

Press release
January 2021



VERY POSITIVE RESULTS FOR THE FIRST 100% DIGITAL EDITION

Paris, 8 January 2021 – from 1 to 4 December 2020, Pollutec, Reed Expositions France’s leading show for environmental and energy solutions held its first 100% digital edition: [Pollutec Online](#). An opportunity for environmental professionals to benefit from a wealth of meetings and informative discussions, but also to discover the industry’s latest innovations.

An audience of over 6,000 professionals (in 15,000 sessions followed through to the end) were attracted by the **65** conferences (including 30 exhibitor webinars) organised as part of [Pollutec Online](#), proving the importance of maintaining a Pollutec event this year.

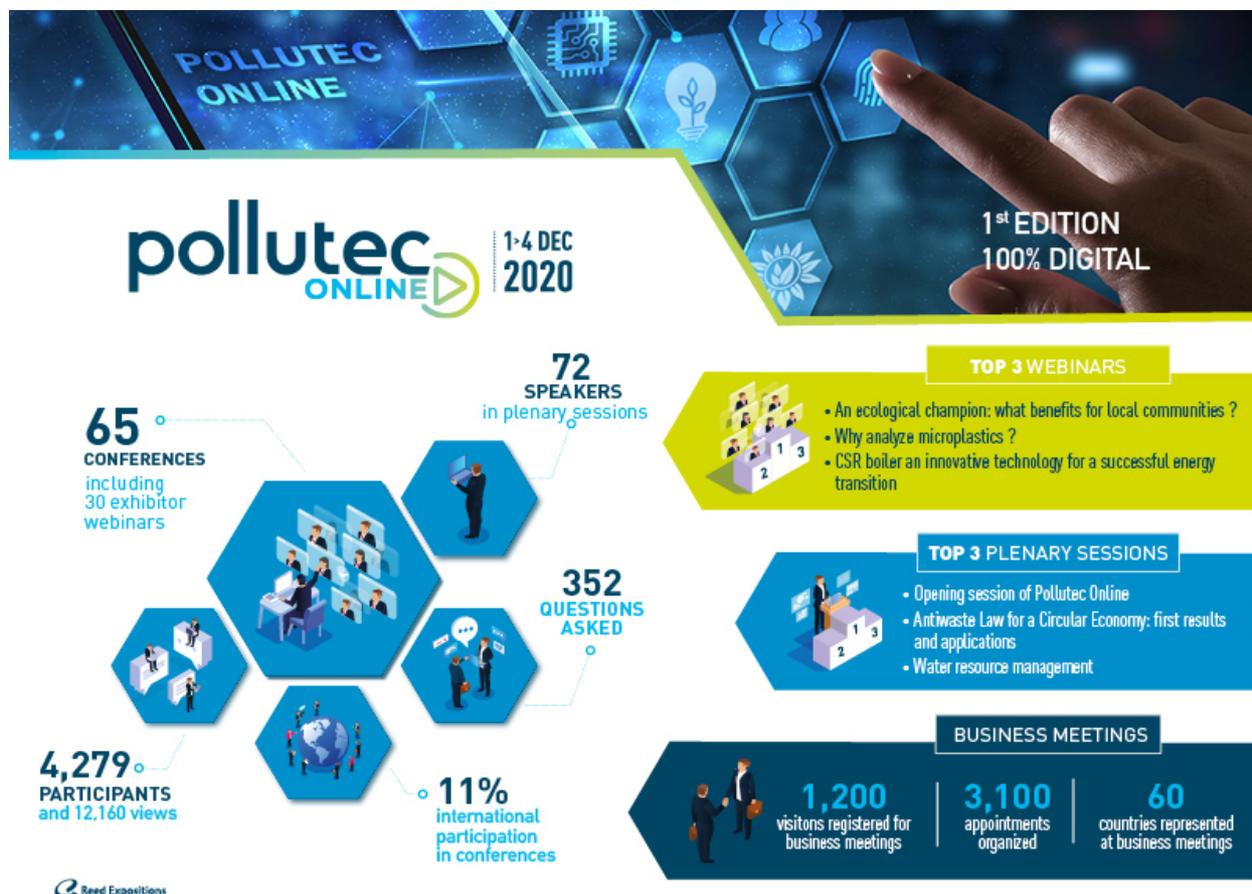
This required a major undertaking: two TV studios, in Lyon and Paris, and 72 speakers including scientific and technical experts, senior economic and political figures, ministers, mayors and local officials who made the effort, despite the challenges, to promote an economic recovery that will also facilitate ecological transition. Several presentations were translated for our international audience. Logically, the subjects that were most popular among participants included those directly related to current high-profile topics: France’s stimulus package, the anti-waste law, water resources, microplastics and the energy transition.

11% international participation at conferences.
(source: Pollutec Online)

You can still watch the videos via our website: <https://blog.pollutec.com/pollutec-online/>

Each edition of Pollutec unearths new innovations, offering new opportunities to make our buildings, towns and regions more sustainable. We wanted to make these solutions accessible to everyone all year long. Launched on 1 December at the start of Pollutec Online, our **Solutions Directory** <https://blog.pollutec.com/en/find-a-provider/> received nearly 1,000 visits with each visitor viewing an average of 13 pages. Its search engine format makes it easy to find solutions and then contact companies to request information and quotations. New solutions will be added as they appear.

POLLUTEC ONLINE: SOME KEY FACTS AND FIGURES



Many national and international ministers, mayors and local officials took part in this special edition

Pollutec Online was pleased to welcome **Barbara Pompili, France's Ecological Transition Minister**, to the show's opening session, while **Bruno Le Maire, France's Economy and Finance Minister** was present at the introduction to the presentation of the 20 award winners in the call for projects launched by the French Treasury Department as part of the Green Innovation Fund for Private-Sector Aid and Research (FASEP).

On the international front, Alain-Claude **BILIE-BY-NZE, Gabonese Minister of State, Minister of Energy and Water Resources** and **Bruno Jean-Richard ITOUA, Congolese Minister of Higher Education**, and former Minister of Energy and Hydraulics, took part in the session on financing renewable energy infrastructure projects in Africa, organised by the ADEA (Association for Enterprise Development in Africa).

Pollutec Online: a “new” unmissable event

In the face of the health crisis and its impact on the events industry, the Pollutec show was able to adapt and offer a high-quality event bringing together national and international companies and exhibitors working on energy transition issues.

97.5% of participants consider that digitising part of the show's contents was a good idea.

(source: Pollutec post-event survey)

The most strongly-represented countries at the event (apart from France) were **Tunisia** – this year's Country of Honour which took this opportunity to highlight important themes such as: water protection and management, waste management and energy efficiency and renewable energy – and **Switzerland**.

Green Days, 100% on-line business meetings organised by the Auvergne-Rhône-Alpes region Chamber of Commerce & Industry, a member of the Enterprise Europe Network, met with great success because the show led to **3,100** appointments being organised between new clients, suppliers and partners from the **60 or so countries** represented. A record for Pollutec!

TOP 10: number of appointments per country

	France	<u>491</u>
	Italy	<u>78</u>
	Spain	<u>48</u>
	Belgium	<u>45</u>
	Germany	<u>29</u>
	Tunisia	<u>20</u>
	United	<u>20</u>
	Netherlands	<u>19</u>
	China	<u>17</u>
	Switzerland	<u>16</u>

Pollutec Innovation Awards: four promising innovations recognised

Organised in partnership with Pexe (French Cleantech network), the Pollutec Innovation Awards reward the show exhibitors with the most innovative solutions. This year, no fewer than 86 innovations were submitted to a jury consisting of representatives from major companies. On the first day of **Pollutec Online**, the jury narrowed down the entrants to a shortlist of just 10. The three prize-winners of the Pollutec Innovation Awards 2020 and the winner of the Special jury prize, were revealed on 2 December:

First place



Haffner Energy distinguished itself with Hynoca, the first industrial-scale unit for producing hydrogen from biomass.

Second place



as rewarded for its biomethane temporary storage system which helps to offset dips in network demand.

Third place



ACQUA.ecologie has developed a chemical-free system for the treatment and 100% recycling of wastewater from boats.

Special Jury Prize



Toopi Organics received the Special Jury Prize for its system enabling human urine to be transformed into a resource for agriculture and industry.

Looking forward to the phygital edition of Pollutec 2021

This first 100% digital edition, which it is intended to repeat in even-numbered years, has proved to be an excellent way of engaging the Pollutec community – exhibitors and visitors alike – and paves the way for a “phygital” edition in 2021, combining the warmth of face-to-face interactions with the practical advantages of a digital show.

The 2021 edition will be held from 5 to 8 October in Lyon Eurexpo, with the circular economy as one of its main themes and the first effects of the “ecology/ energy transition” aspects of the government stimulus package as a key focal point. Tunisia will be the Country of Honour. And we can confirm the launch of Pollutec Sea & Coastline in 2021, as part of Pollutec.

About REED EXPOSITIONS FRANCE - <https://www.reedexpo.fr/en/>

Present in 18 industry sectors, with 40 leading shows – including Batimat, EquipHotel, IFTM-Top Résa, Expoprotection, Pollutec, Midest, SITL, Maison & Objet*, Fiac and Paris Photo – and 45 websites, Reed Expositions delivers contacts, content and communities with the power to transform our customers' business. We have over 18,600 companies and 1.08 million French and international buyers as event clients.

Reed Expositions is a member of the Reed Exhibitions group, the world's leading events organiser and French market leader with more than 60 events and 2 subsidiaries: Reed Expositions France and Reed Midem.

* organised by SAFI, a subsidiary of Reed Expositions and Ateliers d'Art de France.



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