

Press release

March 2021



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## POLLUTEC OPENING ITS DOORS 12 - 15 OCTOBER 2021 AT EUREXPO LYON

**NEW EVENTS, CONFERENCES, BUSINESS MEETINGS AND COMPELLING ACTIVITIES WILL BE AMONG THE HIGHLIGHTS OF THE 4 EAGERLY-AWAITED SHOW DAYS.**

**From 1 - 4 December 2020, Pollutec Online, the first fully-digital edition of the show, brought together over 6,000 professionals and in so doing, confirmed the passionate commitment to this pivotal event by those at the forefront of the ecological transition.**

**Recognising how much the digital format has to offer, Pollutec, organised by Reed Expositions France, has planned for the 2021 edition a hybrid show to allow even more people to enjoy the event. **Pollutec 2021**, the leading international event for environmental solutions for industry, cities and regions is now inviting you to Eurexpo Lyon on **12 - 15 October 2021**.**

*“This year’s hybrid format is designed to allow our French and international audiences to enjoy the show however they choose it to, and in the best possible conditions. For example, we’ve included the option of accessing a large selection of talks via web-streaming while renewing our partnership with the Greendays business meetings jointly organised with the Auvergne Rhône Alpes CCI. These were a great success in 2020 with 60 countries taking part...”* explains **Show Director Alexis de Gérard**, adding *“new phygital opportunities are also in the pipeline, such as having digital terminals linked simultaneously to a physical demonstration area and our Online Solutions Directory! This is a time of innovation and new approaches so we’re harnessing all our energies and new ideas to make this edition a success for all involved!”*

## POLLUTEC 2021: WHAT'S IN STORE FOR THIS PHYGITAL EDITION?

From tackling pollution and its harmful effects, to protecting the environment and combating climate change, Pollutec — the leading show in its sector — has over the years positioned itself as the benchmark event for the environmental and energy transitions.





Each edition highlights innovations and emerging topics and unites all those involved in the environment — from France and elsewhere — with a single goal: providing solutions to the environmental challenges that every stakeholder is facing.

For its 2021 edition, Pollutec has shaped its programme around 5 key environmental challenges: the decarbonisation of industry, the management of water resources, biodiversity and businesses, waste management and the fight against soil artificialisation.

In parallel, spurred-on by the success of 2018, the show will replicate its Circular Economy Forum, the stream dedicated to implementing the principles of circularity for cities, regions and industries. This also provides an opportunity to examine political advances, both at national and European level, and to understand the effects of these legislative changes from different angles.

Ever popular since its inception in 2016, another highlight, the Pollutec Innovations Awards showcases innovations from French and international eco-innovative companies to shine a spotlight on the best among them.

**2020 laureates**

1	2	3	Special jury prize
Haffner Energy	Azola	Acqua.eco	Toopi organic
			
First industrial unit dedicated to hydrogen production from biomass	Temporary biomethane storage technology to alleviate low demands on the network	Wastewater treatment and recycling system for ships without any chemicals	Microbiological process for the valorization of human urine into agricultural products

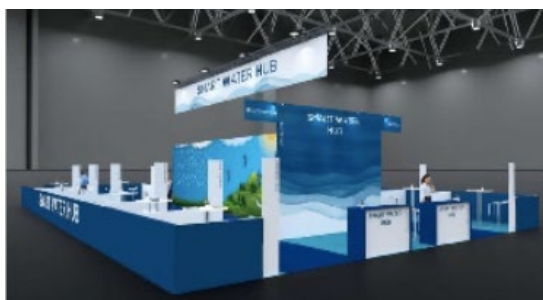
Finally, as our tradition, Pollutec will again this year welcome the participation of many countries, with pavilions and international delegations. As for the 2020 digital edition, Tunisia will be Country of Honour, recognising the importance of its environmental challenges in terms of water resource management and waste treatment.

## WHAT ABOUT OTHER ACTIVITIES?

Punctuating the 4 days, in addition to all the talks, workshops, business meetings etc., **Pollutec plans to offer a number of surprising, innovative and educational activities** such as:

- **The “Gaiatica” Escape Game, on-site at Pollutec and accessible digitally**, plunging participants in a realistic science-based simulation of climate disruption, with sources validated by the climatologist Jean Jouzel, to give visitors the chance to roll up their sleeves and come up with their best decisions to limit global warming to 2°C by 2100.
- **A Water Hub (a brand new activity to Pollutec)** which, in the form of an exhibition area, will reveal the latest innovations in the small water cycle. Within this 215 m<sup>2</sup> area divided into 7 sections of exhibitors and innovations, visitors will be guided on a discovery of today’s solutions and those of the future. They will also attend mini workshops followed by themed visits in small groups of 4 to 10.

Finally, as active participants within this area, following 2-minute pitches in which innovative solutions are presented in real-life settings, they will be invited to choose, elect and compare those they consider the most promising.



## **pollutec** SEA & COASTLINE **: AN EVENT WITHIN AN EVENT**

A new and unmissable event for this 29<sup>th</sup> edition of the show, **Pollutec Sea & Coastline is a show on its own right within Pollutec, dedicated to environmental innovation in maritime activities and coastline management.** Presenting the key issue of blue growth, Pollutec Sea & Coastline showcases professionals within this sector, companies such as start-ups, who bring their expertise and solutions to critical issues such as coastline management, ecosystem preservation, the recovery of marine resources and the management of risks, pollution and harmful effects, together with the energy and ecological transition associated with these activities. To help officially launch Pollutec Sea & Coastline, the event will welcome a **prestigious sponsor**: the adventurer and high-speed windsurfer **Raphaëla Le Gouvello**, someone known and loved in France and around the world for her passion about protecting the ocean.



Continuing the Sea & Coastline theme, [Pollutec 2021](#) also offers another show: “[Seas of Plastic](#)”. Offering a scientific and educational insight into “archaeology from the future”, this astonishing show aims to retrace the invasion of the world's seas and oceans by waste, and presents solutions to limit this type of pollution. The objective? To explain how every day our waste accumulates and evolves into one gigantic soup of ocean plastic.

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To learn more about the complete programme, and stay up-to-date with show news, visit Pollutec’s website at: <https://www.pollutec.com/en-gb.html>

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**Eagerly awaited by environmental experts both nationally and internationally, this hybrid edition of Pollutec will comply with all the French government’s health recommendations to ensure the well-being of everyone on site. These include mandatory facemasks, sanitising gel throughout the show area, digital ticketing with access control and flow management, with reinforced hygiene measures for the in-show catering and Covid-19 protection measures, all updated as necessary in accordance with changes to government advice.**

**About REED EXPOSITIONS FRANCE - [www.reedexpo.fr](http://www.reedexpo.fr)**

Present in 18 industry sectors, with 40 leading events -including Batimat, EquipHotel, IFTM-Top Resa, Expoprotection, Pollutec, SITL, Maison&Objet\*, Fiac, Paris Photo - and 45 websites and blogs, Reed Expositions delivers contacts, content and communities with the power to transform our customers’ business. More than 18,600 companies and 1.08 million buyers, from France and abroad, are customers of our events.

Reed Expositions is a member of the Reed Exhibitions Group, a leading global events business, operating in the French market with more than 60 events and 2 subsidiaries: Reed Expositions France and Reed Midem.

\*organised by the SAFI, a subsidiary of Reed Expositions and Ateliers d’Art de France





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