

POLLUTEC SEA & COASTLINE: THE NEW INDUSTRY-WIDE EVENT TACKLING ENVIRONMENTAL ISSUES AFFECTING LAND AND SEA

Issues affecting the sea and coastline such as pollution, biodiversity loss, coastal erosion and the impact of climate change are of critical importance, occupying a central place in today's ecological transition. Against a favourable regulatory and economic backdrop, Pollutec, the leading environmental and energy solutions show organised by Reed Expositions France, launches an event in 2020 dedicated to maritime and coastal areas.

To implement its maritime policy, the French government has set aside **€2.14 billion for 2020**, of which **€28m** has been specifically earmarked for **environmental protection**.

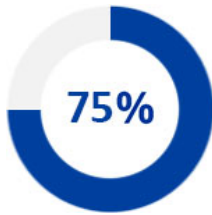
POLLUTEC SEA & COASTLINE: A FLAGSHIP PROJECT

For almost 20 years now, Pollutec has provided a platform for experts and solutions promoting and providing responses to environmental issues affecting the sea and coastline. After launching its first themed village on these issues back in 2002, the event became a fixture with an increasing professional presence through a dedicated Forum which has gone from strength to strength. Whereas discussions and innovations initially focused on treating accidental pollution, they now encompass the restoration of natural environments, the recovery of marine resources, coastal development and marine energies and biotechnologies.

The first edition of Pollutec Sea & Coastline will take place alongside the main Pollutec show from 1–4 December 2020 in Lyon. Its aim is to serve as a central hub bringing together solution providers and the various stakeholders involved with environmental issues affecting the sea - elected representatives from coastal local authorities, port representatives and other maritime industry professionals - to discuss, debate and learn more about existing and emerging solutions and opportunities in the following areas:

- Development of coastal areas and infrastructure
- Managing risk, pollution and power in the marine and coastal environment
- Monitoring and protecting biodiversity and marine and coastal ecosystems
- Integrated recovery of marine resources
- Energy and ecological transition of maritime activities.

In a dedicated 1,000 m² space, leading industry professionals will have access to a wide range of eco-efficient solutions for reducing environmental impact and limiting the rapid degradation of marine and coastal habitats, as well as a forum for discussion and debates. This first edition will highlight the issues facing the Mediterranean and Provence-Alpes-Côte d'Azur (PACA) regions.



Proportion of plastic in marine waste.

source: French Ministry for the Ecological and Inclusive Transition



Proportion of marine waste coming from land.

source: UN



Proportion of the world's population living within 100 km of the coast.

source: UN

“Citizens, regional authorities and politicians are becoming increasingly aware of the current fragility of our seas, oceans and coastlines... With Pollutec Sea & Coastline, we’ll be bringing together under one roof all the key stakeholders - economic players, industry professionals, local authorities - looking to discover and learn more about existing solutions and share their experience and expertise. Over time we’d like to make this event a permanent fixture, independent of Pollutec and alternately held in the Atlantic and Mediterranean coastal regions.”

Alexis de Gérard, Director of Pollutec

RIVERDATING AT POLLUTEC

Riverdating, the event for European players in inland waterway transport and multi-modal logistics, will be joining Pollutec 2020, providing an opportunity to further the dialogue on river transport and its positive impact on the environment. As river transport represents an innovative solution to waste management in urban environments, Riverdating will be located alongside the Pollutec waste sector. The intrinsic multi-modality required for this mode of transport, however, means there are close parallels with the topics covered by Pollutec Sea & Coastline.

About REED EXPOSITIONS FRANCE - 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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