

POL LU TEC

20^{40TH}18
ANNI
VER
SARY

LYON EUREXPO
FRANCE
27TH TO 30TH NOVEMBER

GREAT SUCCESS AT THE
GREEN GROWTH GATHERING

The platform for environmental solutions for industries, cities and territories

From pollution remediation to environmental protection and climate change mitigation, Pollutec has evolved along the years as the reference meeting place for the green growth, reflecting the transformation of production, exploitation and distribution models in all economic sectors. All the while promoting, at every stage, technological innovation and emerging issues.

An attendance of

70 076

Professionals

from

128 countries

2 161

Exhibitors

including **30%**
of internationals

58 102

Visits

including **13%**
of international
visit

376

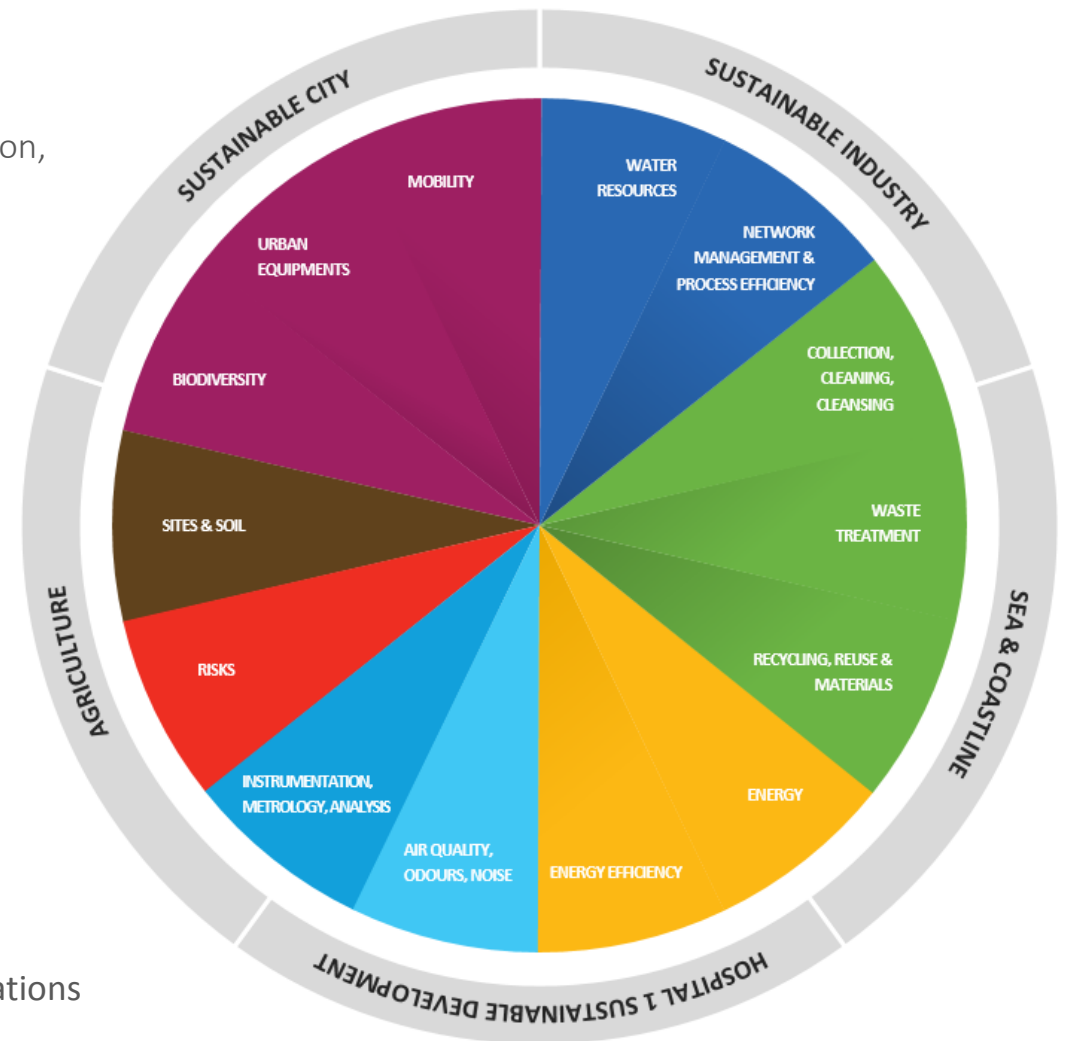
Conferences

680+

Press mentions

156

World-premiere innovations





Steering and organisation Committee

Members of the committee contribute to the strategic orientation of the show and the curation of events and contents tailored to the market it represents.





CSR at the core of Pollutec's organisation

For many years, Pollutec's team has been placing the reduction of the show's environmental impact at the core of its organisation.

Exhibition stands waste

Recyclable waste is collected throughout the show from its build-up to its break-down, then sent over to the corresponding recycling sites:

1. **At build-up:** wood, cardboard, metal
2. **At the opening:** glass, paper, cardboard, NHIW (Non-Hazardous Industrial Waste)
3. **At break-down:** wood, cardboard, paper, metal, carpet

In 2018, 11,000kg of EXPOSTYLE recyclable carpet was collected and handed to a polypropylene recycling site. They were given a second life under the form of aggregates used in injections in the plastic industry.

Catering

Eurexpo's permanent catering services applies a responsibility policy that includes:

- Supply in local products for the making of 8,000 sandwiches/day
- Recycling of all cooking organic waste
- Cardboard recycling
- Collection and treatment of cooking oils by Bioval'huiles
- Collection of unsold food by "Le Chaînon manquant", a local nonprofit
- Use of reusable and compostable containers, dishes and wraps
- Use of reusable dishes at the VIP Lounge

2018 REPORT

Visitors

58 102
Visits

13%
of international
visits

128
represented
countries



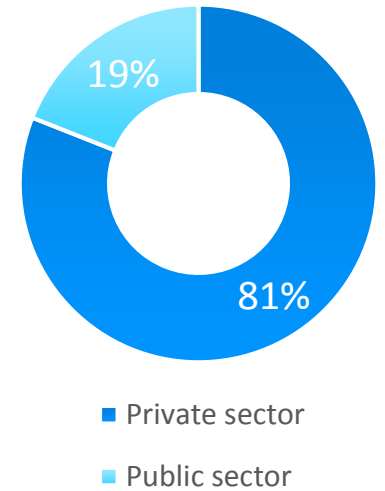
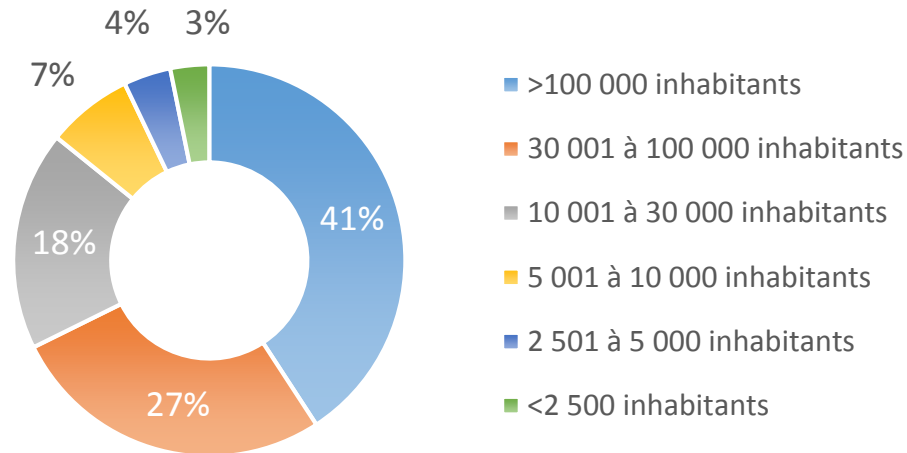
« The ADEME [French Environment & Energy Management Agency] is a partner of the show; we are present at every edition. Pollutec 2018 was an excellent edition to us: a lot of visitor traffic, internationals, officials and ministries, but also companies that were extremely satisfied with the contacts they generated and the quality of the visitors. Some even signed contracts on their booth for business operations in Germany and Africa. »

Olivier Chazal - Club ADEME International Manager, ADEME

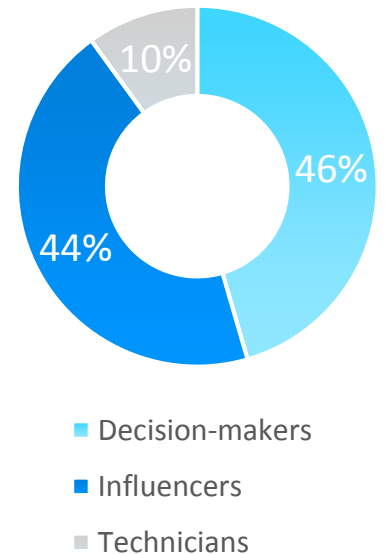
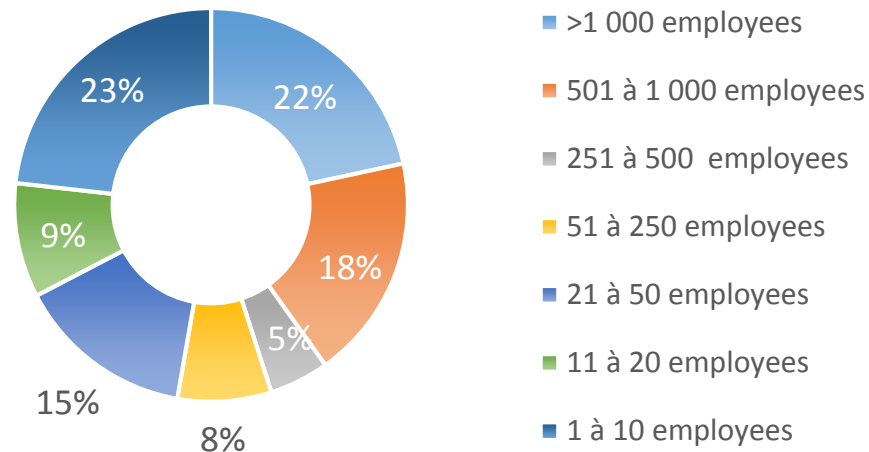


An audience of high-level stakeholders and project-holders

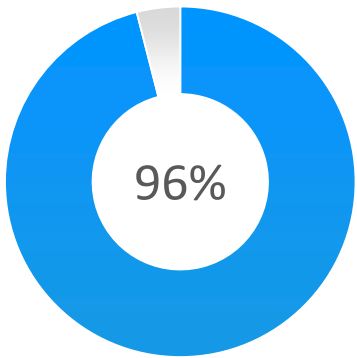
Visitors from the public sector by size of town



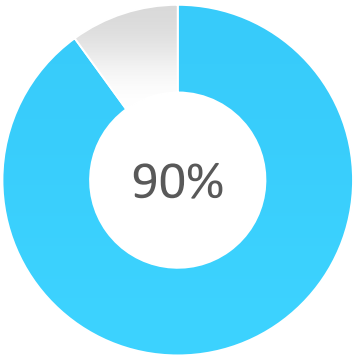
Visitors from the private sector by size of company



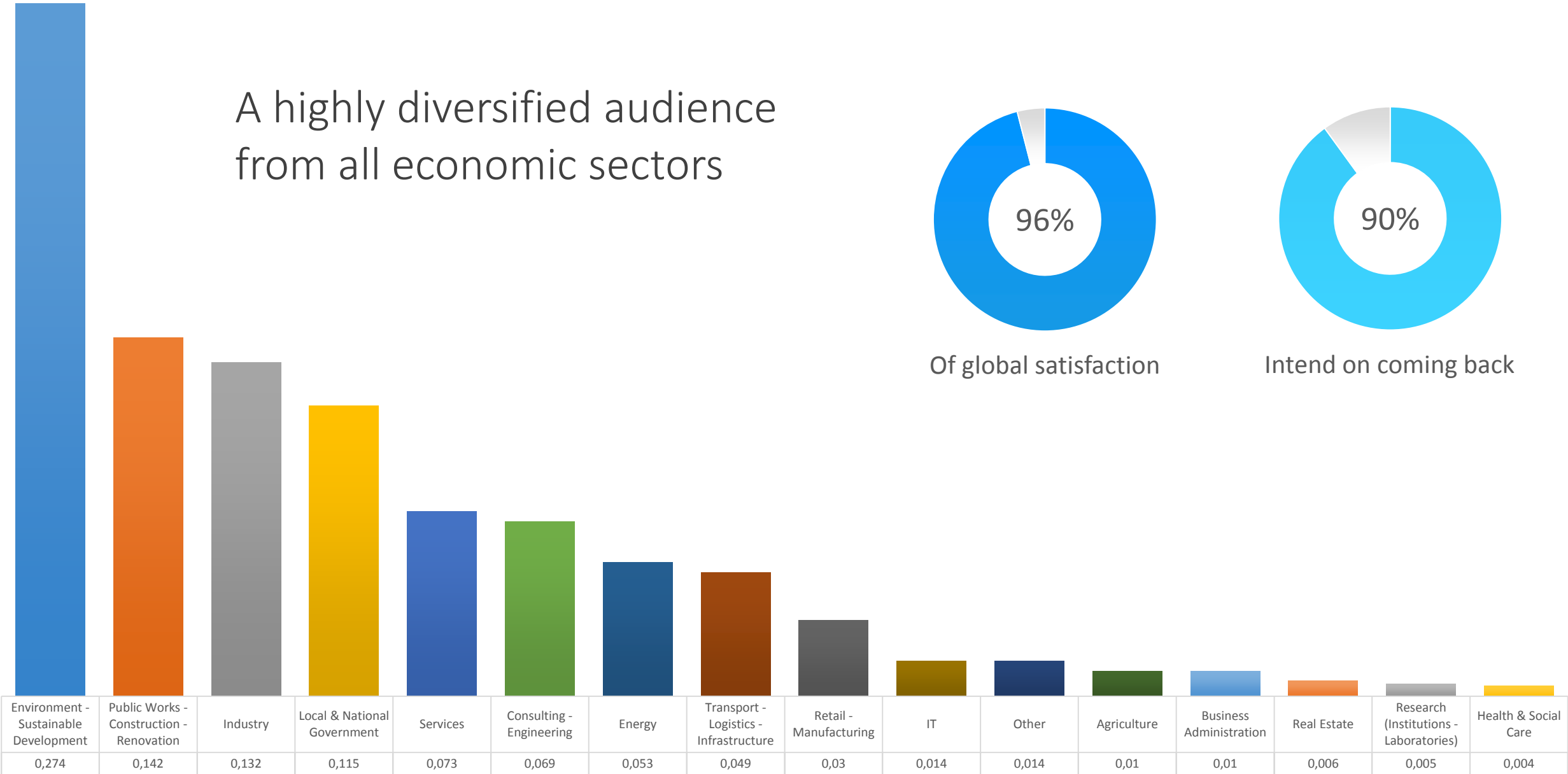
A highly diversified audience from all economic sectors



Of global satisfaction

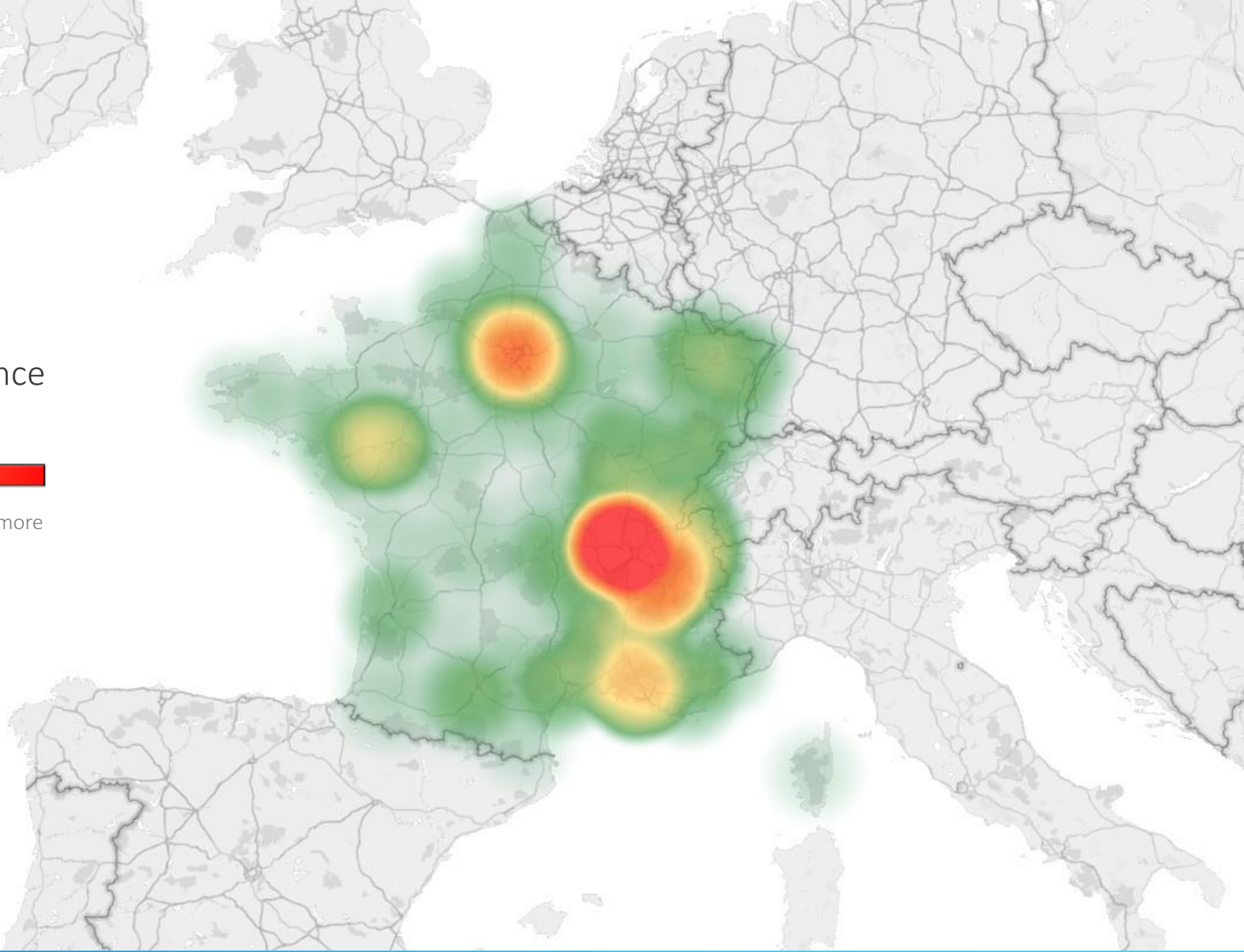


Intend on coming back



Visitors from France

Visitors from metropolitan France
by region of origin



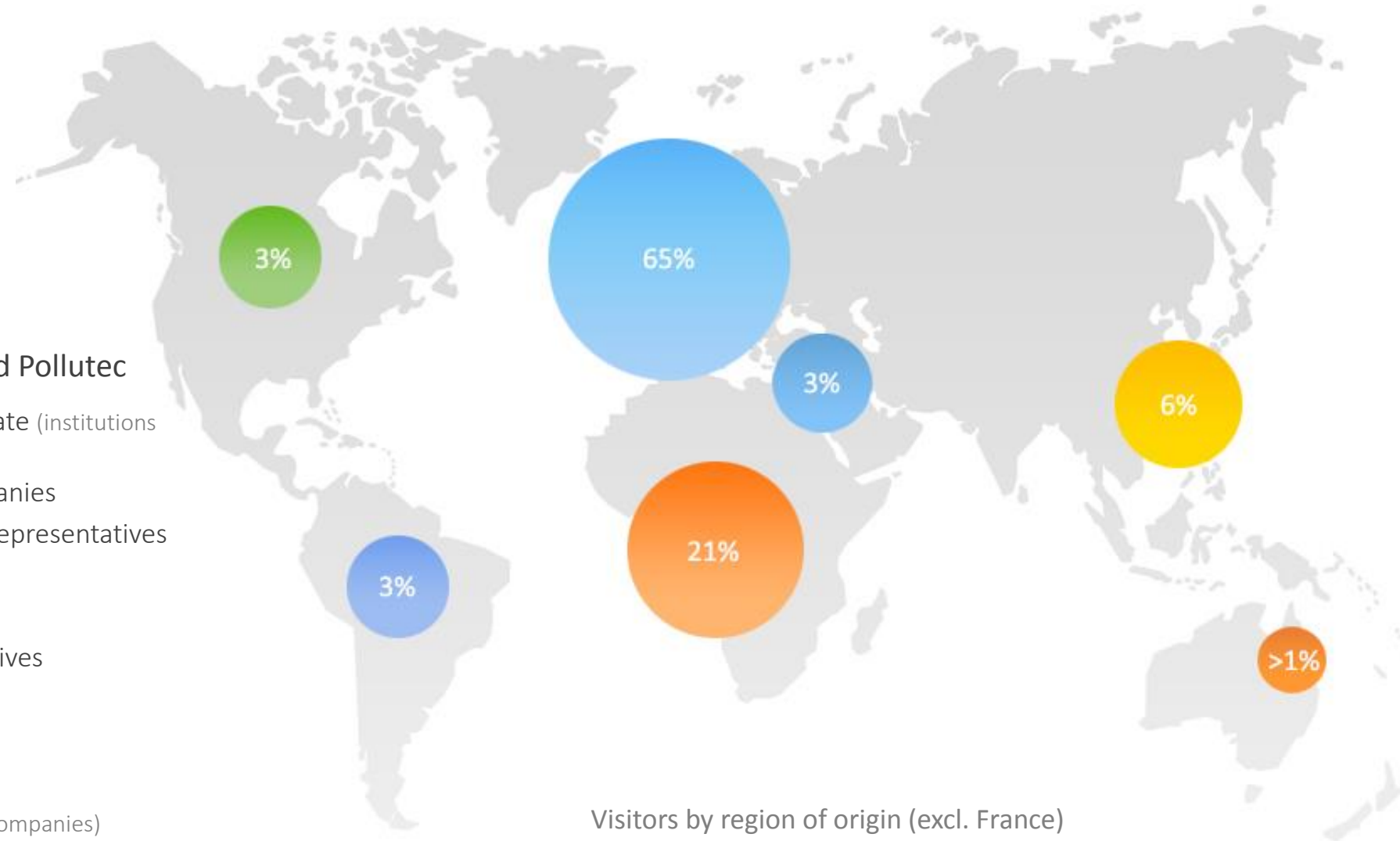
International visitors

Top 5 of visiting countries

- | | |
|----------------|----------------|
| 1. Switzerland | 6. Morocco |
| 2. Belgium | 7. Algeria |
| 3. Italy | 8. Netherlands |
| 4. Spain | 9. Tunisia |
| 5. Germany | 10. Portugal |

International delegations that visited Pollutec

- › Germany, North Rhine-Westphalia State (institutions and companies)
- › Burkina Faso, Government and companies
- › Chile, Mayors and local government representatives
- › China, City of Canton
- › China, TEDA (companies)
- › Colombia, CAEM and city representatives
- › Spain, Cluster de Energia
- › Spain, Grup Vilà Vila (companies)
- › Morocco, CFCIM (cities and companies)
- › Russia, Irkoutsk region (institutions and companies)
- › Taiwan, Recyclup Fund (institutions and companies)

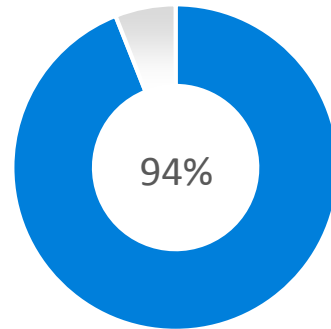


Visitors by region of origin (excl. France)

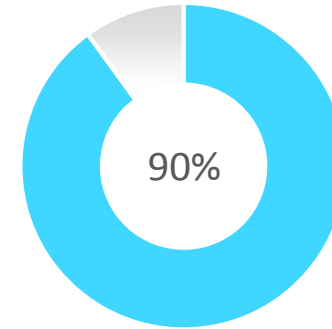


A highly praised rendezvous

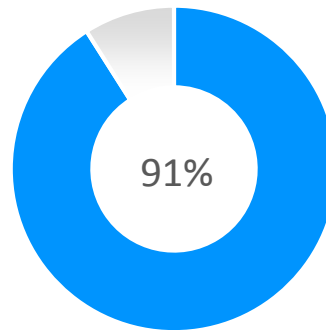
Satisfaction by visit goal:



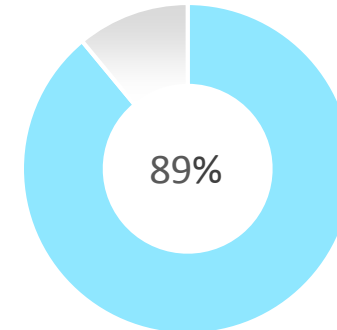
Meeting experts in the sector



Discovering the innovations



Growing your network



Finding new suppliers



Denis Bonzy @dbonzy

A remarkable success for [@Pollutec](#). High-quality stands and debates on [#environment](#) [#water](#) [#climate](#)



Eric Desbos @EricDesbos

A visit at [#Pollutec2018](#) the dynamism of the show is proof that the green transition is afoot, it is now up to us to amplify it.

2018 REPORT

Exhibitors

2 161
Exhibitors

30%
of international
exhibitors

36
Represented
countries

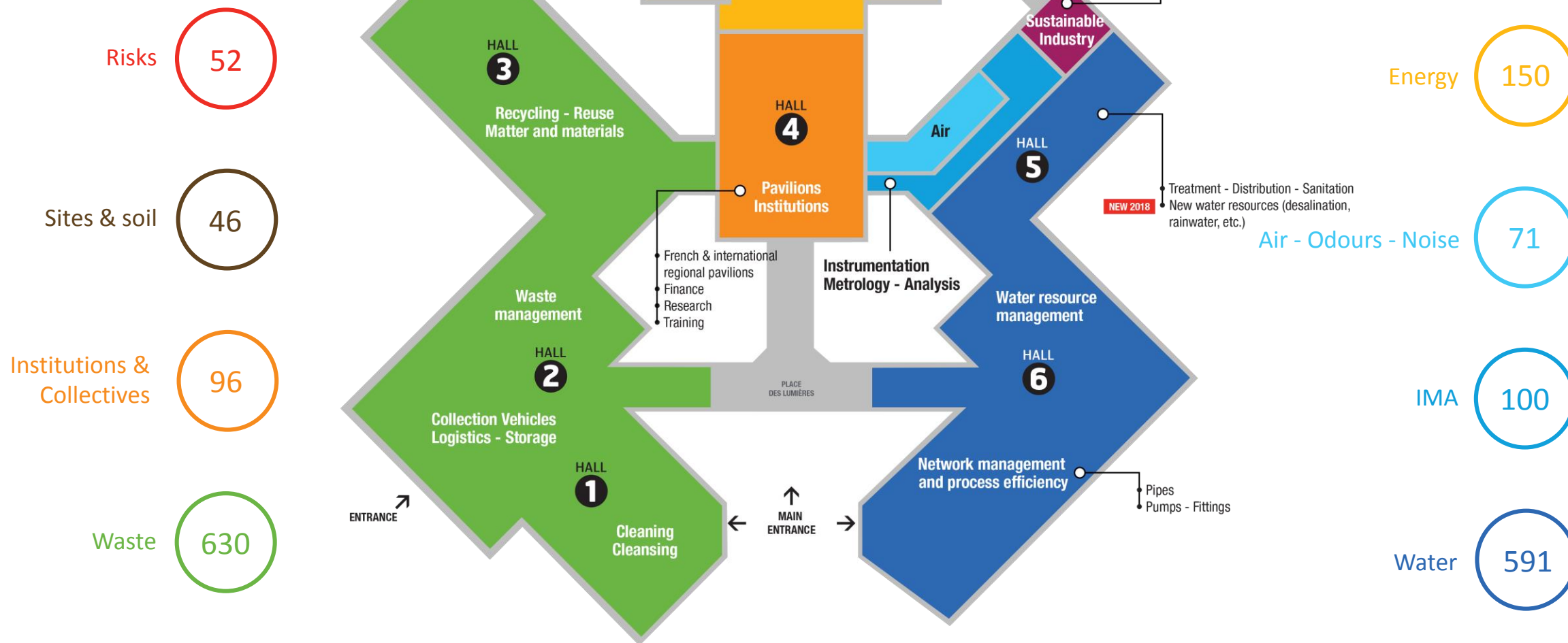


« The fact that Pollutec is an international event is important to us because Bouygues is active in over 80 countries. The outcome of Pollutec is that we were able to present to a large audience our vision of the sustainable city and the circular economy in the construction sector. »

Charles Henri Burgelin - Director of communications Brand and Sustainable Development, **Bouygues**

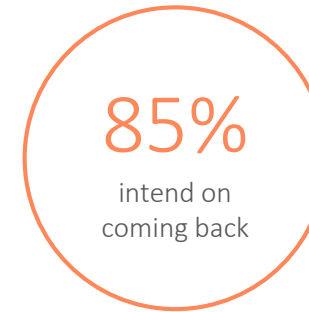
A comprehensive representation of salient and emerging sectors

Number of exhibitors:

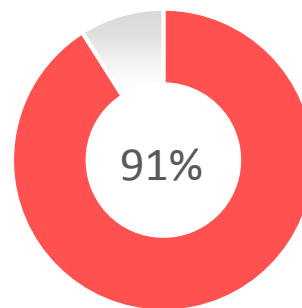




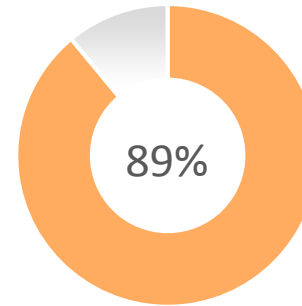
A business-centric event praised by its exhibitors



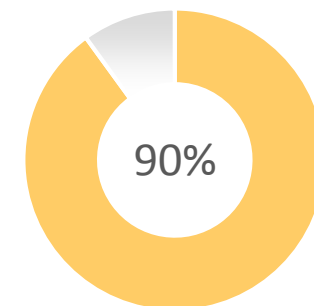
Satisfaction by participation goal:



Client nurturing



Reputation



Product Launch

2018 REPORT

Innovations

156

Innovations in
World premiere

100+

Startups

4

Awards
ceremonies



« Pollutec is first and foremost a medium to gain visibility, which is vital for a startup. It is also an incredible concentration of suppliers. Every person we wished to meet, we saw at the show. »

Didier Pierrat-Agostini – President, STEPSol



A formidable springboard for environmental innovations

Dedicated Innovation Areas

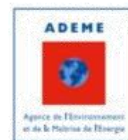
- › Startup Village
- › Innovation Hub
- › La French Tech
- › Lyon Metropolis Startups

Startup Pitch Programmes

- › Water
- › Construction
- › Performance
- › Circular Economy
- › Energy
- › Sustainable City & Mobility
- › Digital...



Awards Partners



Innovation Showcase Laureates

Organised with PEXE (the network of French eco-companies), the Innovation Showcase provides recognition for outstanding innovations that have considerable market potential in the fields of environment, energy and cleantech.

Selection process

1. 191 innovations were submitted
2. 20 were nominated by the pre-selection jury
3. 3 laureates were chosen at the show by a jury of 26 professionals (7 investing funds, 5 representatives of cities and territories and 14 corporate groups)



STARKLAB

Treatment and energy
recovery from industrial fumes



NEREUS

Recovery of a restaurants'
waste water into clean water



STEPSOL

Hydraulic and sustainable
battery coupled with solar
energy



BILAN 2018

Business Opportunities

2 400+

Business
Meetings

4

Business
Meetings
Programmes

BURKINA
FASO

2018 Country
of the Year

Africa - Asia
America
Area



Cluster de Energia @EnergiaComVal

@EnergiaComVal in @Pollutec with representatives of #LatinoAmerica fostering international cooperation and exchange of technologies and planning a commercial mission for the 1st semester of 2019



LyonFrenchTech @LyonFrenchTech

Nice networking coffee with start-up from Spain, Sweden, Germany... and also Lyon, Metz, Paris, Bordeaux, Tarbes 😊 #LaFrenchTech #FrenchTech



A fruitful programme of business meetings

We designed our matchmaking tools and events to facilitate encounters between experts in environmental matters and professionals in the public and private sectors from all over the world.

1 100+

Meetings

3 Business Meetings Programmes

- › Water, Energy, Waste, Risks Industry Managers
- › Cities' & Regions' technical services
- › Jobs Day

1 300+

Meetings

Green Days Business Meetings

In partnership with





Burkina Faso, 2018 Country of the Year

An intense programme of workshops and conferences took place around Burkina Faso's Environment, Green Economy and Climate Change Minister Nesto Batio Bassière and a delegation of government and business representatives' participation at the show.

An Africa-Asia-America Area for international development

Project-holders from around the world took part to present their environmental projects:

Africa

- Benin, Burkina Faso, Cameroon, Ivory Coast, Gabon
- 13 specific workshops

Latin America

- Argentina, Brazil, Colombia
- 8 specific workshops

Asia

- Myanmar, Indonesia, Taiwan, Vietnam
- 3 specific workshops

2018 REPORT

Conferences

12 302

Attendees

21

Conference
Areas

376

Conferences



« We came to Lyon from Bondy, to meet Change and Environment stakeholders. We brought our startups with us, and were able to make a large number of contacts. We also had the opportunity to hold a conference to develop awareness on environmental challenges faced by the African continent. »

Fatimatou Ousmanou – Incubation Project Manager, **Bond'Innov**



A comprehensive programme of conferences, workshops and demos covering each environmental industry

8 Forums

- Sustainable City
- Biodiversity
- Sustainable Industry
- Sea & Coastline
- Waste Management
- Energy
- Water Resources
- Risks Management

Demos

- End-of-life Vehicles Factory
- Telephony - WEEE Village

Environmentally exemplary sites visits in and around Lyon

9 Villages

- Recycling
- Biogas
- Water
- Trenchless Technologies
- Asbestos
- Sites & soils
- Deconstruction & Circular Economy
- Infrastructure for the Ecological Transition
- Air Quality

La Tribune

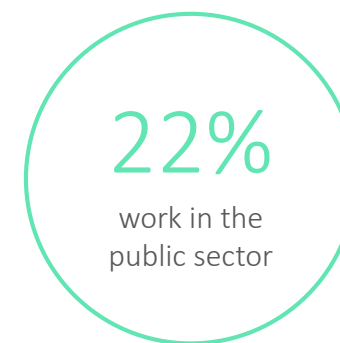
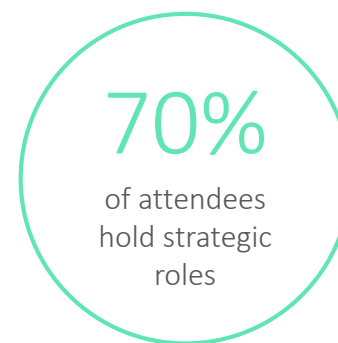
- Circular Economy Summit

Le Ring

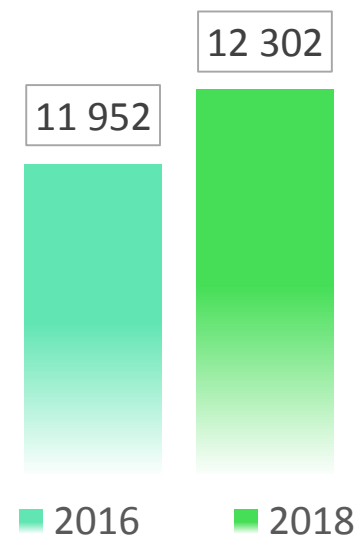
- Startups pitch



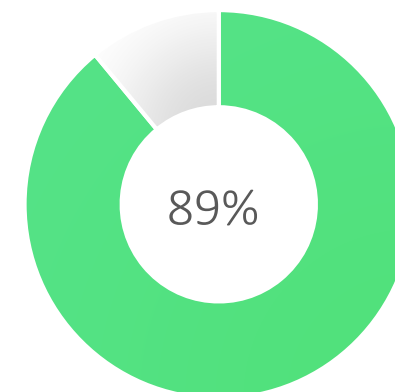
A large and committed audience



Conferences
audience



Audience global
satisfaction



*Engineer (22%), Director - Department Head (16%), Executive Management, CEO and Vice-CEO (11%), Manager-Officer (10%), Project Manager (10%)

2018 REPORT

Circular Cities & Regions Summit



Ragnhild Borchgrevink @BoggaBor

France, Russia, Burkina Faso and the UN in a panel together at the International Summit for Cities and Regions driving the circular economy at #Pollutec2018. Great to hear perspectives from around the world!

52

Showcased
Projects

634

Participants

28

Represented
Countries

GRAND LYON
la métropole





A rich programme hinging perspectives, meetings and tangible projects

Plenary Sessions

- > Circular Economy on the Agenda of Local Leaders Worldwide
- > Circular Economy: a Roadmap for Local Leaders, Businesses and Citizens

Exemplary Sites Visits

- > Quartier Saint-Jean, Villeurbanne
- > Carré de Soie
- > Vallée de la Chimie
- > Parc Sergent Blandan

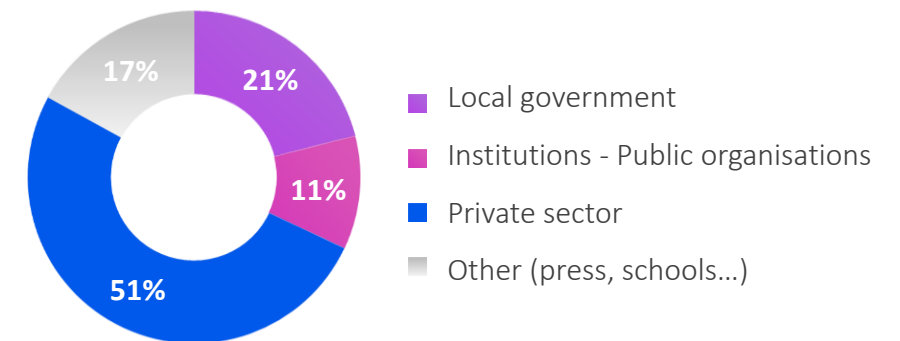
Pitch & Workshops

- > Circular Economy Entrepreneurs & Startups
- > Territorial Economy
- > Resources & Materials Management
- > New Uses & Lifestyles

Business Meetings

- > City-Business speed-meetings

Summit audience by activity



2018 Speakers



Emeline Baume

Waste and Circular Economy Delegate
Lyon Metropolis, France



Armand Beouindé

Mayor of Ouagadougou
Burkina Faso



Françoise Bey

City Councilor Delegate to Environment
Strasbourg Eurometropolis, France



Ragnhild Borchgrevink

Director
Oslo multi-communal territory,
Norway



Marion Guenard

'Sustainable Cities' Project Manager
ICLEI - Local Governments for Sustainability



Guillermo Alfonso Jaramillo

Mayor of Ibagué
Colombia



Peder Jensen

Head of Secretariat
International Resources Panel,
UN Environment



Sergey Levchenko

Governor
Irkutsk, Russian Federation



Brune Poirson

State Secretary
French Ministry for the Ecological
& Inclusive Transition, France



Zhang Wei

General Director
Guangzhou City Government,
Popular Republic of China

2018 REPORT

Media Coverage

300

Journalists
attended

78

Media Partners

TRENDING
TOPIC
on Twitter*

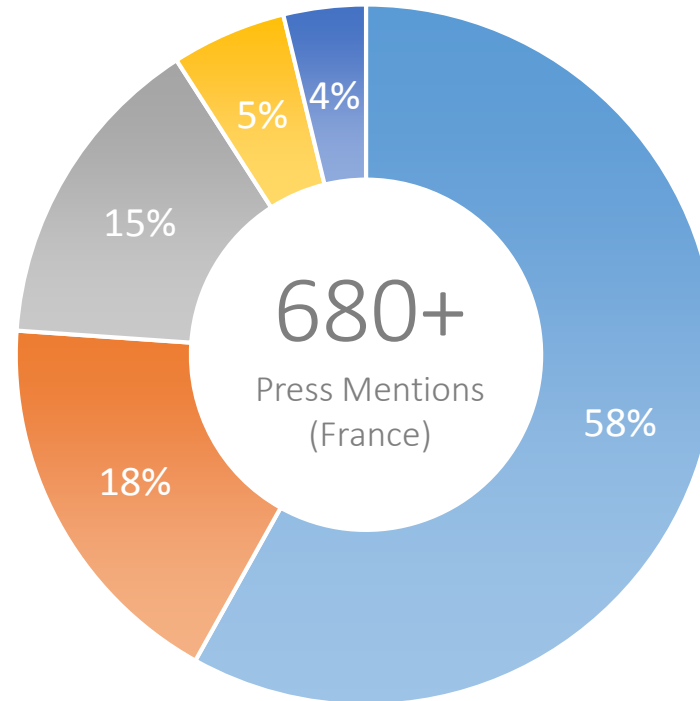


« An unmissable rendezvous »

*3rd Trending Topic on Twitter France on Tuesday 27/11 and 4th on Wednesday 28/11



Top 5 of press-covered subjects



- Exhibitors
- The show
- Pollutec's 40th anniversary
- Innovation Awards
- Sustainable City



[Enviscope](#) @Enviscope

[#Pollutec2018](#) confirms its role as the rendezvous for the Planet.



[Actu-Environnement](#) @Actuenv_inside

[#Pollutec2018](#) is coming to an end. An especially successful edition, with a growing audience



A dynamic and committed community on social media

16k

Subscribers

1

Tweet from
the show
every 19s.

94%

Positive or
informative
tweets



Les Respirations @lesrespirations

An awesome 40th anniversary for [@Pollutec](#) at the [#HallesPaulBocuse](#)! Lyon's true essence and conviviality! [#Pollutec2018](#) showed us once again that the solutions exist, let's accelerate their implementation!



Enrique Bayonne @E_Bayonne

An intense day for the [@EnergiaComVal](#) making new contacts and networking with different companies at [@Pollutec](#)



QUNDIS @QUNDIS_GmbH

It is always pleasant to get in personal contact with our customers 🍷 [#Pollutec2018](#)



DELANCHY TRANSPORS @DelanchyGroup

The exhibition [@Pollutec](#) is a true inspiration! [#futureisnow](#) [#Pollutec2018](#) [#makeourplanetgreatagain](#)

SAVE THE DATE

POLLUTEC | 1>4 DEC | LYON
2020 | EUREXPO
FRANCE

www.pollutec.com