
POLLUTEC PARIS 2024: A STANDING OVATION FOR THIS FIRST EDITION

which welcomed 8,600 industry professionals

The next event takes place at Pollutec,
Lyon Eurexpo
from 7 to 10 October 2025

Pollutec Paris, a new event dedicated to environmental solutions for industry, cities and regions, took place on 26 and 27 November 2024 at Paris Expo, Porte de Versailles. This biennial show, designed to complement the Lyon edition, also reflects the urgent action required to tackle the escalating climate crisis and the need for companies and regions to accelerate their ecological transformation. It brought together the business community for 2 days to explore practical solutions at this time of ecological transition. With 8,600 industry professionals in attendance, this new format has clearly found an audience.

Key figures from the 2024 edition

- **8,600** industry professionals
- **300** exhibitors
- **35** plenary talks, **43** exhibitor workshops and **11** other workshops
- **60** start-ups



An action-packed and fast-paced first Paris edition

Pollutec has been the flagship event for environmental professionals for 46 years. This new, compact, 2-day format in Paris included all the major sectors featured in Lyon. The programme offered talks, forums and workshops to promote discussion, introduce the latest regulations and spark partnerships between public- and private-sector stakeholders involved in transformation and adaptation.

This first edition saw a number of highlights:

- **Down to Earth, the expo**, co-designed with French cosmographer, **Maxime Blondeau**, immersed visitors in major environmental issues (through photos, videos and maps) and questioned our relationship with the environment and technology.



- The **Leaders' Breakfast** brought together over **60 decision-makers** from the environment, energy and climate sectors to discuss the theme of artificial intelligence, and featured two renowned speakers: **Cédric Villani**, who shared his vision of artificial

intelligence with participants, alternating between societal pragmatism and ecological realism; and **Christian Clot**, who then guided the leaders through his discoveries and questioned the ability of humankind to adapt to such a changeable and disrupted world. These two inspiring presentations offered the audience a fresh take on already widely covered topics.

- The 35 official talks that took place on the **La Tribune** stage. Speakers included **Pascal Demurger** (Managing Director, MAIF, Co-Chair of the Impact France movement), **Brune Poirson** (Chief Sustainability Officer, Accor, former Secretary of State to the Minister of Ecological and Solidarity Transition), **Dr Heidi Sevestre** (Glaciologist), **Laurent Bataille** (President, Schneider Electric France), **Marie Ekeland** (Founder and CEO, 2050), **Julien Einaudi** (Group Managing Director, Ortec Group) and **Isabelle Korcher de Leyritz** (Chairman and CEO, Blunomy) on the 4 key themes of the programme: regulations, financing, resources, jobs and training.

- Co-created with Actua Environnement, the **Talent Hub** also made its debut, focusing on jobs and training – a traditional theme for Pollutec and particularly important currently given the considerable need for skills in the various sectors.

- Organised by **Federec** (French Professional Federation of Recycling Companies), the **National Technical Days** also took place at this year's show, offering major players in recycling a unique opportunity to meet and discuss the challenges and developments in their sector.



As **Anne-Manuèle Hébert, Director of Pollutec & Pollutec Paris**, explains, *“This edition gave us the opportunity to address key topics such as decarbonisation and the green reindustrialisation. We've felt a real need from the sector to keep up the fight given the climate and environmental challenges we're facing. Without wanting to single out just one person, Heidi Sevestre's optimism is a source of inspiration, and we come away feeling galvanised and committed to the need to spearhead change.”*

Ilion Water Technologies won the Pollutec Innovation Challenge 2024

The **Pollutec Innovation Challenge** – the Paris awards backed by the French SATT¹ network, among others – showcased **10 promising and innovative projects**.

After the finalists had made their pitches on the La Tribune stage to the panel of experts – including **Pierre-Yves Burlot**, Sustainable Development Director, Sécché Environnement, **Charlotte Migne**, Vice-President of Sustainable Development, Suez Group, **Jean-Guillaume Peladan**, Director of Environmental Strategy, Sycomore Asset Management, **Marie Bonniol**, Marketing and Communications Director, EIT InnoEnergy, **Isabelle Spiegel**, Sustainable Development Director, Vinci and **Eric Tardieu**, Director General, International Office for Water – the winner was announced at 4:30 pm: Ilion Water Technologies.

The team at Ilion Water has developed **a new generation desalination system that uses just a few volts of power, as opposed to mechanical high pressures of up to 60 bar**. Water desalination is needed in a number of arid regions but the process is expensive and has a significant impact on the environment. Using nanofluidic and biomimetic membranes, **Viro** (Voltage Induced Reverse Osmosis) **technology** offers a straightforward and economical solution for **purifying water through the membrane of any commercial desalination filters**. This patented technology is the result of fundamental research by Lydéric Bocquet, Lucie Ries and Zachario Pilo at the Physics Laboratory of the *École Normale Supérieure* higher education institute (LPENS). Lydéric Bocquet is a pioneer in nanofluidics and in 2024 received the Innovation Medal from the French National Centre for Scientific Research (CNRS). In September of this year, the Ilion start-up was a winner at the i-Lab innovation competition run by BPIFrance as part of the France 2030 initiative.

By winning the Pollutec Innovation Challenge, Ilion Water Technologies won a start-up stand at Pollutec 2025 in Lyon.

¹ Technology Transfer Acceleration Companies. Seeking to drive economic growth through scientific innovations born out of public research, SATTs provide companies with low-risk, high-potential technological solutions to boost competitiveness.



The next event: Pollutec 2025

Pollutec 2025 will be held at **Eurexpo Lyon from 7 to 10 October 2025.**

About Pollutec Paris

Pollutec is the leading environmental solutions show for industry, cities and regions. Over four days the show brings together professionals from every sector to present their innovative solutions to industrial, public sector and other economic actors as they work together to address the major challenges facing the planet: biodiversity erosion, pollution and climate change.

To learn more about the complete programme, and stay up-to-date with show news, visit Pollutec's website at: <https://www.pollutec.com/fr-fr.html> and [@pollutec](https://twitter.com/pollutec).

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*Organized by SAFI, a subsidiary of RX France and Ateliers d'Art de France.



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