



MINISTÈRE DE LA TRANSITION ÉCOLOGIQUE

*Liberté
Égalité
Fraternité*

Thomas COTTINET
Head of Ecolab
2021 11 16

Mysteries unveiled. Innovation
Procurement in practice

Connecting to the
innovation ecosystems

16 November 2021
10:30 - 12:00 AM (CET)

European Commission

The poster features a grid of colorful icons representing various concepts: a lightbulb, a target, puzzle pieces, a leaf, a speech bubble, a question mark, and a hand. The background is a mix of blue and orange tones.

Ecolab, the laboratory of green innovation inside of the General Commission for Sustainable Development

Goal : accelerate the ecological transition of France through the prism of innovation

Scope : every field of the ecological transition: energy, housing, circular economy, mobility, risk prevention, biodiversity...

Two main actions :

- driving French Greentech Ecosystem for a promotion of green innovative solutions created by start-up and small and medium businesses (SMEs)
 - leading the French laboratory focused on data and artificial intelligence which serves the green innovation
-

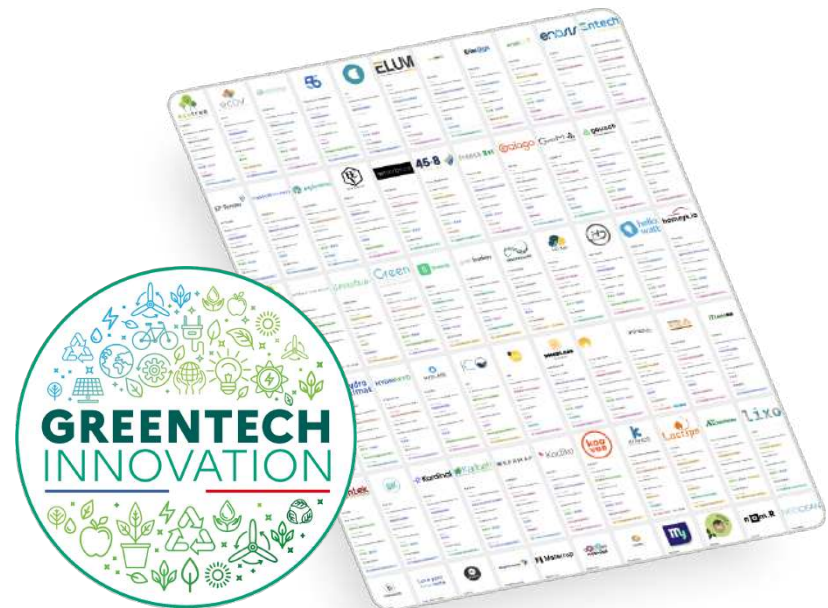
Driving French Greentech Ecosystem for a promotion of green innovative solutions created by start-up & SMEs

Also to help local Greentech ecosystem.

We encourage innovative green start-up et sme's.

The label Greentech Innovation identifies and supports innovative companies that respond to ecological public policies.

215 Greentech Innovation start-ups and SMEs benefit from visibility and a State legitimacy regarding the merit of their solutions, particularly attractive for public buyers and investors.



French laboratory focused on data and artificial intelligence which serves the green innovation

- support of new initiatives lead by itself as the “Green Data for Health” : environment data’s mixed with health data’s for researcher

or lead by other public actors as Regional Direction of Environment, Territorial Planning and Housing : Natural Language Processing for green impact assessment

- contribution to draw the roadmap for green data and sustainable artificial intelligence by elaborating strategic documents :

[Data Road Map for Ecological Transision](#)

[AI Road Map for Artificial Intelligence](#)

Feuille de route
intelligence artificielle et transition écologique
du pôle ministériel
2021-2024



Actions for public procurement : a key role to play in accelerating ecological transition

Ecolab's major event : Meet'Up Greentech

Start-ups, SMEs, local mayors, department and regional presidents and purchasers, representants of State, journalists, private investors, and private ventures can meet and network

- 3.200 attendees
- 250 public actors
- 1.100 greentechs
- 115 speakers



Actions for public procurement of green innovations : participations to external events

- Ecolab and Greentech Innovation labelled companies can meet local governments
- Start-up and SMEs have business meetings with the local public purchasers
- Ecolab sheds light on the Ministry's actions and policies and promotes green public procurement to accelerate them



B to A repertory of sustainable solutions

The tool is a categorized repertory of **130** solutions to help public purchasers identify sustainable solutions.

It makes it easier for Greentech Innovation labelled companies to sell in BtoA



New web-app My Greentech Services

Because they operate in complex technical and regulated fields, most of greentech startup are facing the same issues about finding relevant pieces of information for their activity. To answer this problem, a new web app is being designed.

My Greentech Services will automatically bring project holders information about regulations they might want to know, subsidies they cans ask, data that could help them, qualified persons they should meet... and public procurement opportunities. It should help :

- start-ups to identify easily innovation-friendly / SME's-friendly French local public purchasers
- public procurers to easiyy identify start-ups during the sourcing phase
- start-up to argue why it should be considered as innovative or green in regards of legal texts

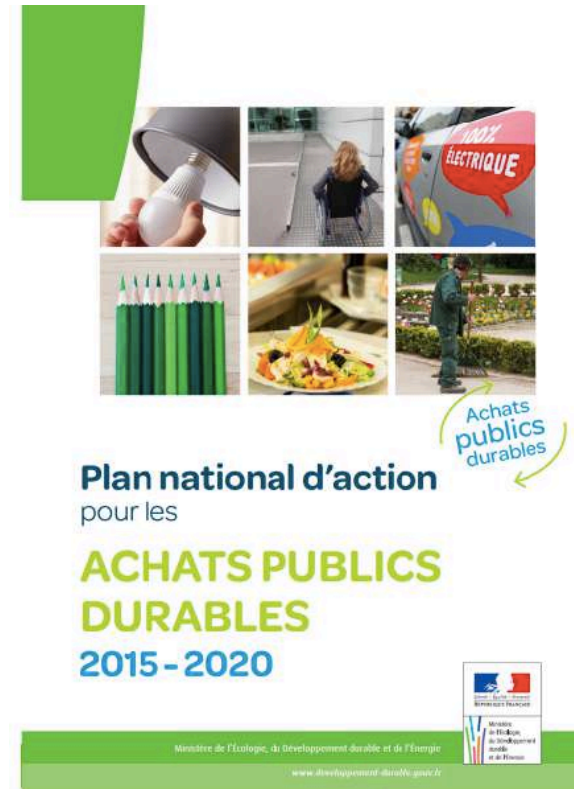
My Greentech Services will be tested on +220 start-ups before being opened to every other greentechs !

National Sustainable Procurement Plan

Four-year-roadmap which set the steps to reach the ambitious goal of the French government that by 2025, 100% of public procurement will have to integrate at least one environmental clause.

Ecolab collaborates with the Service of the green and solidarity economy to deploy the National Sustainable Procurement Plan.

Thanks to its privileged relations with local communities, Ecolab can make the National Sustainable Procurement Plan known by local governments.



“Tour de France of the Greentech public and private contractors”

Events at local scale

Problem identified by the National Greentech Incubators Network that we built: the difficulty of bringing together start-ups and public purchasers

Solution : organizing events in different territories to bring the actors together around success stories feedback and business meetings.

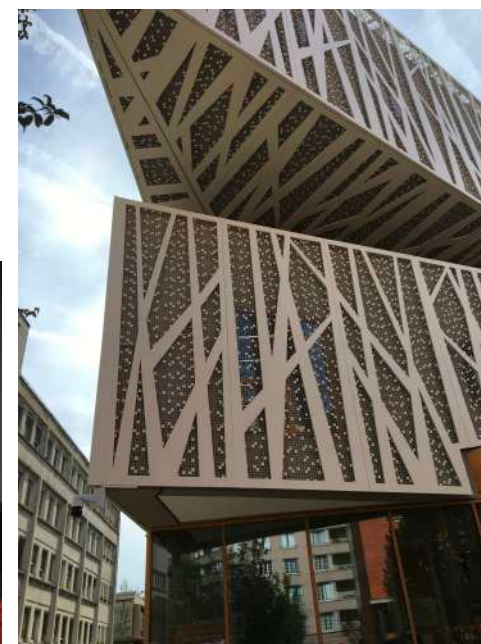
The poster features logos for the Ministry of Ecological Transition, Euratechnologies, and Greentech Innovation. The main title is '2ème étape du Tour de France des donneurs d'ordres Greentech privés et publics'. It lists topics: 'Les bâtiments et les services urbains innovants au coeur de la ville durable.' and a list of activities: 'retours d'expériences', 'pitches croisés', 'repas networking', 'témoignages montages techniques', and 'rendez-vous d'affaires'. It specifies 'Conférences en présentiel à Euratechnologies, Lille' and the date '21 septembre'. The event is powered by Vimeet.



An experimentation to foster local public procurement of greentech's innovations : « The Greentech Living-Lab »

Connected to 13 local authorities and aims to support greentech's access to public procurement with a strong focus on the commercial strategy.

- collaborations through experimentation in relation to public procurement
- proximity and partnership with major technological actors such as the IGN & Météo-France.



Thanks for attention Thomas COTTINET – Head of Ecolab

- **Website** : <https://greentechinnovation.fr/>
- **Public Procurement - BtoA register** : <https://greentechinnovation.fr/commande-publique/>
- **LinkedIn** : <https://www.linkedin.com/company/67967825/>
- **Twitter** : <https://twitter.com/GreentechInno>
- **Podcast** : https://linktr.ee/greentech_innovation
- **Data & AI road maps for ecological transition** :
<https://www.ecologie.gouv.fr/feuille-route-donnee-des-algorithmes-et-des-codes-sources>
<https://www.ecologie.gouv.fr/feuille-route-intelligence-artificielle-et-transition-ecologique>

