

# POLLUTEC INNOVATION AWARDS

## RULES AND GUIDELINES

### DESCRIPTION

The **Pollutec Innovation Awards** is an international operation intended to provide recognition for outstanding innovations in technology or services that have **considerable market potential in the fields of environment and energy**.

This initiative was designed to highlight companies launched by RX France, Pollutec's organizer, and the PEXE (the French eco-companies' network).

Startups and SMEs exhibiting at Pollutec and declaring one or more innovations can compete (for three innovation maximum) at the Pollutec Innovation Awards. The declaration of innovation should be carried out online **before July 31st, 2023**.

Once moderated and validated by an independent expert, the innovation will pass a first selection phase, prior to the opening of Pollutec, to be accepted for the final that will take place during the event on **Thursday, October 12, 2023**. Shortlisted companies will have the opportunity to pitch in front of a jury of experts. After the final pitch session, the three winners will be those who obtained the larger number of points. They will benefit from an extended promotional programme.

### PROCESS

#### *Step 1: Announcing an innovation*

- The announcement (submission of the required details and a description of the innovation and the company) must be made online on the exhibitor hub (this extranet is a private and restricted access to each exhibitor/co-Exhibitor that allows it to manage the various aspects of its participation).
- Each company may announce several innovations. However, only three innovations by exhibitors can compete for the Pollutec Innovation Awards.
- The announcement submitted in accordance with the relevant requirements (required fields properly completed, compliance with due dates) will be reviewed by a journalist specialised in environmental issues.
- Selected innovations will then benefit from a full range of communication tools developed by Pollutec to promote innovation and those behind it: online directory - innovation book - "Innovation 2023" stand identification - innovation visitor trail - media relations.

### *Step 2: Shortlisting for the Pollutec Innovation Awards*

- Exhibitors will have the choice to submit their innovation to the Pollutec Innovation Awards 2023 by ticking a box on the innovation declaration form. They will be forwarded to a panel of experts. This panel will feature the pre-selection committee.
- At the end of this shortlisting process, a limited number of 12 companies will be invited to take part in the final phase of the Pollutec Innovation Awards, which will take place during the show.

**New:** These 12 innovations will also be highlighted in a dedicated area at the entrance of the show.

### *Step 3: The Pollutec Innovation Awards during the show*

- Each of the 12 pre-selected companies will present its innovative solution and its market proposition during a 5 minutes pitch maximum ( 3 slides) + 2 min of Q&A , in front of a jury of targeted French and international majors accounts. This pitch session will take place on **the Plenary Space on Thursday, October 12, from 11:00 a.m. to 12:45 p.m.**  
Depending on the space, a larger audience of Pollutec visitors will also be able to attend the session.
- The jury will examine how suitable the innovative product or service is to meet real and specific market requirements.
- These market leaders will evaluate each presentation using a pre-defined scheme and evaluation criteria weighted as follows:
  - Innovation: 40%
  - Market potential: 40%
  - Presentation: 10%
  - Sustainability impact (either environmental, economic and social): 10%
- Of these 12 innovations, 3 will finally be distinguished and will benefit from enhanced exposure at Pollutec, as well as a communication and promotional package after the event 2023.

The clarity of the pitch, the positioning of the offer – market vision – and the tailoring of the offer to expectations will all be decisive in the final choice of the jury.

## BENEFITS OF THE OPERATION

### 1. For all the submitted innovations:

Companies declaring an innovation benefit from all the Pollutec's digital, material and editorial tools, with the aim of promoting innovation.

### 2. The 12 shortlisted innovations for the final of the Pollutec Innovation Awards :

You can test the market in front of international industry and market leaders:

- Announcement of the 12 shortlisted at the press conference before the show and in the press kit
- Highlighted in a dedicated area at the entrance of the show
- Presentation during a pitch session announced in Pollutec's official programme
- Brochures describing the innovation and the company issued to the whole manufacturers and local authorities forming the jury of major's accounts.
- Option to use the "Pollutec Innovation Awards 2023 – Nominee" flash in your communications.

### 3. The three winning companies of Pollutec Innovation Awards:

- Option to use the reference "Pollutec Innovation Awards 2023 – Winner" in your communications.
- Participation to the next **Pollutec** (dates to be confirmed), fitted a turnkey solo start-up offer 2023.
- One entry to the 2024 National Eco-Enterprise Forum organised by PEXE-French eco-companies' network.
- Targeted Pollutec 2023 press relations:
  - Specific press release featuring the 3 winning innovations and companies;
  - Potential press/media connections (responding to journalists' requests only);
  - Editorials featuring the Pollutec Innovation Awards 2023.

## WHO IS ELIGIBLE to the Pollutec Innovation Awards?

- Being registered as an exhibitor, co-exhibitor at Pollutec 2023
- Being an innovative company (corporate or SME) or start-up, which activity covers or applies to the environmental sectors (eco-technology) and energy
- The products, processes or services were launched after October 2022 and are presented for the first time at Pollutec
- Entry forms are correctly completed by the deadline; any incomplete entry will be automatically excluded from the Pollutec Innovation Awards 2023.

## PROCEDURE

- Each company being shortlisted will be notified before **September 22, 2023**.
- Participation in the Pollutec Innovation Awards 2023 is included in the exhibitor/co-exhibitor Pollutec registration fees;
- Being registered as an exhibitor/co-exhibitor at Pollutec 2023;
- Supplying the required information in the Exhibitor online portal before **July 31, 2023**, to automatically enter the Pollutec Innovation Awards 2023.

## 2023 TIMETABLE

- **July 31:** deadline for declaring innovation – completing entry  
NB: any incomplete innovation announcements and/or entries submitted after this date will not be accepted for the operation.
- **September 22:** announcement of the innovations shortlisted for the final phase taking place during the show.
- **Thursday, October 12<sup>th</sup>:**
  - ▶ 11:00 am - 12:45 pm: final pitch session (short presentations) to French and international market leaders in front of a jury of major accounts
  - ▶ 15:00 pm – 15:30 pm: official announcement of the winners

### Key points for eligibility and entry of an innovation

- The products, processes or services were launched after October 2022 and are presented for the first time at Pollutec
- Incomplete entries will not be processed
- The shortlisting committee reserves the right to exclude any entry that it deems to be incomplete, insufficiently clear, precise, or misleading. There is no right of appeal
- The winning innovations shall be those awarded the most credits by the jury.