

ECOLAB

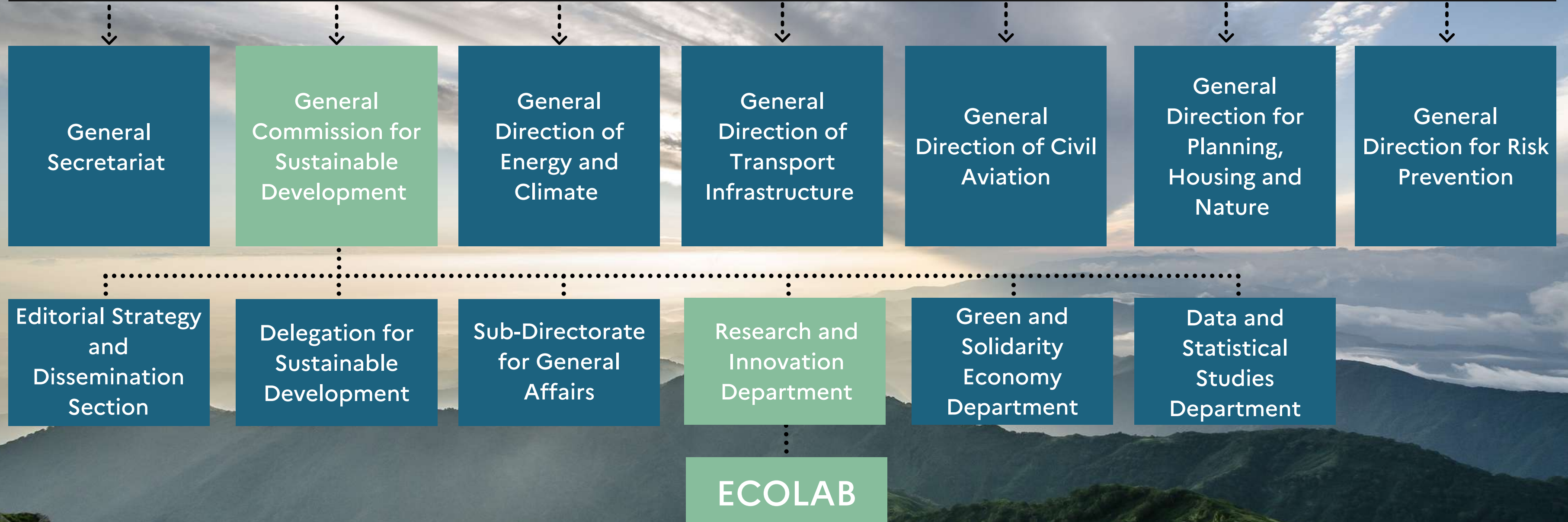
**Innovation laboratory for the
ecological transition**

**For the valorisation of public data and innovative answers to
the double emergency of ecological transition and digital
transformation.**



Where ECOLAB is established ?

MINISTRY OF ECOLOGICAL TRANSITION AND TERRITORIAL COHESION



THE ECOLOGICAL TRANSITION IN FRANCE

Definition



THE ECOLOGICAL TRANSITION IN FRANCE

The scope of the ministry's actions

MISSION: To prepare and implement the Government's policy in all areas related to ecology, energy transition and biodiversity protection.

Decarbonization of industry

Sustainable buildings and cities

Sustainable mobility

Eco-responsible digital technology

Renewable and decarbonized energy

Circular economy

Water, biodiversity and biomimicry

Environmental health

Maritime innovation and marine ecosystems

Risk prevention

Sustainable finance & CSR

Sustainable food and agriculture



ECOLAB

A brief description



2020 : Creation of the ECOLAB, Innovation Laboratory for the ecological transition



Promoting the production and use of public and private data for the ecological transition



Leading the Ministry's data strategy



Valorisation of open innovation within a complete and large-scale ecosystem (the Greentech ecosystem)



ECOLAB

Vision and values



To act as a catalyser of the environmental ecosystem and facilitator of projects for the ecological transition, both through data and innovation.



Innovation

Ethics

Cooperation

Responsibility

Diversity

Agility

Trust

Commitment

Reactivity

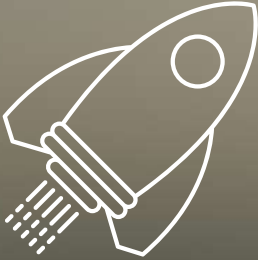


ECOLAB

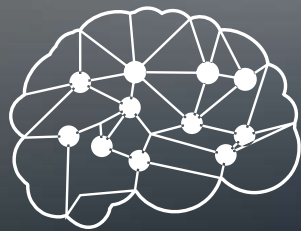
Projects & fields of expertise

2 levers of action

START-UP & OPEN INNOVATION

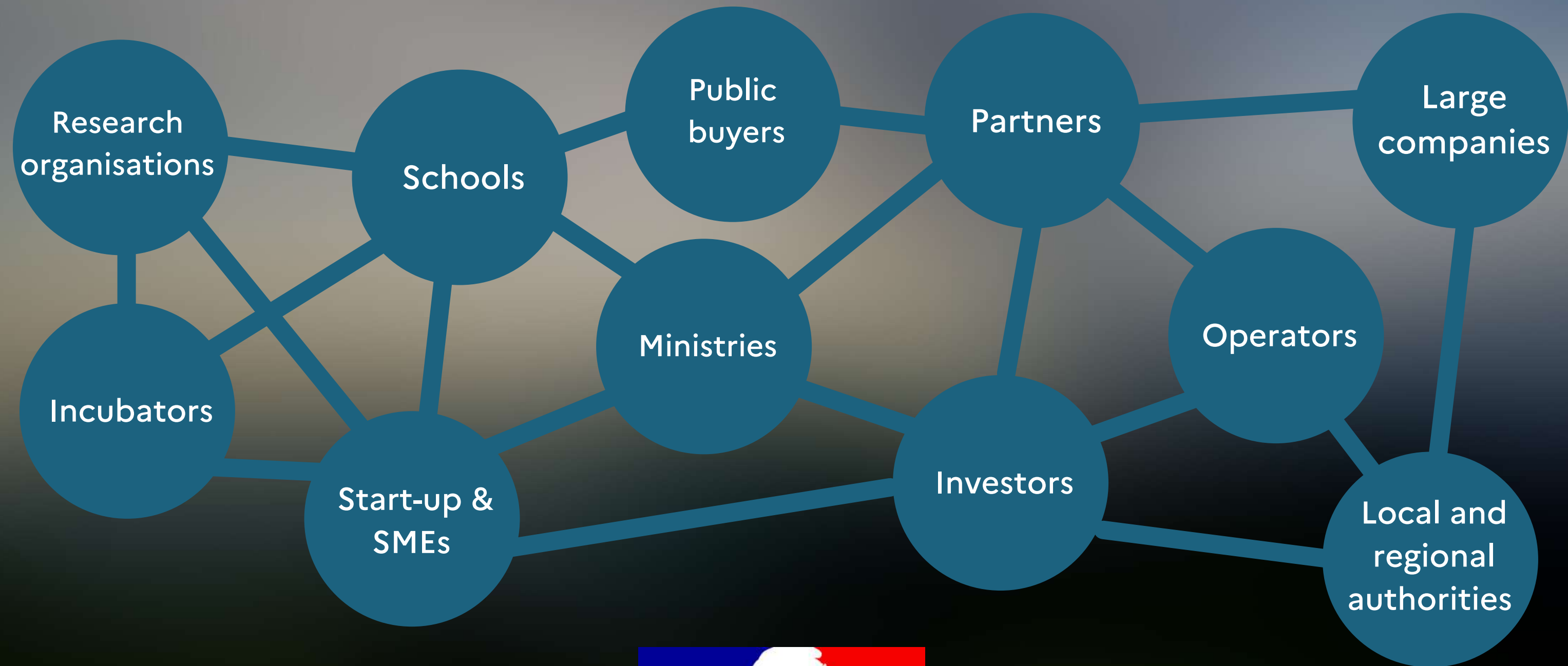


DATA/AI



START-UP & OPEN INNOVATION

Leading a Greentech ecosystem



NATIONAL NETWORK OF GREENTECH INCUBATORS

Within its Greentech Innovation approach, the Ministry of Ecological Transition has promoted the creation of the National Network of Greentech Incubators. This network is aimed at all actors contributing to the acceleration of innovative Greentech start-ups and SMEs for the ecological transition.

- To offer a space for exchange and collective action
- To boost relations between territories
- To increase synergies between the different sectors of green innovation



List of incubators :
<https://bit.ly/3LHT2en>



GREENTECH INNOVATION INITIATIVE



Specificities

Solutions

- Need to accelerate ecological transition → Identification of French startups/SMEs with innovative greentech solutions
- Strong french capabilities in R&D → Animation of french greentech ecosystem
- Business creation is difficult → Service offer
- A lack of trust due to greenwashing → Labelisation of greentech startups/SMEs



GREENTECH INNOVATION INITIATIVE



Some figures



1150

Start-ups and SMEs at the Meet'up Greentech 2021: a dynamic ecosystem

215

Start-ups and SMEs with the Greentech Innovation label

30

Partner Incubators

33

Organisations of the MET scientific and technical network

5

Boosters to support greentech start-ups

20

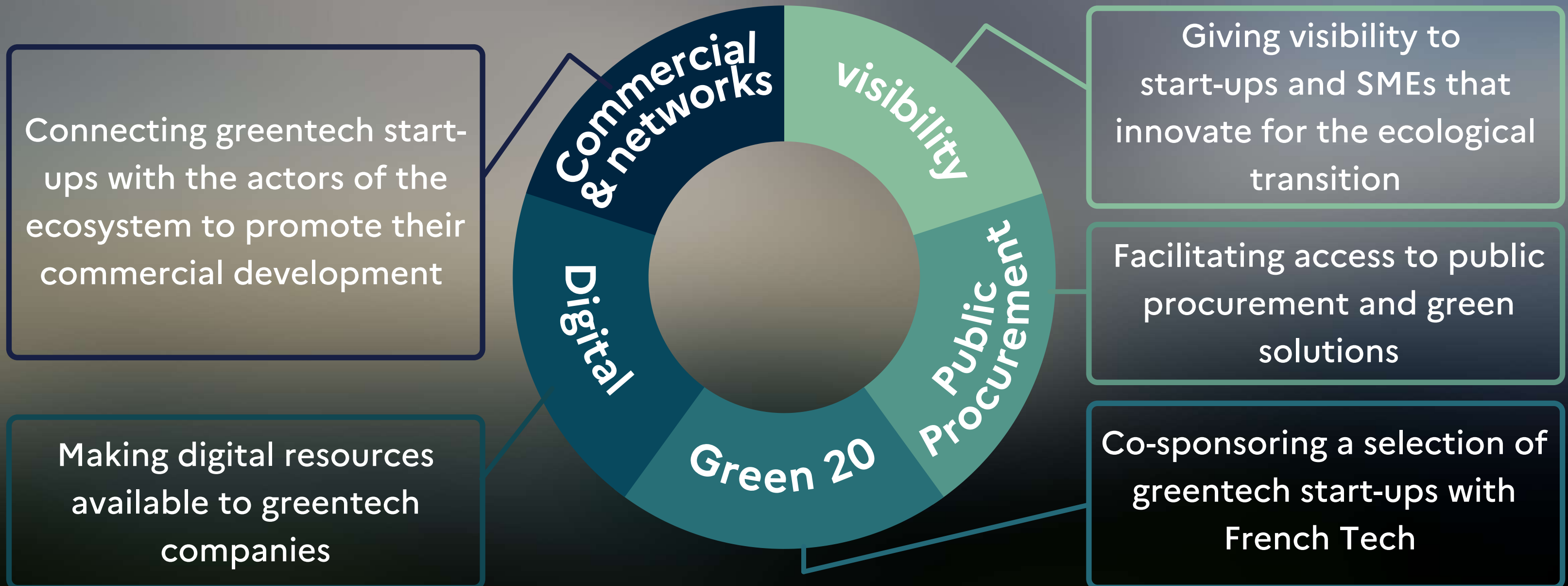
Start-ups selected with Mission French Tech for their large-scale green innovation



GREENTECH INNOVATION INITIATIVE



The support offer





THE SUPPORT OFFER

Visibility Booster

Giving visibility to greentech start-ups & SMEs

- Right to display Greentech Innovation's label (mark of support from the State)
- Communication through various media (social networks, website, newsletter, media, podcasts, interviews, etc.)
- Visibility in the index of eco-innovative start-ups and SMEs with the Greentech Innovation label
- Opportunity for visibility with the Ministry of Ecological Transition
- Module to highlight the CSR approach and the positive impacts of start-ups and greentech SMEs
- Presence at trade fairs
- Participation in panel discussions
- Participation in major events



**INTERVIEW
START-UP**



Axionable
GWENDAL BIHAN
axionable



ITV

LinkedIn publication

Alors que la RE2020, la nouvelle réglementation environnementale du bâtiment, entre en vigueur pour les logements neufs en France, **Kompozite** lève 1.4 M€ pour déployer sa plateforme digitale d'aide à la conception du bâtiment bas carbone.

La start-up, labellisée Greentech Innovation en 2020, s'entoure du pionnier de l'investissement impact en France **Citizen Capital**, du nouveau fonds **AFI Ventures** et de l'allemand **Foundamental**.

Kompozite, AFI Ventures, Citizen Capital, Foundamental
#greentechinnovation #greentech #innovation #startup



News

**Les actus
Greentech Innovation**

Février 2022




Podcast

"Réparer, composter : la vie secrète de nos objets"



Ophélie Baguet
Responsable communication et relations publiques chez Spareka

Cyril Berton
Expert technique chez Spareka

Julien Reduron
Membre du projet "Les Couches fertiles"

Maïwenn Mollet
Directrice "Les Couches Fertiles" chez Les Alchimistes

Saison 1 - Episode 4 :
Réparer, composter : la vie secrète de nos objets
@elson_fr




Podcast

Directory

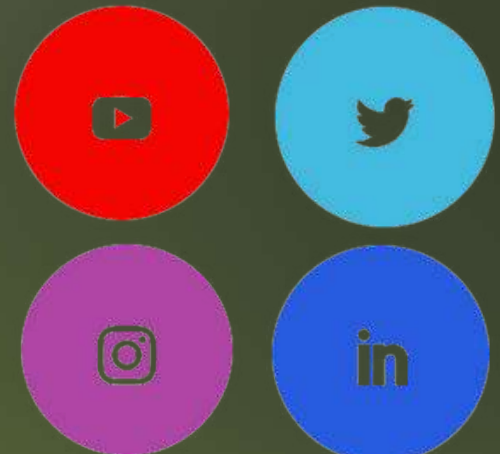
Un annuaire

10 thématiques

215 start-up labellisées



Social networks





THE SUPPORT OFFER

Commercial & Networks Booster

Connecting start-ups/SMEs with actors of the greentech ecosystem

- Professional events dedicated to business development (thematic business meetings, networking...)
- Pitching sessions in front of investors
- Access to the directory of impact investors
- Collaborative calendar of Greentech events (Tour de France des donneurs d'ordres Greentech, Meet'Up Greentech, Forum PEXE, Viva Technology, Pollutec, Salon des Maires des Collectivités locales...)
- Partnerships (Business France, French Tech...)
- Exchange space (access to the "Greentech Innovation Community" slack at Ecolab...)




Meet'Up Greentech 2021



Tour de France Greentech

2ème étape du Tour de France des donneurs d'ordres Greentech

Les bâtiments et les services urbains innovants au coeur de la ville durable.

-  Conférences en présentiel à Euratechnologies, Lille
-  Rendez-vous d'affaires en ligne

21 septembre



Powered by *Vimeet*





Viva Technology



Pollutec

Climate Finance Day



Grand Prize for Innovation



GeoData Days



THE SUPPORT OFFER

Public Procurement Booster

Startups/SMEs

Helping
startups/SMEs to
access public
procurement



Public Buyers

Helping local
authorities to
access green
solutions





THE SUPPORT OFFER

Public Procurement Booster

Facilitating access to public procurement and green solutions

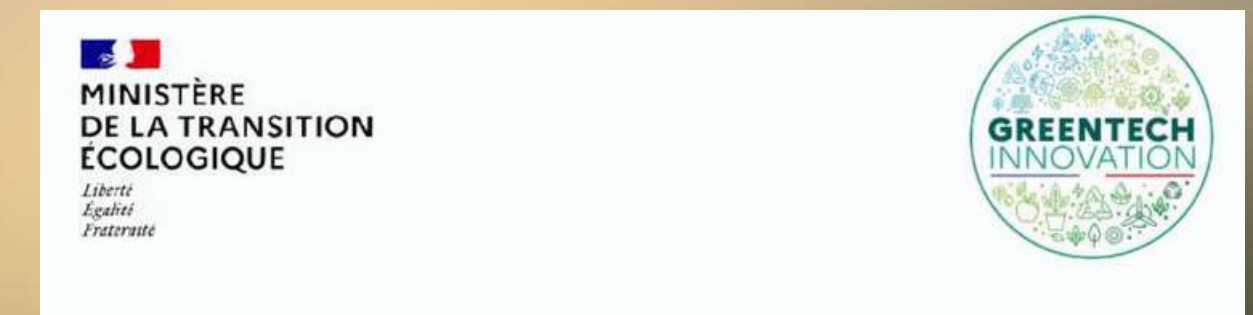
- Personalised support for accessing public contracts
- Training in public procurement (webinar, virtual café...)
- Connecting with buyers with sustainable procurement ambitions
- Dissemination of calls for projects & other public procurement tenders
- Presence in the directory for public buyers
- Support for UGAP referencing
- Access to Cision, a database of institutional contacts
- Access to the Greentech Living-Lab in Saint-Mandé (94)
- Participation in major events, often related to public procurement



Living-Lab Greentech in St-Mandé



Support for referencing



Networking



Index for public decision-makers



**ANNUAIRE
DES START-UP ET PME
ECO-INNOVANTES
LABELLISÉES
GREENTECH INNOVATION**

A destination des décideurs publics



THE SUPPORT OFFER

Digital Booster

Making digital resources available

- Seminar programme
- Presence on the Greentech Innovation Job Board
- Tools to measure environmental impact
- Online training courses
- Access to a media/press contact database
- Access to strategic and commercial documents (public procurement monitoring, market studies...)
- Access to ministerial data



Contact database



Market research



Online training



Webinars

MINISTÈRE DE LA TRANSITION ÉCOLOGIQUE
Liberté Égalité Fraternité

MINISTÈRE DE L'ÉCONOMIE, DES FINANCES ET DE LA RELANCE
Liberté Égalité Fraternité

URBAN CANOPEE

GREENTECH INNOVATION

Webinaire Greentech Innovation

22 juillet 2021
16:00 - 17:00

Start-up et **commande publique** :
stratégies et bonnes pratiques

Job Board

GREENTECH INNOVATION

Innovez pour la transition écologique et solidaire !

Le job de vos rêves ?

Métier Ville Type de contrat Entreprise

283 JOBS POUR VOTRE RECHERCHE

Directeur(trice) Bâtiments Gestionnaire Administration

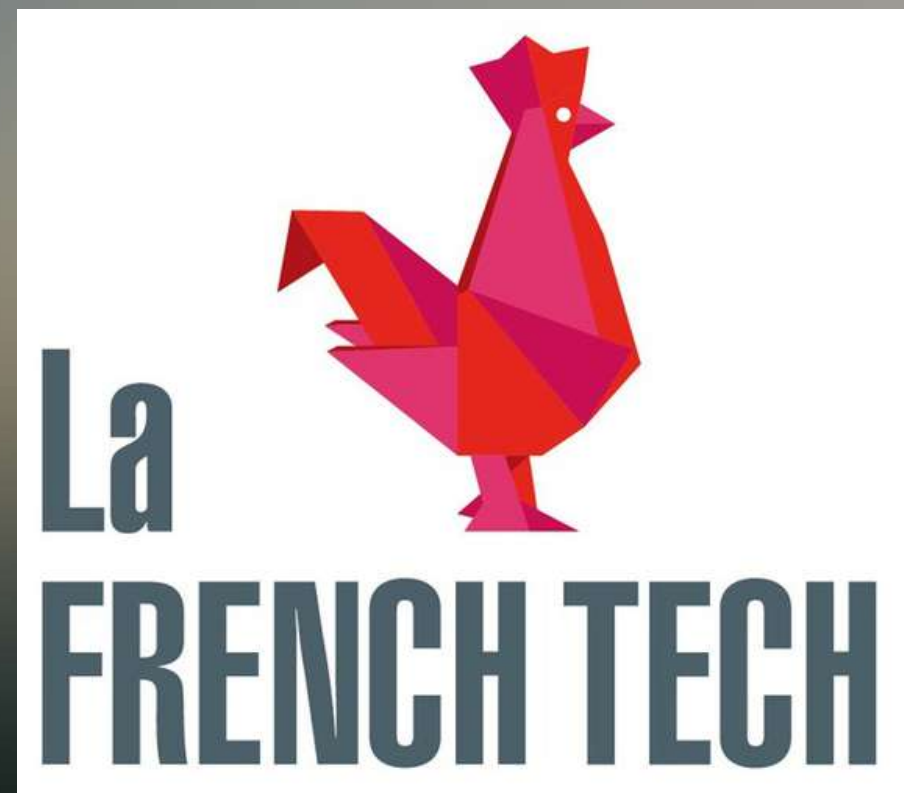


THE SUPPORT OFFER

Green20 Booster



Co-sponsoring a selection of start-ups/SMEs with a key partner : French Tech



20 start-up companies have been selected by French Tech for the positive environmental impact of their solutions, their ability to deploy them on a large scale, as well as their potential to become future international leaders in the key sectors of the ecological transition.

These start-ups benefit from the support of the Mission French Tech, which works closely with the Ministry of Ecological Transition.



MES SERVICES GREENTECH



An innovative marketplace with the "Entrepreneurs for General Interest" label

GOAL(S)

Creating a platform for public purchasers, investors, greentech start-ups and SMEs, in order to :

- Help startups/SMEs to access public procurement.
- Help local authorities to access green solutions.

Platform that allows to find green solutions, investors, public buyers, public actors, public aid for innovation, state aid for the acquisition of solutions and companies in a given field, according to the description of your need



<https://messervices.greentechinnovation.fr/>



OPEN INNOVATION

Events to stimulate open innovation

Over the year, the Ecolab organises a variety of events for the different stakeholders in greentech in order to encourage open innovation.

INSTANCES

Pitch Sessions

Greentech Innovation emerges as a trusted third party for investors

Hackathon RenovAction

The solutions hackathon to accelerate energy renovation

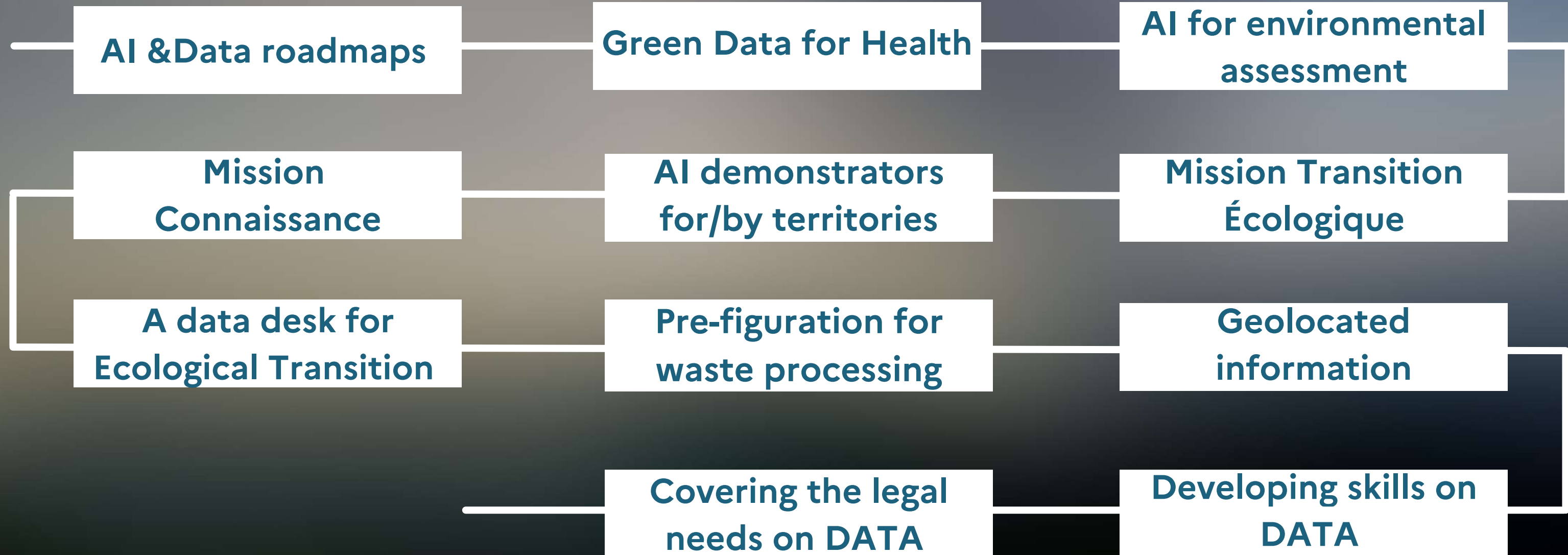
Datasessions

Demystifying the use of data and better understand its challenges



DATA/AI

Projects & areas of expertise



DATA STRATEGY FOR THE ECOLOGICAL TRANSITION

Roadmap for data, algorithms and source code

CONTEXT

We are experiencing a digital transformation characterised by an abundance of data and increasingly sophisticated technologies.

GOAL(S)

- Improve the production and use of public data for the ecological transition.
- Create and mobilise quality data.
- Involve all those who use or produce data within the central administration.

ISSUES

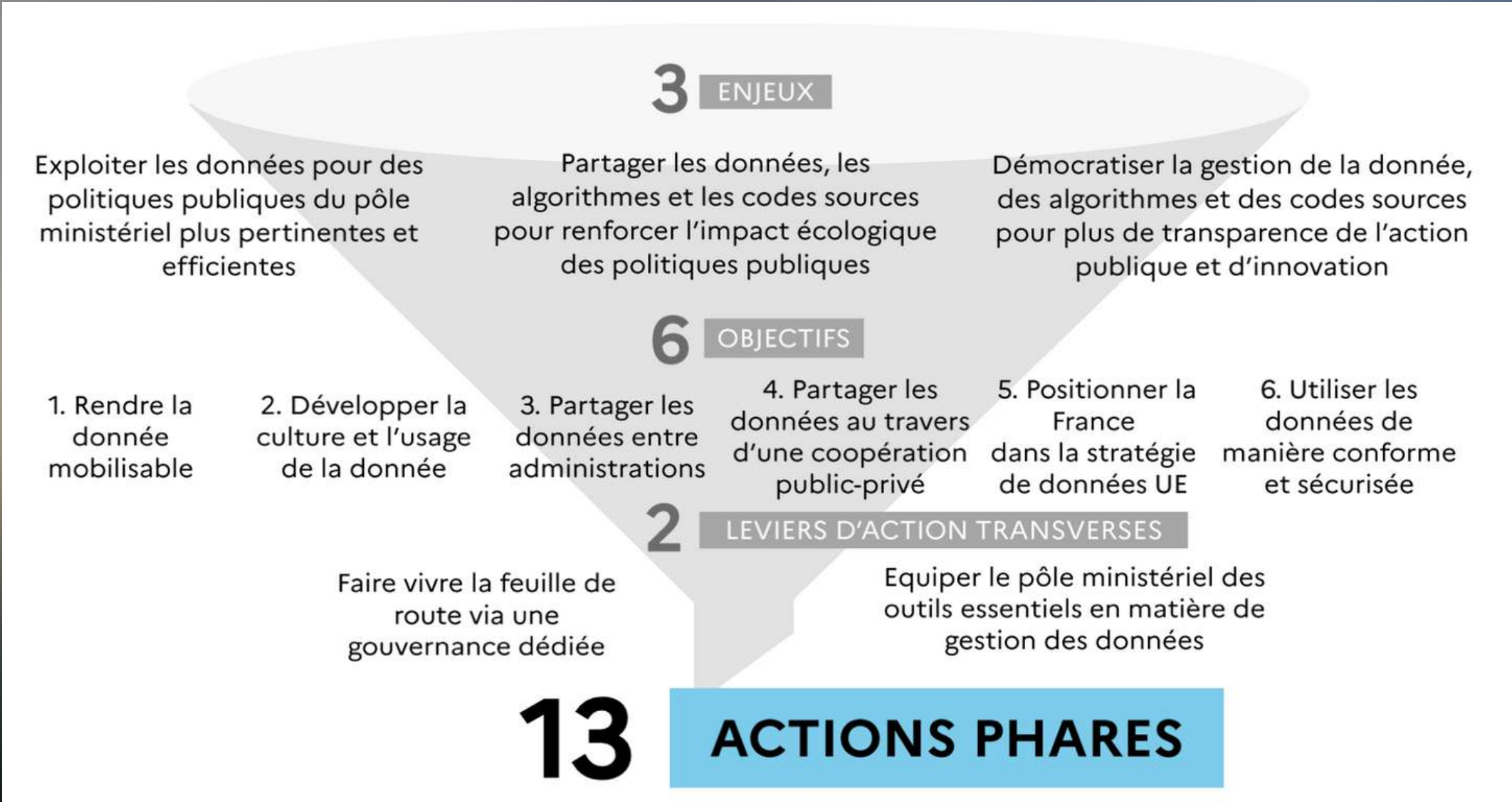
- Increasing the effectiveness and relevance of policies through the use of data
- Amplifying the ecological impact of policies
- Ensuring transparency of public action and innovation

ACTIONS

Selective and evolving, the roadmap proposes 13 actions that concretely address the needs identified by stakeholders.



From objectives to action plan



STRATEGY ON ARTIFICIAL INTELLIGENCE FOR THE ECOLOGICAL TRANSITION

Artificial intelligence and ecological transition roadmap

CONTEXT

AI is part of our daily lives, as its field of application is so broad. Despite its limitations, it offers great possibilities for the ecological transition.

GOAL(S)

- Generalising the use of AI for the ecological transition
- Increasing AI-related skills
- Adopting an ethical charter
- Setting up an AI governance

STAKES

- Defining priorities for the implementation of artificial intelligence
- Defining priorities for the implementation of tools required by the departmental cluster

ACTIONS

Selective and evolving, the roadmap proposes 5 key commitments around the themes: data base, enterprises, territories, legal and ethics.



Strategic areas

Axe 1: disposer de données de qualité pour accélérer la transition écologique

Axe 2 : soutenir les écosystèmes innovants en IA dans le secteur privé et dans les territoires

Axe 3 : transformer le pilotage de la transition écologique par l'IA

Axe 6 : déployer un socle technologique

Axe 7 : monter en compétence en IA

Axe 8 : se doter d'une charte éthique

Axe 9 : mettre en place une gouvernance de l'IA

Axe 4 : caractériser l'IA

Axe 5 : mobiliser des financements



COMMON DATA SPACES

GD4H - Green Data for Health

CONTEXT

One of the Health-Environment objectives is to cross-reference environmental data with health data in order to produce knowledge on the impact of environmental factors on health.

GOAL(S)

- To enable better mobilisation and valorisation of environmental data applied to health-environment by research and expertise actors.
- To respond to the need for better traceability, accessibility and quality of environmental data.

ISSUES

Improving the synergy between actors of the environmental health ecosystem, producers and consumers of environmental data.

ACTIONS

A service offer based on 3 axes: a catalogue listing 114 relevant and useful environmental data issues for use in health-environment and benefiting from a search engine / the animation of the community of producers, experts and researchers / a legal support module.



Overview of the platform

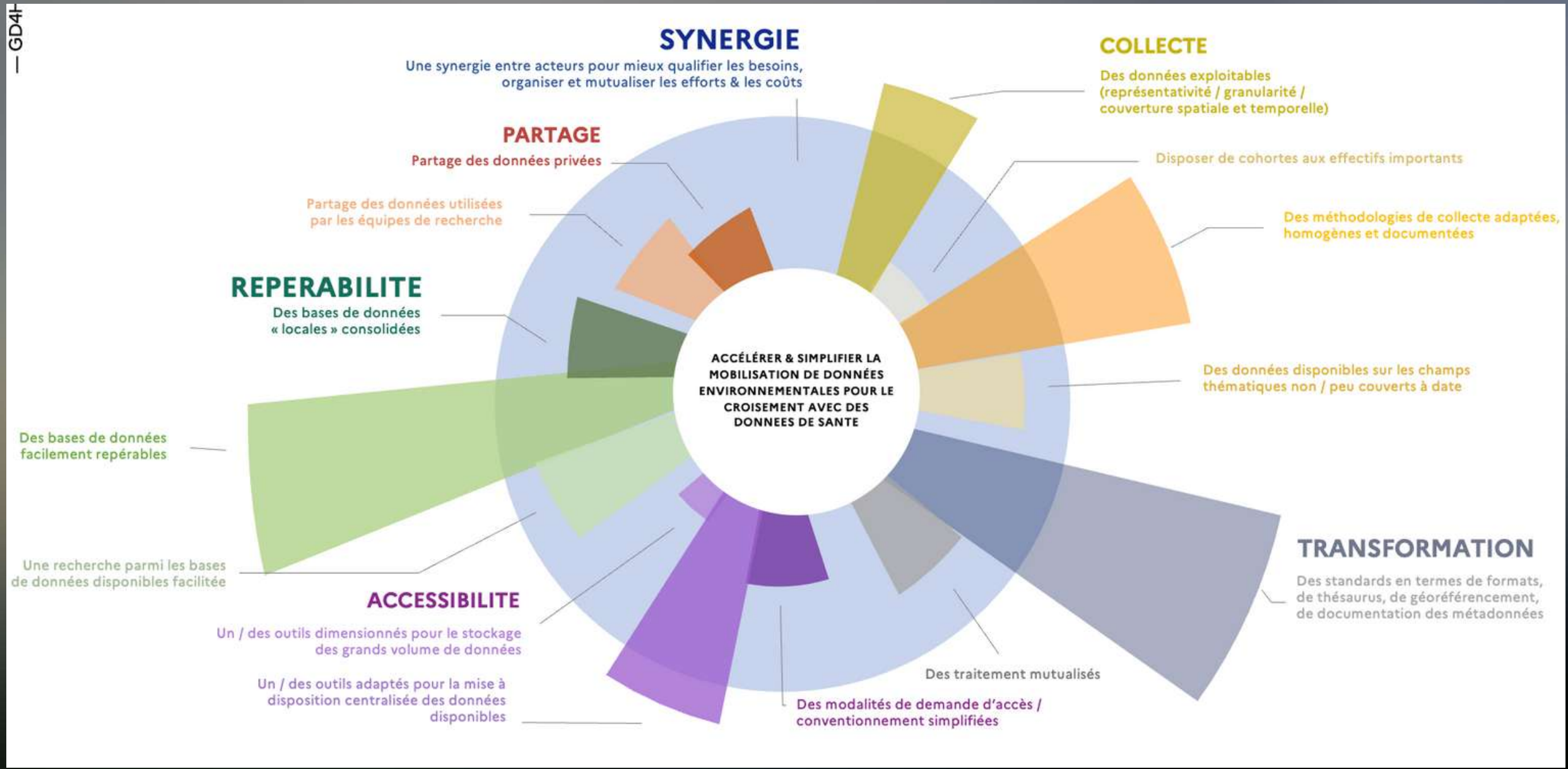
This screenshot shows the search results for 'Jeux de données'. The page features a search bar at the top with the text 'Jeux de données' and a search icon. Below the search bar, there are several filters on the left side, including 'Titres', 'Type', 'Date', 'Pays', 'Nom et logo', 'Secteur d'activité', 'Catégorie de secteur d'activité', 'Catégorie d'activité', 'Legal', 'Descriptif', 'Pays de base', 'Type de base', 'Adressaires', 'Titulaire', 'Consultable', 'Type', 'Forme des données (SCHEMA)', 'Domaine de référence des données', 'Mots-clés', 'Télégraphique', 'EIP', 'Domaine public', 'Type de données', 'Cours de la donnée', and 'Niveau de détail géographique'. The main content area displays a list of data sets, with the first one titled 'Mesures de bruit dans l'agglomération de Lyon'. Each entry includes a title, a brief description, and a 'Voir plus' button.

This screenshot shows the home page of the Green Data For Health platform. The header includes the logo and the text 'Green Data For Health - Espace commun de données en santé environnement'. Below the header, there is a navigation menu with links for 'Accueil', 'Qui sommes-nous?', 'Catalogue', 'Organisations', 'Juridique', and 'Contact'. The main content area is titled 'Le Green Data For Health' and includes a sub-header 'Faciliter la mobilisation et valorisation, par les acteurs de la recherche et expertise, des données environnementales au service de la santé environnement.' Below this, there are three main sections: 'Catalogue des données environnementales', 'Annuaire des organisations', and 'Offre juridique'. Each section has a brief description and a 'Voir plus' button. At the bottom, there is a 'Vous avez une question?' section with a 'Contact' button.

This screenshot shows the 'L'accompagnement juridique' page. The header is the same as the home page. The main content area is titled 'L'accompagnement juridique' and includes a sub-header 'au service d'un meilleur partage des données environnementales'. Below this, there are three main sections: 'L'analyse autonome', 'La ressource', and 'Vous avez une question?'. Each section has a brief description and a 'Voir plus' button. At the bottom, there is a 'Vous avez une question?' section with a 'Contact' button.



Identified needs



COMMON DATA SPACES

Pre-figuration for waste processing and valorisation

CONTEXT

The European data strategy aims to structure common data spaces, according to sectoral entries (e.g. the "waste" sector), by gathering public and private data, aiming for interoperability.

GOAL(S)

- Stimulating the sharing of data on the waste sector between different actors.
- Making public policies and waste sector objectives converge.

ISSUES

- Bio-waste is a priority for the State and the CSF.
- Obligation to sort at source / selective collection and recovery of bio-waste from the end of 2023 (AGEC law)
- Multi-actor sector with a significant chain value
- Need to modernise and boost this sector.

ACTIONS

The definition of use cases is underway by the working group (MTE, CSF and DGE).



USE CASE - IA FOR ENVIRONMENTAL ASSESSMENT

AI tool for environmental authorities

CONTEXT

Environmental authority's auditors find it difficult to analyse project files subject to environmental assessment. The task is complex because of the demanding deadlines, the size of the files and appendices and the lack of HR resources.

GOAL(S)

Helping auditors to review files, using ergonomic tools and language processing by AI.

ISSUES

- Several platforms are already collecting project files and opinions
- Possible extension with a "reader"
- Ensure quality of internet connections.

ACTIONS

- Facilitating the reading of files via PDF manipulation tools.
- Using advanced search functionalities for each of the files



KNOWLEDGE AS A SUPPORT FOR PUBLIC POLICY

Mission Connaissance

CONTEXT

Knowledge is recognised as strategic in support of ecological transition policies in the territories.

GOAL(S)

- Ensuring a 360° management of the transformation of knowledge, by federating ecosystems.
- Providing each decentralised State department and each local authority with tools to territorialise priority policies (the P.A.R.C. : Plan, Accelerate, React, Target)

ISSUES

- Strategic project related to the data roadmap
- Demonstrated added value for public policies and ecosystems

ACTIONS

- Creation of regional thematic clusters with a national vocation: 3 initial experiments (energy renovation of buildings, renewable energies and soil artificialisation).
- Service offer (impact measurement, simulation, methodology...).



KNOWLEDGE TO SUPPORT PUBLIC POLICY

Mission Connaissance

PLANNING: Identifying energy renovation potential and fuel poverty

ACCELERATING: Identifying barriers (especially economic ones) and good practices (such as comparing territories)

REACTING: Continuously monitoring energy renovation targets

TARGETTING: Reconciling public policies



IA DEMONSTRATORS FOR/BY TERRITORIES

AI demonstrators in the territories

CONTEXT

The 2nd stage of the National Artificial Intelligence Strategy aims to place France in promising AI segments and to bring out the champions of tomorrow.

GOAL(S)

Supporting the creation of a supply of frugal AI technologies in the territories through demonstrators, serving the objectives of ecological transition, decarbonisation and energy transition.

ISSUES

- Accelerating the rise of projects involving companies, territories and the State, using AI to improve territorial management services (mobility, energy, buildings...)
- Accelerating the development of AI in the French economy.

ACTIONS

A call for proposals linked to the "intelligent territory" approach will be launched in 2022.



PUBLIC INNOVATION AND INTRAPRENEURSHIP

Mission Transition Écologique

CONTEXT

80% of SME and SMI managers are aware of the climate emergency but only 13% say they will be able to reduce their carbon emissions "significantly" in the next 5 years, with half of them citing a lack of financial resources as the main reason. Although the number of financing mechanisms for VSEs, SMEs and SMIs has increased in recent years to help them finance their ecological and energy transition projects, public ecological aid remains unknown to companies, with complex mechanisms that are scattered among the websites of different operators.

GOAL(S)

Mission Transition Écologique, a smart and accurate search engine for public ecological aid for companies and economic development players, brings together in a single entry point the financing of the French Public Bank for Investments (Bpifrance), the ADEME, the Regions and even European or specific aid. All of this with the possibility of being called back by an advisor from the House of Trade and Industry, when research is not enough.



PUBLIC INNOVATION AND INTRAPRENEURSHIP

Mission Transition Écologique

ISSUES

- Motivating companies to initiate (or scale up) their ecological transition.
- Simplifying and enhancing access to the public green aid offer for end-users.
- Offering a public service co-constructed by the administration in line with end-users' needs.

ACTIONS

The search engine gives access to multiple financing options and offers the possibility to be called back by an advisor.



FUNDAMENTAL TOOLS

A data desk for Ecological Transition and Territorial Cohesion

CONTEXT

Data is a strategic tool: its use and development are part of the ministerial cluster's data roadmaps.

GOAL(S)

- Improving access to ecological transition and territorial cohesion data
- Facilitating the discovery of, and access to, data on ecological transition policies
- Build up reliable data catalogues

ISSUES

- Making better use of existing data catalogues
- Encouraging data producers to build catalogues
- Improving the quality of the metadata used

ACTIONS

The guichet provides a single point of access to data, using existing metadata in different data catalogues



DEVELOPMENT OF GEOLOCATED INFORMATION

National Council for Geolocated Information

CONTEXT

The National Council for Geolocalised Information aims to advise the Government in the field of geolocalised information.

The General Secretariat of the NCGI is provided by the Ministry of Ecological Transition and the GCSD is the national contact point for the INSPIRE directive.

GOAL(S)

Strengthening the strategic role of the NCGI and its advisory role for the government as a facilitator of collective action.

ISSUES

- Ensuring collegial governance of French geolocated information (for sovereignty, ecological transition, competitiveness, etc.).
- Designing national standards and reference systems.

ACTIONS

- Establishment of a governance mechanism for the National Address Database (NAD).
- Launch of a working group on the definition of a building reference system.
- Coordination between the territories and the CNIG correspondents in the regions.



DEVELOPING SKILLS ON DATA

Knowing how to collectively make the best use of data for the ecological transition

CONTEXT

Making better use of data for the benefit of the general interest, protecting sensitive data and encouraging innovation through data are some of the issues at stake in a public policy on data that has become strategic for administrations.

GOAL(S)

By proposing actions ranging from acculturation to cutting-edge expertise, the aim is to equip the ministerial pole to respond to all the strategic, operational and technical challenges of data.



DEVELOPING SKILLS ON DATA

Knowing how to collectively make the best use of data for the ecological transition

ISSUES

- Being effective in a context of huge diversity of existing skills and needs
- Being part of the efforts to increase digital skills (articulating well the training courses)
- Being part of an inter-ministerial and inter-public service context (the needs are widely shared)

ACTIONS

- Initial training: what curriculum on data in public service schools?
- Continuing training: strengthening and diversifying the range of support and courses
- HR policy: recruiting and managing the careers of data specialists



COVERING THE LEGAL NEEDS ON DATA

Build a quality legal support on data within the ministerial pole

CONTEXT

As public policy on data is strengthened, its variety and legal complexity are increasing for project developers.

GOALS

Cover current and future needs in terms of legal support on data for ministerial departments and operators.

CHALLENGES

- Tensions on staffing
- Dissemination and misidentification of existing skills
- Need for forward thinking
- Navigating a context between ministers and public services

ACTIONS

Workshops to map the existing situation and define scenarios.



OUR COMMUNICATION CHANNELS



Website : <https://bit.ly/3x9SJVg>



LinkedIn : <https://bit.ly/3DMt5ra>



Instagram : <https://bit.ly/3JijWYq>



Twitter : <https://bit.ly/3KkY6ow>



Youtube : <https://bit.ly/3v2Don9>



Podcast : <https://bit.ly/3M3EAh5>

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