speakers:**

**Antoine Denoix**, Chief Executive Officer, Axa Climate

**Mikaël Lemarchand**, Chief Sustainability Officer, Director of social, regional and environmental commitment, SNCF

**Mélanie Berger Tisserand**, President of CJD

**Moderator:** **Céline Puff Ardichvili**, DG & Partner, Look Sharp

[Access the full conference programme](#)

## - Pollutec Innovation Awards

Co-organised with PEXE, the Pollutec Innovation Awards are an international-scale contest that sees companies and start-ups from all over the world competing. 12 innovation finalists have been selected by panel of experts and showcased for the first time this year at Pollutec in a dedicated space in the Place des Lumières.

The Pollutec Innovation Awards have since 2016 rewarded **high market potential technological innovations in the environment sector**.

### Pollutec, a springboard for eco-innovation

Innovation has been part of Pollutec's foundations since its creation, and the 2023 edition fits perfectly with these new systemic approaches to the ecological and energy transition, the management of resources and the fight against global warming.

This year, following short-listing from **180 entrants** by a panel of experts, **12 finalist** have been selected and will be pitching their innovations on **Thursday 12 October from 11:00 to 12:40** in the show's Tribune space.

This will be followed by an award ceremony from 14:00 to 14:30 at which **3 winning companies will be declared**.

### Water: renewed innovation in response to chronic water shortages

#### Proteus Instruments

*Real-time pollution measurement for rivers, lakes and marine environments*

The British company Proteus offers a solution for the real-time reception of BOD/DOC and so reduce energy consumption by 50%.

### Materials and wastes: all paths lead to a circular economy

#### AMP Robotics

*The first system to combat plastic film contamination of waste sorting lines using AI and automation*

Canadian company AMP Robotics specialises in the modernisation of the global recycling infrastructure through AI and automation. Its AI-powered automated AMP Vortex system helps combat plastic film contamination of waste sorting lines in recycling industry, with recovery of the films.

#### DRT - Les Dérivés terpéniques et résiniques

*Biosourced bitumen*

DRT specialises in the production of pine-based materials, without competing with food applications. They have developed a solution enabling petroleum-based bitumens to be replaced or supplemented by a biosourced bitumen.

### MTB

*Pre-treatment of Li-ion batteries by inerted crushing with continuous evaporation of the electrolyte*

Specialising in the recycling of complex wastes for over 40 years, MTB has launched a solution - with a capacity of one to four tonnes per hour - for handling end-of-life Li-ion batteries which allows the stage of pre-crushing by shearing, or resorting to crushing underwater, to be dispensed with.

### Néolithe

*Accelerated fossilization, an alternative decarbonisation solution for handling non-recyclable wastes*

Néolithe is an industrial start-up specialising in the design and fabrication of *fossilizers*, industrial units that employ a process of accelerated fossilization to deal with the non-recyclable, non-inert and non-hazardous wastes emitted largely by construction.

### Paneco Ambiente

*Natural bioremediation solution addressing micro-plastics and associated pollutants*

Italian company Paneco Ambiente specialises in the production of novel solutions and systems related to biotechnologies. Their Enzyveba 00PL solution is a biodegradable natural concentrate able to biodegrade micro-plastics and bioremediate the associated polluting chemical products.

## **Energy: at the heart of every sector**

### Grims Energies

*Very compact, modular and connected thermal storage 0° to 110°*

The Grims group has for over 6 years been developing expertise in the design and fabrication of lattice technology employing metallic foams. A modular, stackable and connectible product, able to provide very high density energy storage depending on need, their Grimsbox is able to recover and store energy as heat from 0° to 110°C.

### Mini Green Power

*A solution simultaneously generating energy and sequestering CO2*

A young French “mission” company, Mini Green Power has developed a technology producing low-carbon energy from undervalued local biomass wastes.

## **Soil, biodiversity and land use: growing appreciation of their importance**

## Coldep

### *Treatment of used industrial water with space and energy optimisation*

A young clean-tech company, Coldep has developed the VAL (Vacuum AirLift), a negative-pressure column process based on the partial vacuum airlift principle that provides simultaneous water circulation, control of dissolved gases and the extraction of particulates and dissolved organic matter.

## Meersens

### *Risk forecasting and real-time monitoring of forest fires in the world*

Meersens has since 2017 specialised in environmental data for health and wellbeing applications. Applied to Spacetech, their Meersens AI solution provides near-real-time monitoring of forest fires in the world: identification of upcoming fire risks, alerting of fires starting and analysis of the environmental impacts.

## WEO

### *Climate change adaptation solution for cities using spatial data and AI*

WEO, a young Luxembourg company, employs spatial data and AI (deep learning) to generate actionable information that transforms our approach to environmental challenges. It has developed its Resilient Cities solution which assists cities in adapting through surveillance using satellite images and open data.

## **Health and environmental risk: an ever-present concern**

## Purenat

### *Textile able to capture and destroy airborne organic pollutants*

A deeptech industrial startup, Purenat has developed the first textile on the market able to capture and destroy airborne organic pollutants using a patented new biomimetic material: a photocatalytic thread.

## **Ajury of experts**

- Georgina Grenon, Environmental Excellence Director, **Paris 2024**
- Nicolas Bocquet, Director for Environment Climate & Energy, **AFEP**
- Valérie David, Director for Ecological Transition, **FNTP**
- Pierre-Yves Burlot, Director of Sustainable Development, **Séché Environnement**
- Olivier Malozon, Directeur of Innovation and Skills & RSE Manager, **ORTEC group**
- Michèle Pappalardo, President, **ISR label committee**
- Jean-Claude Andreini, Honorary President, **PEXE**
- Vincent Auriat, Sustainable Transformation Manager, **SNCF Réseau**
- Thierry Laquitaine, President of **Circolab** and Sustainable Development Manager, **AEW Europe**
- Anne-Cécile Sigwalt, Director, Companies and Industrial Transition, **ADEME**

- Alexandre Wagner, Investment Director of the Green Ventures Fund of Bpifrance

**TIMETABLE FOR 2023 POLLUTEC INNOVATION AWARDS**

**Thursday 12 October**

**Pitches by the 12 finalist for the Pollutec Innovation Awards**

11:40 to 12:40 on the Tribune space

**Awards ceremony**

14:00 to 14:30 on the Tribune space



## - Job-skills-training Space

Pollutec supports the acceleration of the construction of business sectors around these upcoming topics, essential for the ecological transition as well as job creation (future careers)

On the **Job-skills-trainingSpace** a number of talks will take place ([full list here](#)). Here's some highlights:

- **Skills shortages in the biogas sector over the next 5 years**

Wednesday 11 October 12:30- 13:00

Jean-Philippe Burtin

*Jobs-Skills-Training space*

*Organised by ACTU-ENVIRONNEMENT*

- **Jobs and training in hydrogen: greater appeal and easier access for a future sector**

Wednesday 11 October 14:00 - 14:30

Inès Taoufik

*Jobs-Skills-Training space*

*Organised by ACTU-ENVIRONNEMENT*

- **Career testimonials from the energy sectors**

Wednesday 11 October 16:00 - 17:00

David Ascher

*Jobs-Skills-Training space*

*Organised by Jobs-Environment*

# AND IN 2024...

## POLLUTEC LAUNCHES POLLUTEC PARIS 2024,

a new event to be held at Paris Expo Porte de Versailles on November 26 and 27, 2024.

### A complementary biennial event

**As a complement to the emblematic event in Lyon**, Pollutec Paris 2024 has been conceived as a biennial highlight, made necessary by the urgency of climate change and the acceleration of innovations proposed by manufacturers. **The Paris edition will address the challenges of providing a more regular meeting place for the major environmental industry**, addressing regulatory changes and keeping up with the latest innovations in the sector.

**Pollutec Paris follows in the footsteps of Pollutec Lyon**, a meeting place for the environmental industry, providing a forum for foresight and business, with the aim of fostering exchanges, addressing the industry's challenges, and highlighting innovations and solutions for the environment.

**To this end, Pollutec Paris 2024 will welcome all 11 major sectors present in Lyon.** And it will offer the same systemic approach, with global solutions to environmental challenges, outside the silos.

**Paris, with its geographical location and accessibility**, is an easy gateway for Northern European regions, regulators and European governments, giving the event a more global dimension, and will also bring certain French regions closer together.

**This new event has been designed as a compact 2-day formula, in Hall 1, Porte de Versailles, in the heart of Paris.** Two days to exchange ideas (conferences, forums and workshops), to do business (a program of business meetings for all exhibitors), to learn about new regulations, to share best practices, to meet private and public players...

**Anne-Manuèle Hébert, Director of Pollutec, comments:** *"Not a day goes by when we don't talk about the impact of climate change, and the new regulations and opportunities opened up by the innovations and solutions put forward by committed entrepreneurs and public players, concerned about the lives of their fellow citizens, in search of applicable, common-sense solutions. Pollutec, as a long-standing player and representative of the industry, must keep pace with this movement and acceleration. That's why we've decided to create a new forum for the industry to meet and exchange ideas, with Pollutec Paris, a biennial event that complements Pollutec".*

# INSTITUTIONAL PARTNERS





PRACTICAL INFO

## When?

Tuesday 10 to Friday 13 October 2023

## Times

Tuesday 10 October	9:00 – 18:30
Wednesday 11 October	9:00 – 18:30
Thursday 12 October	9:00 – 18:30
Friday 13 October	9:00 – 16:00

## Location

Parc des Expositions EUREXPO  
9 avenue Louis Blériot  
F-69680, Chassieu



# How to get to Pollutec?



## Public transport

**From the centre of Lyon (35min)**  
Metro line D - "Grange-Blanche" stop  
+ tram T5 - Eurexpo stop.

**From Part-Dieu railway station (30min)**  
Tram T3 - Vaulx-en Velin – La Soie stop  
+ shuttle - line 100 "Direct Eurexpo".

**From Saint-Exupéry airport (40min)**  
Tram Rhôneexpress - Vaulx-en Velin – La Soie stop  
+ shuttle - line 100 "Direct Eurexpo".

**From Perrache railway station (35min)**  
Tram T2 - "Grange-Blanche" stop  
+ tram T5 - Eurexpo stop.

## Reaching Eurexpo by Rhôneexpress

Running from the airport and Lyon Saint-Exupéry rail station, Rhôneexpress takes you to Vaulx-en Velin – La Soie station where you can take Line 100 "Direct Eurexpo".



## Low-carbon solutions

Pollutec is committed to the mobility of participants, and offers you a car-sharing platform.

### 3 good reasons to car-share

1. Reduce your carbon footprint
2. Begin networking even before arriving at the show
3. Help to keep routes and parking free



## By taxi

There are 1,400 taxis available to take you to Lyon Euroexpo.

### **Allo Taxi**

+33 (0)4 78 28 23 23 / [www.allotaxi.fr](http://www.allotaxi.fr)

### **Radio Taxi**

+33 (0)4 72 10 86 86 / [www.taxilyon.com](http://www.taxilyon.com)

### **Taxi Lyonnais**

+33 (0)4 78 26 81 81 / [www.taxilyonnais.com](http://www.taxilyonnais.com)

### **Airport Taxis**

+33 (0)4 72 22 70 90 / [www.taxislyonaeroport.com](http://www.taxislyonaeroport.com)

### **Eurecab**

accredited video conferencing platform *carbon neutral*



### By car

#### **From Lyon**

Porte Ouest Visiteurs (West Visitors Gate)  
A43, Eurexpo exit  
Boulevard de l'Europe - 69680 Chassieu

#### **From Paris/Geneva**

Porte Nord Visiteurs (North Visitors Gate)  
A46 (Rocade Est), exit 8: "Euroexpo Visiteurs"  
Rue Marius Berliet - 69680 Chassieu

#### **From Chambéry/Grenoble**

Porte Sud Visiteurs (**South Visitors Gate**)  
A46 (Rocade Est), exit 10: "Euroexpo Visiteurs" Boulevard des Expositions - 69680  
Chassieu

[Where to park? On the Eurexpo Lyon parking](#)

### **About Pollutec**

Pollutec is the leading environmental solutions show for industry, cities and regions. Over four days the show brings together professionals from every sector to present their innovative solutions to industrial, public sector and other economic actors as they work together to address the major challenges facing the planet: biodiversity erosion, pollution and climate change.







## ABOUT POLLUTEC

Pollutec is the leading trade show for environmental solutions for industry, cities and regions. For four days, it brings together professionals from all sectors to present their innovative solutions to industry, local authorities and other economic players, with a view to meeting the major global challenges of biodiversity erosion, pollution and climate change.

To find out what's on and keep up to date with the show, visit the Pollutec website:

[www.pollutec.com](http://www.pollutec.com)  
[@pollutec](https://twitter.com/pollutec)

## PRESS CONTACTS

### AGENCE LOOK SHARP

[pollutec-presse@looksharp.fr](mailto:pollutec-presse@looksharp.fr)

AGATHE ALEXANDRE - 06 60 96 21 22

LORELLA CONTARDO - 06 45 81 51 81

MATHILDE GOSSELIN - 06 32 44 84 02

## ABOUT RX

RX is in the business of building businesses, communities and individuals. We elevate the power of face to face events by combining data and digital products to enable clients to learn about markets, source products and complete transactions at over 400 events in 22 countries and across 43 industry sectors.

RX France organises leading face-to-face, digital and hybrid events for some fifteen different sectors. The iconic and unmissable events hosted by RX in France and internationally include MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, Paris Photo, Maison&Objet\* and many others. Our events take place in France, China,, Italy, Mexico and the US.

RX is passionate about making a positive impact on society and creating an inclusive work environment for all our people.

RX is part of RELX, the leading global provider of information-based analytics and decision tools for professional and business customers.

[www.rxglobal.com](http://www.rxglobal.com)

\*organised by SAFI, a subsidiary of RX France, and Ateliers d'Art de France