

Press Release,  
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## Great success at the green growth gathering!

Pollutec's 2018 edition once again confirmed the unique character of this truly international event, which has become *the* rendezvous for businesses involved in green growth. The event welcomed 70,076 participants from 128 different countries, demonstrating that, 40 years after the show's creation, environmental and energy-related issues are still a high priority for everyone concerned.

The event that has just ended was indeed an anniversary edition, a reminder that, since the inception of the Pollutec brand in 1978, the show has gradually evolved into a major forum for the green economy. Because originally, of course, the show focused primarily on pollution and waste treatment. Then, little by little it began to include solutions in environmental protection and the fight against global warming before becoming an event reflecting the clear evolution of models in all economic sectors. At every stage it has tried to promote innovation and emerging issues as much as possible. Originally focused on key environmental sectors (water, air, noise, waste), today Pollutec is organised around 14 themes from resource management through biodiversity and mobility to energy efficiency.

Initial returns from the end-of-show survey suggest that visitors come to Pollutec because it has become a reference – one they would not even think of missing – for all those involved in the environment and green growth.

### Today's key issues

Among the featured subjects this year, **the circular economy** was ubiquitous: in the aisles and demonstration areas, during presentations and award ceremonies and during the First International Summit of Committed Cities and Regions. The Summit went well beyond declarations of intent and enabled already-committed cities and regions to provide feedback on their experience to representatives of local authorities who themselves were ready to make that commitment. In a field covering so many issues, the opportunity to compare notes and exchange ideas with colleagues from other cities and countries was both unusual and constructive. A real success for this first edition where the programme was based on 52 projects drawn from an international call for expressions of interest.

Another utterly cross-cutting subject, **plastics** was examined from every angle, from production through recovery and recycling to re-use (achieving the 100% target, moving towards the circular economy, etc.). Consequently, a wide variety of experts tackled the subject throughout the event.

Finally, Pollutec 2018 placed greater emphasis on the issues and problems facing the **sea and the coast**, on the action to be taken and on existing solutions, some of which had already been presented. This was the precise objective of the Sea & Coast Focus, supported by a Forum of presentations – well-attended throughout the four days – dealing with questions relating to marine pollution, plastics, risks facing the coasts... and, more widely speaking, sustainable blue growth.

### A springboard for environmental innovation

During this anniversary edition, Pollutec confirmed its position as the global capital of environmental innovation. Start-ups, technologies, organisational methods, emerging themes, new approaches, etc.: four days of initiatives covering the whole gamut of environmental- and energy-related fields. 156 innovative solutions, declared by exhibitors before the show, were placed under the spotlight. Twenty of them were preselected for the Innovation Showcase organised with PEXE. The three finalists, Starklab, Stepsol and Nereus\*, received their prizes from Brune Poirson, Secretary of State at the Ministry for Ecological and Inclusive Transition, Stéphanie Gay-Torrente, Show director and Jean-Claude Andréini, Chairman of PEXE (see details in annex).

Those areas of the show devoted to innovation, such as the Start-up Village, the Innovation Hub, the French Tech stand and the Cofil stand saw good numbers of visitors. This was also true of the intense programme of pitches by many start-ups and innovative companies during the various sessions on topical themes: water, construction, performance, circular economy, energy, sustainable cities/mobility, digital technology, French Tech, GreenTech, etc.

And, as always among this buzz of environmental innovation, Pollutec hosted several official award ceremonies. The *Companies & Environment Prizes* awarded by the Ministry and ADEME singled out Fnac Darty Participations et Services, Jimini's, Alterea Cogedim, Covivio and Odyssee Environnement. The *Environmental Companies Export Trophy*, offered by ADEME, Bpifrance and Business France went to Enogia, Green Creative, Quiet Oceans, Metron and NBC Sarl. And this year the UIE awarded its *Aquaplus Certificates* to Abas, Aquatiris, Biorock, Simop, Sotralentz Habitat, Stoc Environnement and Tricel France (see details in annex).

*\*Starklab: treatment of industrial fumes with renergy recovery; Stepsol: micro-PHES closed hydraulic circuit combined with solar energy; Nereus: treatment of waste water to provide potable water.*

## A reference event for many countries

Pollutec welcomed many overseas visitors despite a busy international agenda (just before the COP24 climate talks at the G20, project for a European Energy-Climate Strategy, etc.). After Europe, which accounted for half the international visitors, mainly from Switzerland, Belgium, Italy, Spain and Germany, Africa remained the second most-represented continent with participants particularly from north Africa (Morocco, Algeria, Tunisia), the Ivory Coast, Burkina Faso and Cameroon. For many African countries, this event is *the* environmental rendezvous. There were interesting exchanges between representatives from Burkina Faso and the Ivory Coast. Apart from Spain and Germany, substantial increases were registered this year for Russia, China, Canada, Morocco and Chile, most of them indicating that they are likely to return in 2020.

Burkina Faso was the Country of Honour and there was an extensive programme of presentations and discussions in the presence of Nestor Batio Bassière, Minister for the Environment, the Green Economy and Climate Change, accompanied by a large official delegation. Key subjects included water resources, land restoration, soil fertilisation, renewable energy – including photovoltaic – management of green waste and sustainable cities. Mr. Batio Bassière, has already committed to the next edition, saying: “From now on, this will be a regular date for us.”

In fact, it should be noted that, of the 2,161 exhibitors present, 682 came from 36 countries outside France. While the great majority came from Europe (EU and non-EU), 36 came from Asia (China, South Korea, Taiwan), 13 from the Americas (Brazil, Canada, USA), 14 from Turkey and others from Algeria, Ukraine, the United Arab Emirates, etc.

### **More business meetings than ever: over 2,400 appointments organised**

This 2018 edition of Pollutec generated several thousand contacts, thanks to the various events on offer, including the Green Days organised with the Auvergne Rhône-Alpes CCI, a member of the EEN, the three programmes – Industry, Local Authorities and Employment Day – but also the other opportunities provided by the Circular Cities and Regions Summit and meetings with members of the Burkina Faso delegation. The Green Days accounted for 1,346 meetings between 392 participants from 41 countries (2,692 contacts) while the three programmes generated more than 1,100 meetings (2,200 contacts).

### **A book to mark Pollutec's 40th anniversary**

To mark the 40th anniversary of the registration of the name “Pollutec”, the team organised several celebrations supported by the publication of a book entitled *Pollutec 40 ans (40 years of Pollutec)* which places the show in the context of developments in the environmental and climate-related issues facing society since the end of the post-war boom. The electronic version of this book will soon be available for download from the Internet site [pollutec.com](http://pollutec.com).

#### *Notes to editors:*

If you require more details about Pollutec 2018 numbers for a specific industry, please do not hesitate to contact our partner members of the Organising Committee:

ADEME, Ministry for the Environmental and Solidarity Transition, Préfecture of the Rhône-Alpes region, AFITE, ASTEE, ATEE, ATTF, Biogaz Vallée, Carsat Rhône Alpes, CCI France, Luxembourg Chamber of Commerce, CCI Lyon Métropole, CECV, EWJI, FEDEREC, FIDAREC, FNADE, FNTP, FEE, French Tech, ITA, Lyon French Tech, OPPBTP, OPQIBI, Plastic Odyssey, Pôle Mer Bretagne Atlantique, Réso A+, SFGP, Solar Impulse Foundation, Syntec Ingénierie, Uniclimate, UPDS, UPGE, Vivapolis, Canadian Embassy in France, Quebec Government Office in Paris.

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