

# Welcome

**Thomas COTTINET, Head  
of ECOLAB  
French Ministry of Ecological  
transition and Territorial  
cohesion**

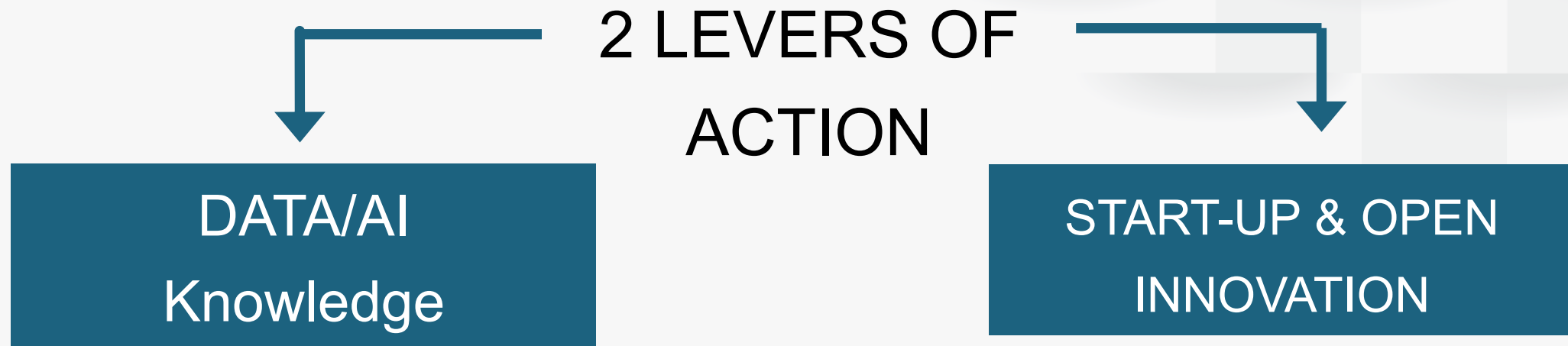


**Innovation - Écologie - Territoires**  
Commissariat Général au Développement Durable

# ECOLAB

Accelerating the public innovative procurement through data and AI, and support for innovative companies

# ECOLAB – Projects & areas of expertise



## [AI & Ecological Transition](#)

[Roadmap](#) - AXIS 2 : Accelerating the transition of territories thanks to the potential of AI.

- Promoting the French sustainable VSE/SME ecosystem through the Greentech Innovation initiative
- The “Living-Lab Greentech” approach

# Promoting the French Greentech ecosystem

ECOLAB, through its start-up and open innovation office, is in charge of coordinating the French Greentech ecosystem.

Each year, a call for expressions of interest is launched for these companies. **273 start-ups and SMEs have been certified by the French government through the [Greentech Innovation initiative](#).**

**And a total of 2750 Greentech SME's in the French Ecosystem**



# Greentech Procurement Accelerator

Our actions to stimulate public procurement of sustainable innovation

-> Creation of a [directory of Greentech Innovation](#) companies targeting public procurement contracts.

-> **Support to demystify public procurement** (personalised meetings, webinars, short training in public procurement of innovation, etc)

-> Helping companies **to justify their innovative nature**, for public innovation contracts

-> Help in finding potential territories and the right contacts, and putting them in touch with public authorities (public institutions and local authorities)

-> **Participation in french events**, to encourage meetings between public and private authorities.



# Greentech Procurement Accelerator

Events to encourage public procurement of sustainable innovation

## -> Organization of the [Greentech Decision-Makers Meeting](#)

Objective: to bring together public authorities and Greentech solution providers, according to purchasing sector, to encourage exchanges and business discussions.

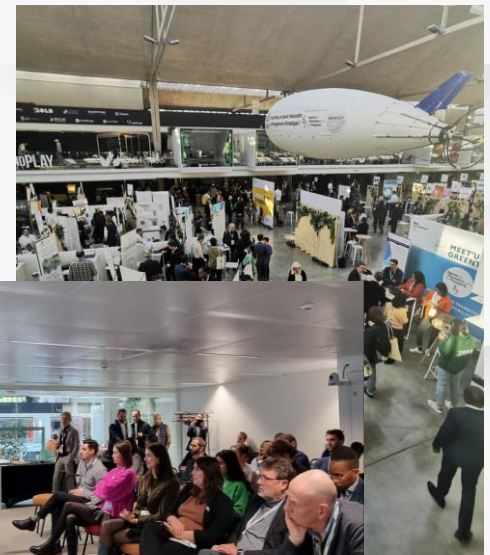
Next Greentech Decision Makers Meetings :

- May 2024 (Aude), **Ecological transition in rural areas.**
- June 2024 (Biarritz), **Coastal regions innovating to adapt to climate change**

-> Organization of the [Meet'Up Greentech](#), a major annual event in France, which aims to bring together the Greentech ecosystem.

An important place for public procurement: We organize Reverse Pitch events, enabling public authorities to put their procurement needs in front of companies.

2023 edition: **Pitch from French and European public authorities!**



# THE “LIVING-LAB GREENTECH” APPROACH

A living space for Greentech companies, in close partnership with the local authorities, to encourage the purchase of sustainable innovations



## GOALS

- Equipping territories with structures to accelerate innovative and sustainable purchasing
  - Encouraging exchanges and relationships of trust between eco-innovative companies and local authorities
  - Accelerating local public policies for ecological transition, through experimentation and contractualisation between resident and public stakeholders
- Accelerating local sustainable economic development, by encouraging the creation of jobs linked to the challenges of ecological transition and regional resilience

## Some success stories :

Demonstrations to local public authorities and upcoming trials of a software package for monitoring extreme weather events (KEYROS) + The application by a company (WALTR) and local public players to a call for proposals for an Artificial Intelligence Demonstrator in territories for the ecological transition !

## Prerequisites :

Strong involvement of local public players, in the selection of companies meeting their needs, and in monitoring exchanges with public purchasers and in monitoring experiments.





Belgian Presidency of the Council of the European Union

# Thank you

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