



**POLLUTEC ONLINE: A PREVIEW
OF THE SPECIAL DIGITAL EDITION**

The postponement of the physical Pollutec show to October 2021 due to the COVID-19 pandemic has inspired us to design a new, fully digital meeting for the original dates of the 2020 edition. It is the beginning of Pollutec **Online**! A key moment in the agenda and an opportunity to interact with the key industry players around this year's major themes. Some of this exclusive content will remain available throughout the year alongside the physical edition.

All the projects and activities ⁽¹⁾ designed for Pollutec Lyon 2020 will be postponed to the physical edition scheduled from 5 - 8 October 2021 in Lyon, however, this year can still finish on a high thanks to **Pollutec Online**, the event everyone wanted to happen and so essential for all stakeholders. From 1 - 4 December 2020, the programme will include:

- **25 live talks in TV studios in Paris and Lyon** (detailed programme at the end of this press release), covering eight of Pollutec's major themes: circular economy, sea & coastline, waste management, biodiversity & natural habitats, energy & energy efficiency, water management, sustainable cities & territories and mobility. Confirmed speakers include Arnaud Leroy, President of the French Agency for Ecological Transition (ADEME); Sandrine Bélier, Director of *Humanité et Biodiversité*; Gilles Boeuf, Professor Emeritus at Paris Sorbonne University; Nathalie Boyer, General Delegate of the French association Organisation for the Respect of the Environment in Companies (OREE), Emmanuel Delannoy, Associate Founder of PIKAIA (a French biomimicry consultancy) and Maud Lelièvre, Deputy Director General, Eco-Maires (Mayors of French communes committed to sustainable development).
- **Exhibitor workshops** – taking place as webinars or round tables, in parallel with the conference programme – so that companies from every sector can present their solutions, innovations and achievements.
- **The best of innovation in 2020 with the Pollutec Innovation Awards.** Between 16:15 and 17:15 on Tuesday 1 December, the 10 innovations selected by a dedicated jury of

experts will be pitched by the candidate companies. The announcement of the 3 winners will take place on Wednesday, December 2nd at 12:00 pm in a live conference. For this 2020 edition, out of 84 validated innovations, 64 have applied for the awards.

- **A 100% online “Green Days” business meetings program** with over 200 confirmed participants from 35 countries, enabling businesses to make contact with new international clients, suppliers and partners. The Green Days, partners of Pollutec since 2016, are organised by the Auvergne-Rhône-Alpes CCI, members of EEN (the Enterprise Europe Network). Pre-registration by 13 November is necessary to take part - the link is open now: <https://green-days-pollutec-2020.b2match.io/>
- **A brand new Solutions Directory** has been launched for Pollutec Online, this search engine tool allows users to drill down into content about products, services and technologies from the companies present at **Pollutec**, and get in touch with them directly.

“Pollutec was eagerly awaited this year to put the environment at the heart of the economic recovery and we want to highlight major subjects such as the state of biodiversity, climate change and its impact on coastal erosion, solutions in the fight against plastic pollution and new energy models, etc. It was vital to hold the event to allow those exchanges between experts from all over the world, to discover new solutions, innovations and market trends, to promote everyone’s successes and of course facilitate the business-generating meetings that companies need now more than ever. “

Alexis de Gérard, Director of Pollutec

THE POLLUTEC ONLINE PROGRAMME

Tuesday 1 December		Thursday 3 December	
10:00 – 11:45	Citizens’ convention on climate and recovery plan	10:00 – 10:10	Main innovation trends 3/4
12:00 – 13:00	Circular Economy	10:15 – 11:45	Energy & Energy Efficiency
14:00 – 14:10	Main innovation trends 1/4	12:00 – 13:15	Gaïactica escape game
14:15 – 16:00	Sea & coastline	14:00 – 15:15	Water
16:15 – 17:15	Pollutec Innovation Awards	15:30 – 17:15	Sustainable cities & territories
Wednesday 2 December		Friday 4 December	
9:45 – 9:55	Main innovation trends 2/4	10:00 – 10:10	Main innovation trends 4/4
10:00 – 11:45	Waste	10:15 – 11:00	Employment
12:00 – 12:30	Pollutec Innovation Awards	11:10 – 12:25	Gaïactica escape game
14:00 – 15:15	Biodiversity and habitats	14:00 – 15:45	Sustainable mobility
15:30 – 17:15	International		

DAILY PROGRAMME DETAILS

Tuesday 1 December

9:30	Inauguration of Pollutec Online
10:00 – 11:45 Citizens' convention on climate & recovery plan	10:00 – 10:45: Presentation of outcomes from the Citizens' Convention on climate and the Ecological Defence Council 11:00 – 11:45: Towards a European social and regional green economic recovery
12:00 – 13:00 Circular economy	The anti-waste law for a circular economy: update and initial applications
14:00 – 14:10	Main innovation trends 1/4
14:15 – 16:00 Sea & Coastline	14:15 – 15:00: What solutions for plastic pollution? 15:15 – 16:00: Protecting coastlines and limiting coastal erosion
16:15 -17:15 Pollutec Innovation Awards	Presentation of innovative solutions by the 10 companies shortlisted for the Pollutec Innovation Awards

Wednesday 2 December

9:45 – 9:55	Main innovation trends 2/4
10:00 – 11:45 Waste	10:00 – 10:45 : Organic waste in urban environments 11:00 – 11:45: What progress has been made with worksite waste?
12:00 – 12:30 Pollutec Innovation Awards	Announcement of winners and awards presentations
14:00 – 15:15 Biodiversity & habitats	14:00 – 14:25: State of biodiversity and habitats in 2020 14:30 – 15:15: Taking biodiversity into account in companies' economic models
15:30 – 17:15 International	15:30 – 16:15: What export strategies should be adopted post-COVID? 16:30 – 17:15: Presentation of the Country of Honour – Tunisia

Thursday 3 December

10:00 – 10:10	Main innovation trends 3/4
10:15 – 11:45 Energy	Energies for industry – Auvergne Rhône Alpes Enterprises
12:00 – 13:15 Gaïactica Escape Game	Interactive escape game with global-warming-related scenarios
14:00 – 15:15 Water	14:00 – 14:25: Drought and water-use conflicts in 2020 14:30 – 15:15: Re-use of treated wastewater
15:30 – 17:15 Sustainable cities and territories	15:30 – 16:15: Artificialisation of soils 16:30 – 17:15: Urban mines

Friday 4 December

10:00 – 10:10	Main innovation trends 4/4
10:15 – 11:00 Employment	What jobs for tomorrow?
11:10 – 12:25 Gaïactica escape game	Interactive escape game with global-warming-related scenarios
14:00 – 15:45 Sustainable mobility	14:00 – 14:45: Mobility for urban populations 15:00 – 15:45: Sustainable urban logistics

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1. Pollutec Sea & Coastline (This subject will also be covered in Pollutec Online on 1 December)
2. Riverdating (an online edition will also be organised by VNF on 2 December)
3. Sustainable Ports day / PEXE (French Cleantech Network)
4. Africa area
5. Gaïactica, an Escape Game on the theme of climate change (a version adapted to online use will also be available on Pollutec Online on 3 & 4 December).
6. Water Hub

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.

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



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