POLLUTEC INNOVATION AWARDS
RULES AND GUIDELINES

DESCRIPTION

The **Pollutec Innovation Awards** is an international operation intended to provide recognition for outstanding innovations in technology or services that have **considerable market potential in the fields of environment and energy**.

This is an initiative to promote eco-innovative companies, set up by RX France, organiser of Pollutec, and the PEXE - the French eco-companies' network.

Startups and SMEs exhibiting at Pollutec who are declaring one or more innovations can compete (for three innovations maximum) at the Pollutec Innovation Awards. The declaration of innovation should be carried out online **before July 31st, 2025.**

Once declared, the innovation will undergo an initial selection phase by a jury of experts in mid-September 2025. The shortlisted companies will then have the opportunity to pitch their innovations to a jury of key accounts and other market players during Pollutec. At the end of the pitch session, the three innovations with the highest scores will be awarded. The companies behind these innovations will benefit from an extensive communication package.

PROCESS

Step 1: Announcing an innovation

- The announcement (submission of the required details and a description of the innovation and the company) must be made online on the exhibitor hub (this extranet is a private and restricted access to each exhibitor/co-exhibitor that allows him to manage the various aspects of his participation).

- Each company may announce several innovations. However, only three innovations by exhibitor can compete for the Pollutec Innovation Awards.

- Innovation declarations must comply with the given instructions (required fields properly completed, compliance with due dates).

- Once declared, innovations benefit from the visibility provided by Pollutec's communication tools: exhibitor search engine - the Innovations guide produced by our partner Actu-Environnement - innovation trail - press relations, etc.

Step 2: *Shortlisting for the Pollutec Innovation Awards*

- Exhibitors will be given the choice to submit their innovation to the Pollutec Innovation Awards 2025 by ticking a box on the innovation declaration form. This innovation will be forwarded to a panel of experts featuring the preselection committee.

  At the end of this shortlisting process, a limited number of 12 companies will be invited to take part in the final phase of the Pollutec Innovation Awards, which will take place during the show. These 12 innovations will also be showcased in a dedicated area near the start-up village.

Step 3: *The Pollutec Innovation Awards during the show*

- Each of the 12 preselected companies will present its innovative solution and its market proposition during a 5-minute pitch maximum (3 slides) + 2 min of Q&A, in front of a jury of key accounts and other market players. This pitch session will take place on **the Tribune on Thursday, October 9, from 11:00 a.m. to 12:40 p.m**.
  Depending on the space, a larger audience - Pollutec visitors, journalists, etc. - may also attend the session.
- These market leaders will evaluate each presentation using a pre-defined scheme and evaluation criteria weighted as follows:
  - Innovation: 40%
  - Market potential: 40%
  - Presentation: 10%
  - Sustainability impact (either environmental, economic and social): 10%

- **Out of these 12 innovations, the 3 with the highest scores will be awarded**. They will benefit from enhanced communication and promotion.

The clarity of the pitch, the positioning of the offer - market vision - and the tailoring of the offer to needs and expectations will all be decisive in the final choice of the jury.

BENEFITS OF THE OPERATION « Pollutec Innovation Awards »

1. **For all the submitted innovations:**

   Companies declaring an innovation benefit from all the Pollutec's digital, material and editorial tools aimed at promoting innovation.

2. **The 12 shortlisted innovations** for the final of the Pollutec Innovation Awards:
   You can test the market in front of international industry and market leaders:

   - Announcement of the 12 nominees in a press release before the show and in the press kit

- Highlighted in a dedicated area at the show
- Presentation during a pitch session announced in Pollutec's official programme
- Brochures describing the innovation and the company issued to the whole manufacturers and local authorities forming the jury of major's accounts.
- Option to mention "*Pollutec Innovation Awards 2025 - Nominee*" in your communications.

3. **The three winning companies** of Pollutec Innovation Awards:
   - Option to use the reference "*Pollutec Innovation Awards 2025 - Winner*" in your communications.
   - Participation to the next **Pollutec** (dates to be confirmed), fitted a turnkey solo start-up offer 2025.
   - One entry to the 2026 National Eco-Enterprise Forum organised by PEXE-French eco-companies' network at the French Minister of Economy.
   - Targeted press relations for Pollutec:
     - Specific press release featuring the 3 winning innovations and companies.
     - Potential press/media connections (responding to journalists' requests only).
     - Editorials featuring the Pollutec Innovation Awards 2025.

WHO IS ELIGIBLE to the Pollutec Innovation Awards?

- Being registered as an exhibitor, co-exhibitor at Pollutec 2025
- Being an innovative company (corporate or SME) or start-up, which activity covers or applies to the environmental sectors (eco-technology) and energy
- The products, processes or services were launched after January 2024 and are presented for the first time at Pollutec
- You have duly completed the application form within the deadline; any incomplete application will automatically be disqualified.

PROCEDURE

- Participation in the Pollutec Innovation Awards is included in the exhibitor/co-exhibitor Pollutec registration fees.
- Fill in the required information in the Exhibitor Hub before **July 31st, 2025,** and tick the box to enter the Pollutec Innovation Awards 2025.
- Each company being shortlisted will be notified before **September 22nd, 2025.**

2025 TIMETABLE

- **July 31st**: application deadline.
- **September 22nd**: announcement of the innovations shortlisted for the final phase taking place during the show.

- **Thursday, October 9**:

- 11:00 am - 12:40 pm: pitch session (short presentations) in front of a jury of key accounts and other market players.
- 3:00 pm - 3:30 pm: official award ceremony.

Key points for eligibility and entry of an innovation

- The products, processes or services were launched after January 2024 and are presented for the first time at Pollutec.
- Incomplete entries will not be processed.
- The preselection committee reserves the right to exclude any entry that it deems to be incomplete, insufficiently clear, precise, or misleading. There is no right of appeal.
- The 3 winning innovations shall be those awarded the most credits by the jury.