

Pollutec 2020: practical solutions for a new ecological model

Pollutec, the only general-interest event relating to the environment, is back at Lyon Eurexpo from 1 to 4 December 2020. Showcasing innovation, expertise and emerging trends, Pollutec participants will discover all the latest developments in every sector⁽¹⁾ by visiting stands and attending debates, conferences and special events. Adapting to climate change, the circular economy and new energy models are the three key themes at the 2020 edition. The event will also feature a technological focus on current issues such as plastics, micro-pollutants, emerging pollutants and strategic metals, as well as taking a comprehensive look at employment and the new job opportunities being created by the ecological transition. With phenomenal international growth this edition is shaping up to be particularly successful. As at December 2019 - a year before the event - 70 % of the stands had already been booked, with many market leaders having confirmed their attendance.

A show built in partnership with top experts

Pollutec is supported by an organising committee including experts from all the represented sectors. Together, they help to generate content and events on the pulse of current issues and market changes. **Villages** already confirmed for this edition include **Recycling** (Federec), Biogas (Biogaz Vallée, Club Biogaz, ATEE), Sites and soils (UPDS), Trenchless technologies, (FSTT), Asbestos (Réso A+), Site waste (SEDDRe) and Engineering (OPQIBI, CINOV, AITF). Pollutec will also see the return of **Forums** on Biodiversity & Natural Habitats, Water and Sanitation, Energy, Waste Management, Sustainable industry, Risk Management, Sustainable Cities and Regions, as well as the new Agriculture and Climate Forum.

Innovation: the driving force at Pollutec

Eco-innovation, the main purpose behind the show, will again this year take centre stage at Pollutec. Exhibitors who reveal their innovation prior to the event will enjoy great visibility before, during and after the event. Having been centrally located until now, the “pitch ring” (a space where innovative start-ups, VSBs and SMEs can pitch) will be rolled out across the Water, Waste and Energy areas so as to be closer to the key players and specifiers within those sectors. Innovative exhibitors will be interviewed live from their stands. Further highlights include conferences and targeted workshops within the forums and in the new plenary area, as well as themed trails and physical and virtual signage systems (such as innovation screens and the dedicated app) to guide visitors. Finally, eco-innovation will also be showcased through prizes and awards conferred at the show.

An international trade show facing global issues head-on

This year, Pollutec will once again welcome a range of pavilions and delegations from across Europe and the rest of the world⁽²⁾. The Netherlands is expected to place great focus on the theme of water, whilst several Northern European countries will concentrate on energy and energy efficiency. The Africa Area returns in 2020, playing host to nations including Tunisia, which will be sharing its experience on issues and opportunities in the areas of water/sanitation and hazardous waste. Also featuring will be Bond’Innov, an organisation deeply committed to promoting innovation between

Europe and Africa. Also planned is a major review of the 28th Africa-France Summit, which this year focuses on sustainable cities. Asia and America will equally be represented by professionals and institutions from South Korea, Taiwan, Thailand, Vietnam, Brazil, Canada, Chile and Colombia.

In addition, the Cities and Regions driving the Circular Economy initiative will return on Pollutec 2020, in association with several specialised partners. This aims to spotlight practical solutions based on regional optimisation of flows and activities (relating to materials, supply and waste) in several EU cities.

Cementing its commitment to promoting networking opportunities, Pollutec will once again be hosting numerous business meetings this year.

New: a massive-scale water demonstrator

Among the many events, an exciting addition to the schedule is the massive-scale Smart Water demonstrator, promoting innovative solutions centred on the small water cycle (from drinking water collection through to wastewater treatment).

New: Pollutec Sea and Coastline

For a number of years now, Pollutec has provided a platform publicising solutions for the sea and coastline. Reflecting the show's evolving character, these originally considered the treatment of accidental pollution, ballast water and waste, before expanding into the fields of boat decommissioning and vessel motorisation. Today these solutions also encompass marine energies, marine biotechnologies and the restoration of natural environments. After launching the first themed village back in 2002 and progressively introducing new specific Forums - including the resounding success of 2018 - this year Pollutec Sea and Coastline will take place during Pollutec itself. This new event will offer a central hub bringing together environmental solutions focused on coastal activities and regions, as well as maritime activities. These include solutions linked to risk management, pollution and pollutants, conservation of eco-systems and land-use planning, as well as concepts facilitating transition within the maritime sector and the recovery of marine resources.

A new identity for Pollutec

Recent scientific reports commissioned by the IPCC, IPBES, IRP and UN, as well as the EU's SOER 2020 report on the state of the environment in Europe, all concur that current behaviours relating to climate, biodiversity and resources are unsustainable and that there is an increasingly urgent need for change. The coming decade will therefore prove critical in the intensification and acceleration of decisive actions particularly those aimed at transforming our main production and consumption systems in food, energy and mobility. A pioneer for over 40 years, Pollutec is underlining the need to gain momentum. Its new logo features the symbol of fast forward whilst emphasising the show's "tech" dimension. The strapline also reaffirms the show's active role in identifying and shining a spotlight on key stakeholders and innovative solutions. It should be underscored that whilst energy solutions such as energy efficiency, renewables and waste-to-energy have long featured at the show, they now constitute an intrinsic part of Pollutec's identity.

1) 2020 Sectors: Waste Management, Water Management, Energy & Energy Efficiency, Polluted Sites & Soils, Sustainable City, Air Quality-Odours-Noise, Instrumentation, Metrology, Analysis, Risks Management & Prevention, Biodiversity & Natural Habitats, Institutions & Collectives. 2) Confirmed pavilions so far include Bavaria, Belgium (2), China, Luxembourg, The Netherlands and Switzerland, with more soon to be confirmed.