

**pollutec**   
ACCELERATING THE ECOLOGICAL TRANSITION

12-15 OCT  
**2021**

LYON  
EUREXPO  
FRANCE

THE  
ENVIRONMENTAL  
AND ENERGY  
SOLUTIONS SHOW



# POLLUTEC 2021 REPORT



# pollutec

## Key figures

46 000

Visits from professionals

Coming from

83 countries

12% of international  
visitors

70 000 m<sup>2</sup>

of exhibition space

2 000

Exhibitors

Including 28%  
international exhibitors

950

participants in the Green Days business meetings, from 57 countries,  
1090 bilateral business meetings and 9500 emails sent on the platform

415

Conferences  
of which 31 were live streamed

2900

Registrations to live  
conferences

180

Innovations in preview

85

positioned in  
4 dedicated areas

600 P

ress cuttings

190 journalistes who came  
and 46 interviews conducted

2.1 millions

People who have seen a post about the  
Pollutec brand (via #Pollutec2021 or the  
term Pollutec)





# Steering and organisation

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





# OUR CSR ACTIONS FOR POLLUTEC 2021



## ACTIONS TO REDUCE WASTE

- **Sorting and recycling of waste** from set-up, during the show and right through to breakdown
- **Putting in place waste sorting points** at aisle crossings: we can all make a difference!
- **Integration of recyclable or re-usable materials** into stand design
- **Re-use of show furniture** after the event
- **Repurposing of recyclable carpet** by clients in industrial plastics, especially the car industry
- **Use of recyclable and/or recycled materials** for interior signage
- All the show's communication tools use **recycled materials and paper** or are online
- **Collection of cigarette butts and masks** by "EcoMégot" for recycling as information panels



## ACTIONS FOR LOW-CARBON ENERGY AND TRANSPORT

- **Purchase and use of green electricity** throughout the event
- **Reduction of energy consumption**, in particular by using LED lighting and heating controls
- **Offering exhibitors shared mobility options**, provided by the show's official service providers
- **Incentives to use low-carbon transport:**
  - Publication on the Pollutec.com "Useful information" webpage of a GHG calculator for optimising travel
  - In partnership with the City of Lyon, the sale of tickets for public transport to the airport and train stations
  - Promoting the certified carbon-neutral "Eurecab" VFH solution, along with car-sharing



## ACTIONS FOR ECO-RESPONSIBLE CATERING

- **On-site caterers no longer use plastics** but containers, tableware and packaging made from renewable and eco-compostable materials
- **The emphasis will be on organic, local and seasonal products**
- **Unsold goods will be collected** by the "Le Chaînon manquant" organisation to combat food waste
- **Recycling of organic kitchen waste**
- **Recovery and treatment** of edible oils by Bioval'uiles



2021 REPORT

# Visitors



46 000

Visits from  
professionals

12%

of international  
visitors

83

Represented  
Countries

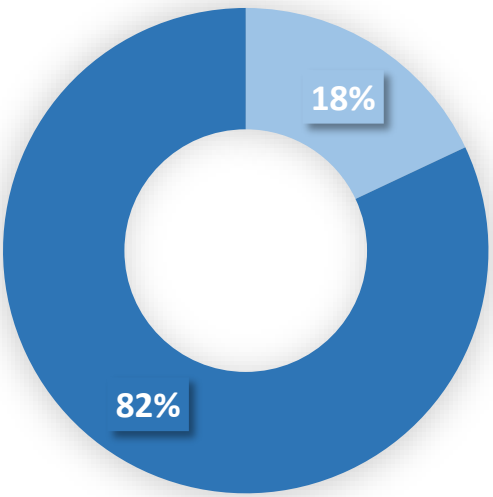
« Pollutec 2021 is a very good edition for **Sewerin**. There were certainly fewer people in the aisles, but the contacts made were very qualitative. Great prospects for the months to come ». **Sewerin** (exhibitor in the sector of WATER)

Source: L'EAU, L'INDUSTRIE, LES NUISANCES N°446

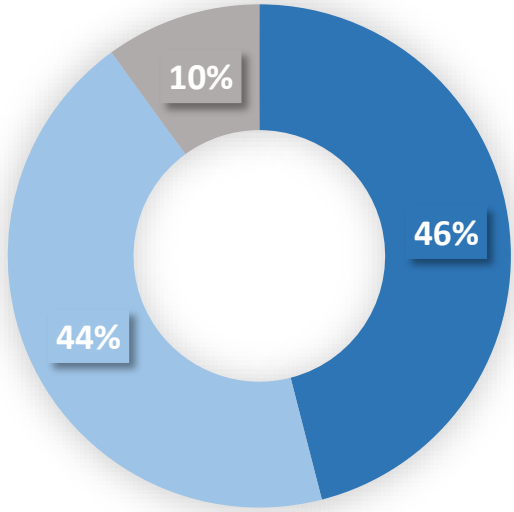


# An audience of high-level stakeholders and project-holders

Sectoral distribution

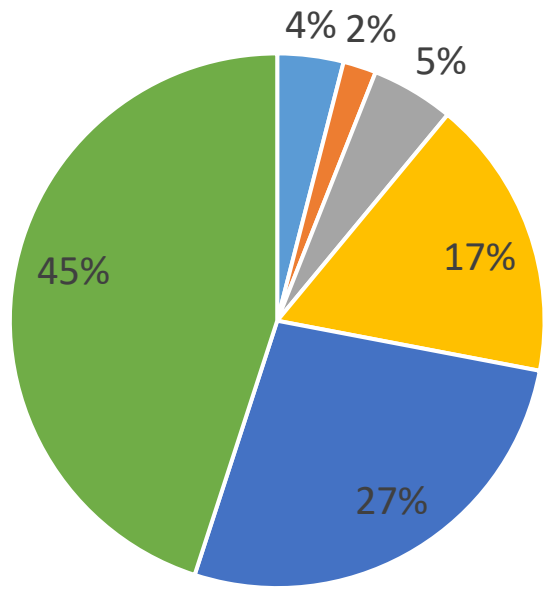


Public sector Private sector



Decision-makers  
Influencers  
Technicians

Large cities are strongly represented

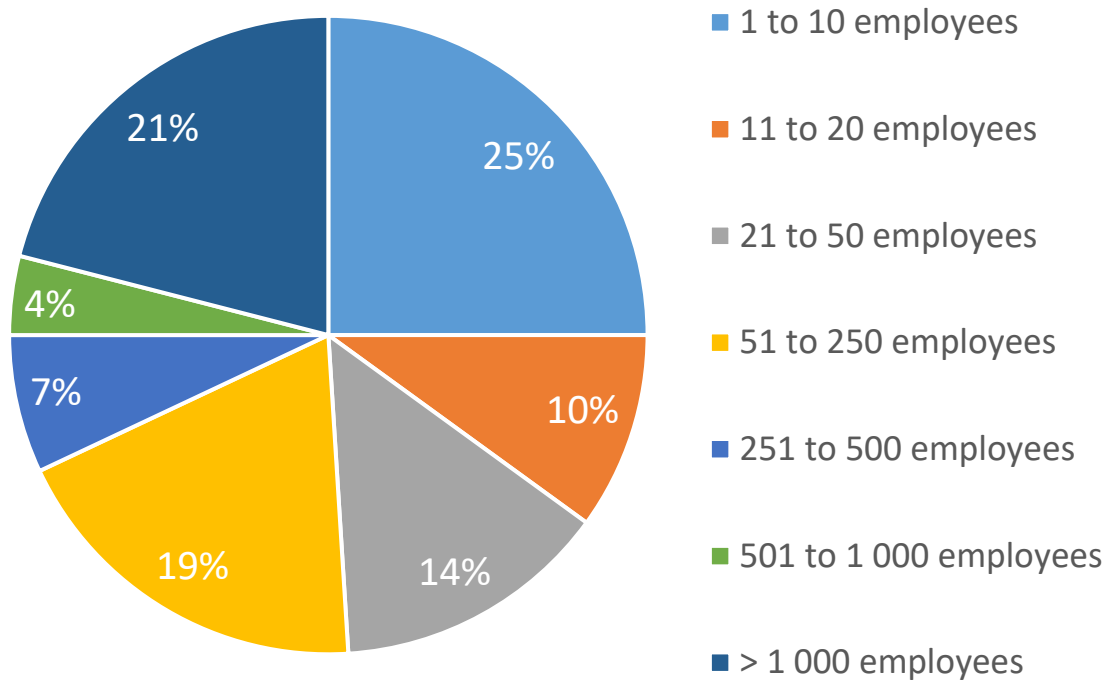


< 2 500 inhabitants      2 501 to 5 000 inhabitants  
5 001 to 10 000 inhabitants      10 001 to 30 000 inhabitants  
30 001 to 100 000 inhabitants      > 100 000 inhabitants



# Private sector

Distribution of private sector visitors by company size





# The main professions in Pollutec

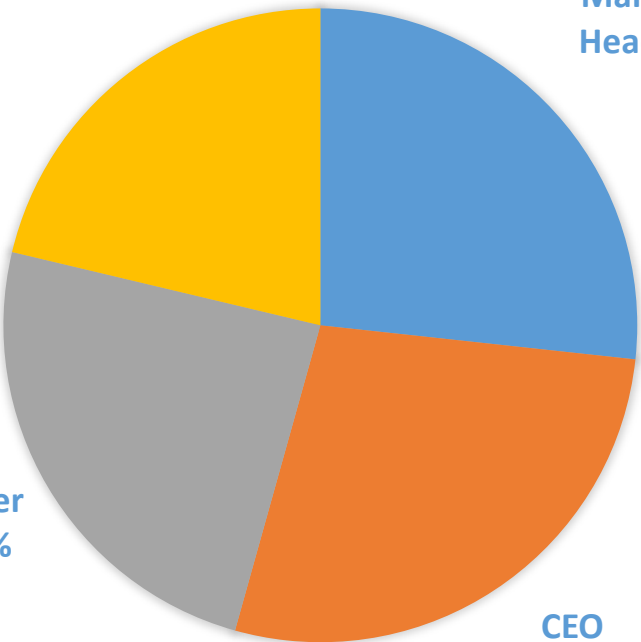
26 % of decision-makers

Manager – Officer  
10,27 %

Managing director –  
Head of department  
12,89 %

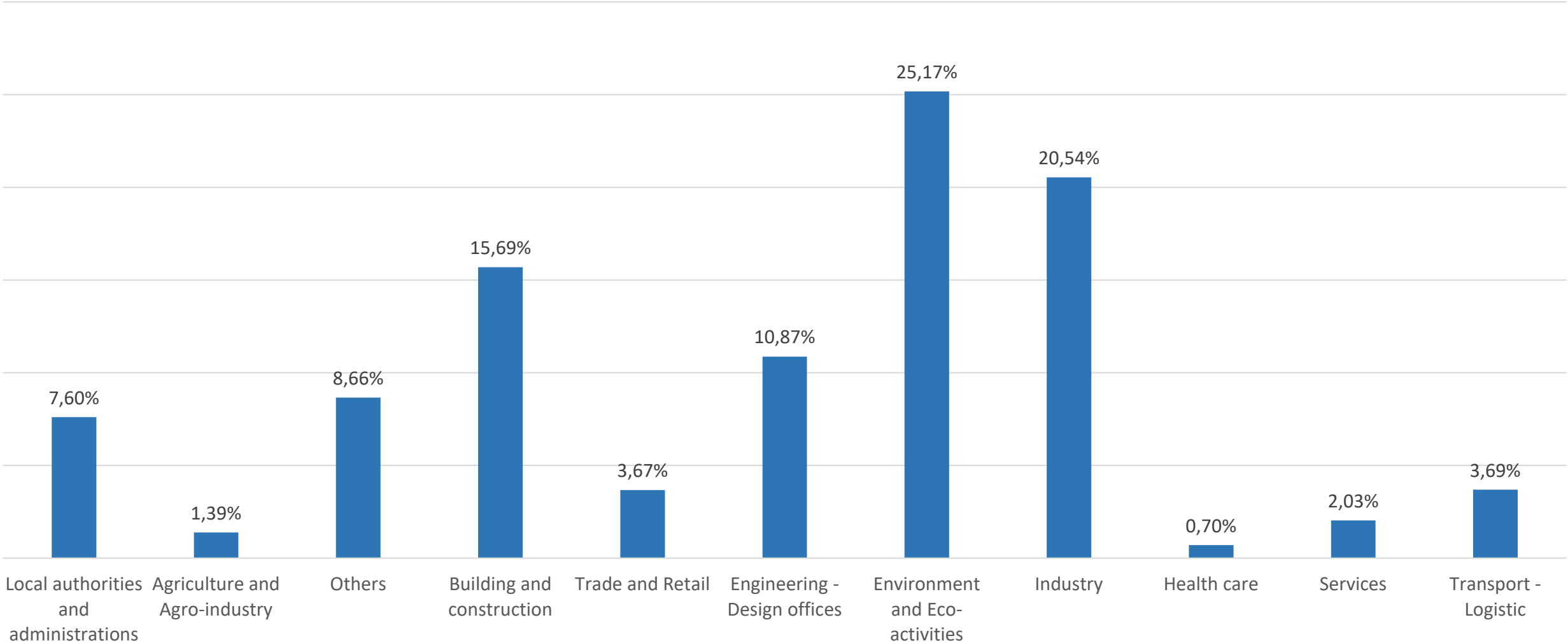
Engineer  
11,76%

CEO  
13,33%





# A highly diversified audience from all economic sectors



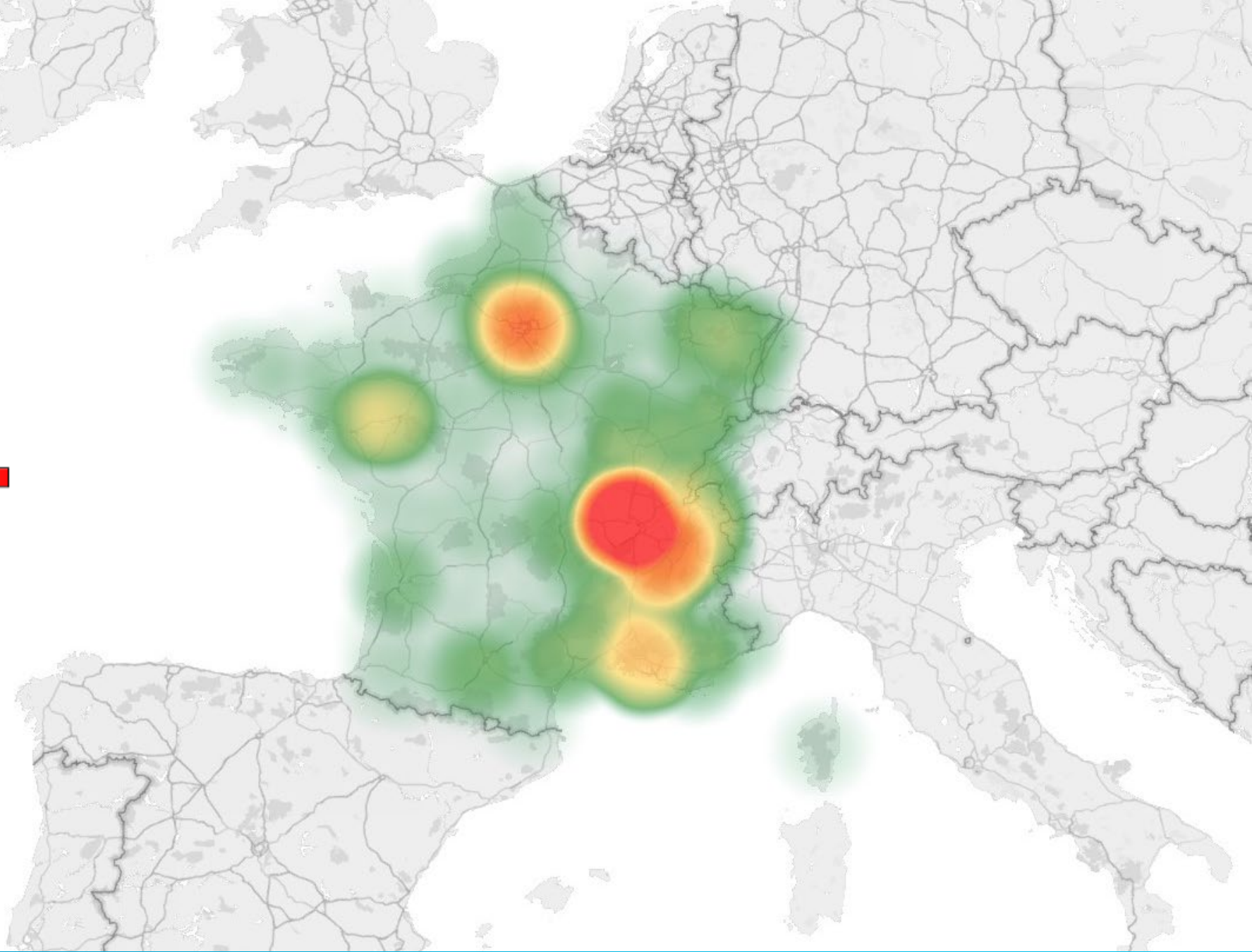


## Visitors from France

Visitors from metropolitan France by region of origin



51% of visitors  
come from Auvergne  
Rhône-Alpes region





# International visitors

## Top 10 of visiting countries

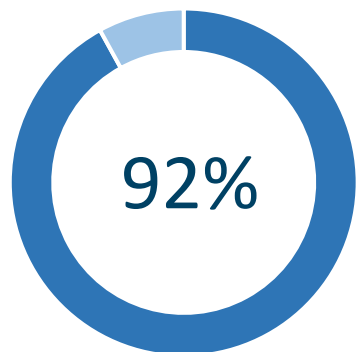
- |                |                    |
|----------------|--------------------|
| 1. Belgium     | 6. Germany         |
| 2. Switzerland | 7. Ivory coast     |
| 3. Italy       | 8. The Netherlands |
| 4. Spain       | 9. Portugal        |
| 5. Tunisia     | 10. United-Kingdom |

## International delegations that visited Pollutec

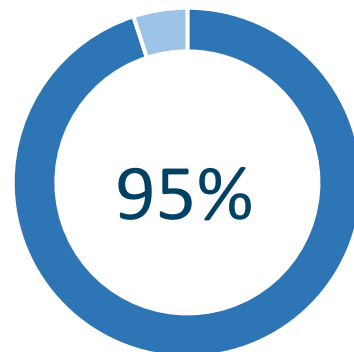
- › Germany, institutions and companies
- › Tunisia, government and companies
- › Ivory coast, government and companies
- › Turkey, Mr. Ilker ASLAN, General Director of Water for Istanbul City Hall
- › China, TEDA (companies)
- › Colombia, CAEM and city officials
- › Spain, Cluster de Energia
- › Spain, Grup Vilà Vila (companies)
- › Morocco, CFCIM (cities and companies)
- › Russia, Région d'Irkoutsk (institutions and companies)
- › Taiwan, Recyclup Fund (institutions and companies)



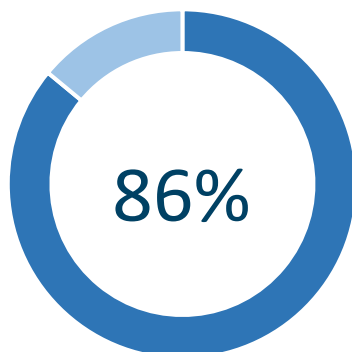
# A highly praised rendez-vous



**of visitors are satisfied  
with their visit**



**of visitors approve of  
the conference programme**



**of visitors are satisfied with  
highly qualified business meetings**



# Exhibitors

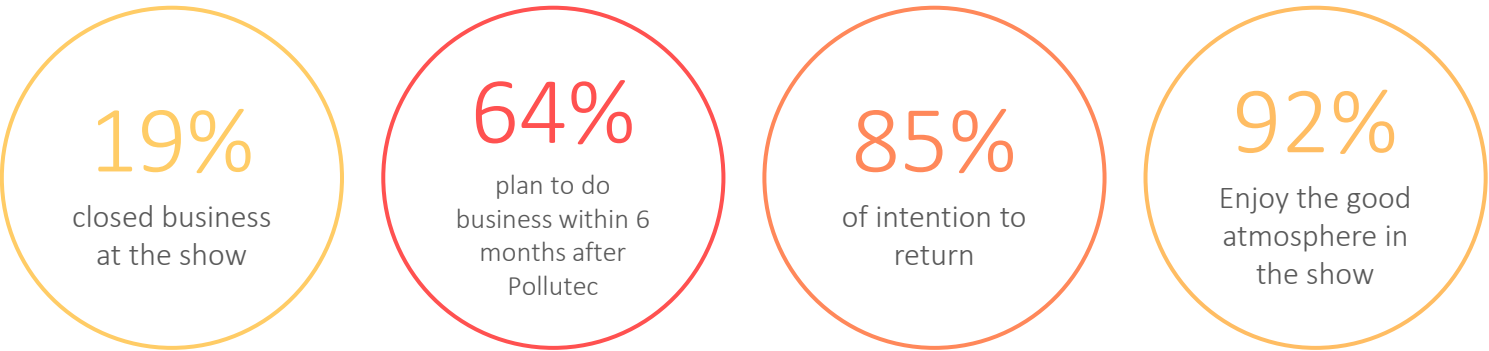


*We were delighted to participate once again in this Pollutec 2021 to meet our customers in a good atmosphere and a great participation! **Huot** (exhibitor in the sector of WATER)*

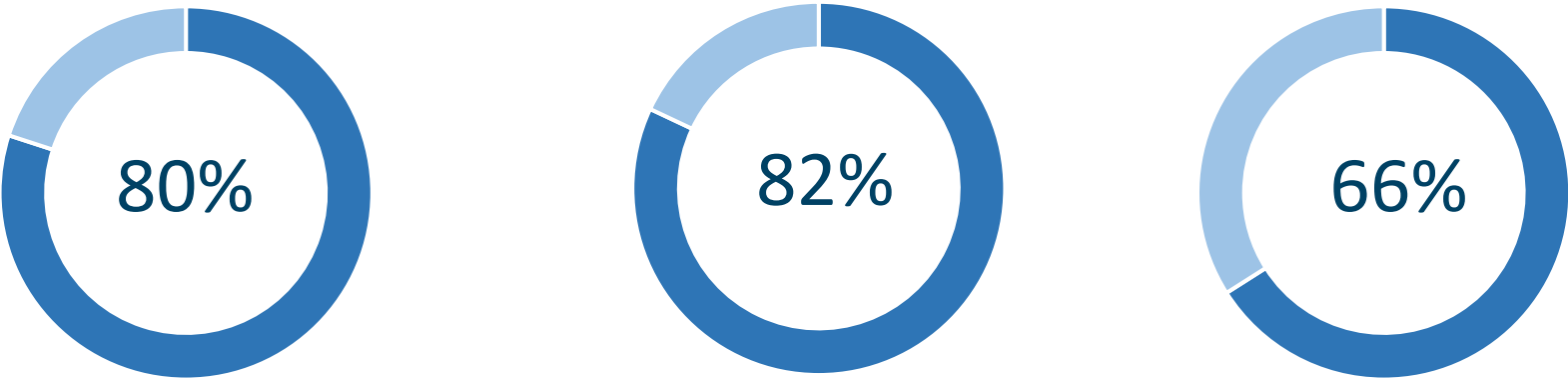
Source: L'EAU, L'INDUSTRIE, LES NUISANCES N°446



# A business exhibition awaited and praised by its exhibitors



## Satisfaction by participation goal:

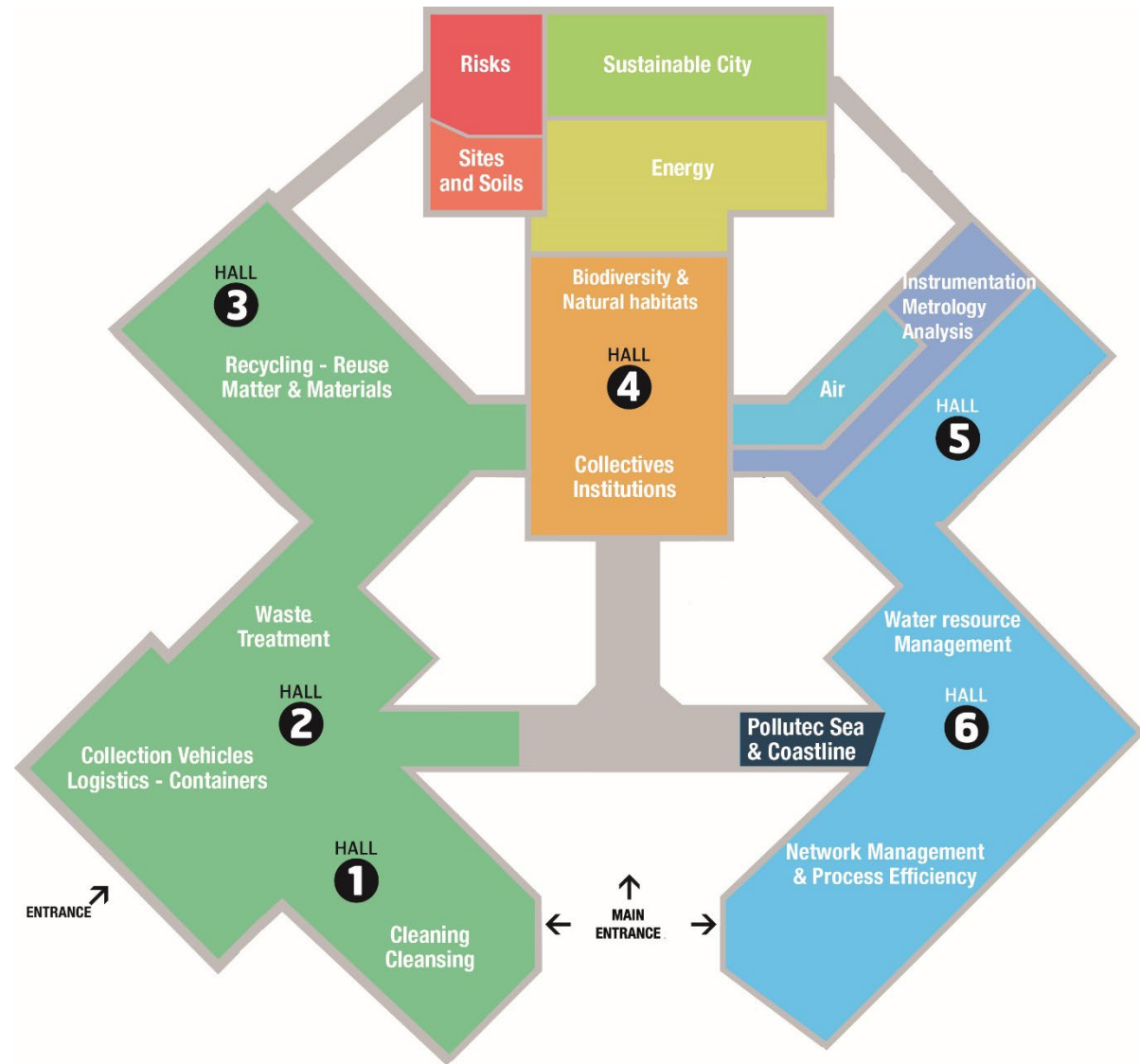


■ To strengthen relationships with existing clients   ■ To promote my business   ■ To make new contacts   s



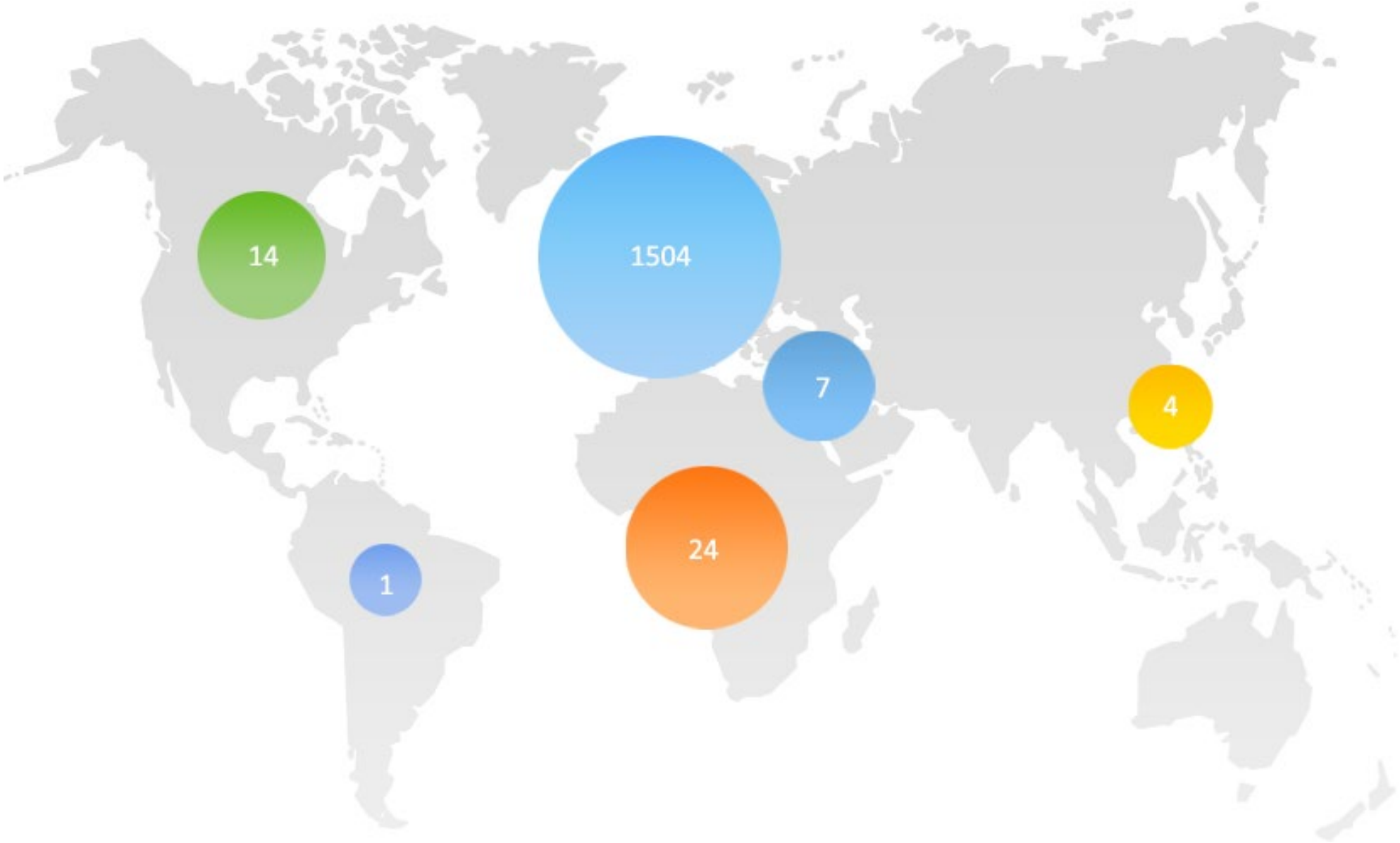
# A comprehensive representation of salient and emerging sectors

Number of exhibitors:





# Exhibitors coming from all over the world





## Top 10 of exhibiting countries

- |                    |                   |
|--------------------|-------------------|
| 1. France          | 1. Tunisia        |
| 2. Italy           | 2. Spain          |
| 3. Germany         | 3. United-Kingdom |
| 4. Belgium         | 4. Switzerland    |
| 5. The Netherlands | 5. Austria        |





# Conferences



« After three years of absence in its traditional form due to the covid crisis, Suez could not miss the unmissable Pollutec show in Lyon from October 12 to 15, 2021. Our experts led 25 pitch sessions and welcomed nearly 3,000 professionals to our stand. They took part in 12 official conferences to present our expertise and innovations », Laurent Andriamirado, Communication Manager, **Suez** (exhibitor in the sector of SUSTAINABLE CITY) .

Source : L'EAU, L'INDUSTRIE, LES NUISANCES N°446 [www.revue](http://www.revue)



# Forum filling rates\*



\* In number of occupied slots



# Typology of participants – Global programme:

## Conference participants:

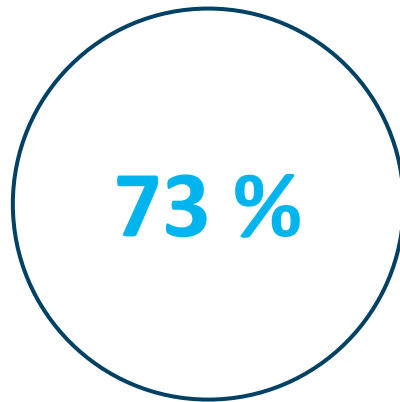
- Total: **10 706**
- Unique participants: **5 460**
- Average participation: **3.9 conferences** / per person

## Origin of the participants (59 countries):

ALGERIA, ANDORRA, ANGOLA, ARGENTINA, AUSTRIA, BELGIUM, BENIN, BOLIVIA, BRAZIL, BURKINA FASO, BURUNDI, CAMEROON, CANADA, CHINA, CYPRUS, COLOMBIA, CONGO, CONGO REP. DEM. REPUBLIC OF, DENMARK, ECUADOR, FRANCE, GEORGIA, GUADELOUPE, HONG KONG, IRELAND, ISRAEL, ITALY, LEBANON, LUXEMBOURG, MALI, MAROCCO, MARTINIQUE, MAURITANIA, SPAIN, UNITED ARAB EMIRATES, UNITED STATES, MAYOTTE, MEXICO, MONACO, NEW CALEDONIA, THE NETHERLANDS, POLAND, PORTUGAL, REUNION, UNITED KINGDOM, SENEGAL, SWEDEN, SWITZERLAND, REPUBLIC, TOGO, TUNISIA, UKRAINE, VIET NAM, FRENCH POLYNESIA, SWEDEN, FINLAND, SENEGAL



# Sectors of activity most represented at the conferences



proportion of private sector in the  
conference audience

**30 %** : Eco-Industries / Environmental companies

**18 %** : Engineering

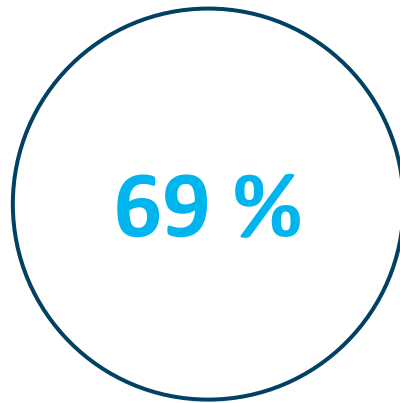
**15 %** : Industry (excluding eco-industries)

**10 %** : Building and construction

**10 %** : Local authorities and administrations



# Occupational categories of participants



of participants are in strategic positions

18 % : Engineer

18 % : Managers, Officers

14 % : CEO

13 % : Managing Director - Head of department

6 % : Agent of a public service, Local councillor  
Member of Parliament and ministers



# Some figures on forum participations

- The **Water** and **Waste** forums bring together the most local authorities and administrations:
  - 18% on **Waste**
  - 15% on **Water**
- The **Waste** and **Sustainable Cities and Territories** forums bring together the most public sector + local authorities/administration
  - 25% on **Waste**
  - 24% on **Sustainable Cities and Territories**
- The **Waste** is the most international with 92 participants from outside metropolitan France and 31 countries represented (including overseas)
- The **Sustainable Industry** and **Energy** forums are the most attractive for the industry sector:
  - 24% on **Sustainable Industry**
  - 17% on **Energy**







10 > 13 OCT  
**2023** | LYON  
EUREXPO  
FRANCE



**Let's meet in  
2023!**