



**MINISTÈRES  
TRANSITION ÉCOLOGIQUE  
AMÉNAGEMENT DU TERRITOIRE  
TRANSPORTS  
VILLE ET LOGEMENT**

*Liberté  
Égalité  
Fraternité*



## **Call for Expressions of Interest (CEI)**

### **“Greentech Innovation”**

**EU**

**Promotion 2026**

**Regulations**

**The Call for Expressions of Interest is open from Monday, November 24, 2025, to Monday, January 19, 2026, at 11:59 p.m.**

**This CEI is open to solutions led by start-ups and SMEs, according to the definition of the European Union.**

**The Call for Expression of interest (hereafter “CEI”) will be renewed on an annual basis.**

Applications may be submitted throughout the period during which the CEI is open. They will be examined at the end of the period.

---

Call for Expressions of Interest “Greentech Innovation” led by the French Ministry of Ecological Transition, Biodiversity, and International Negotiations on Climate and Nature

## A. PRESENTATION OF THE CEI

### 1. General context

The ecological transition has created tremendous potential for innovation and growth of our economies and societies. The aim of the Greentech Innovation award is to reach the most of this potential in order to accelerate the implementation of public policies for ecological transition.

The “Greentech Innovation” award, presented by the French Ministry for Ecological Transition, Biodiversity, and International Climate and Nature Negotiations, has highlighted 318 innovative solutions developed by start-ups and SMEs, 297 of which are currently on the market.

In view of the remarkable success of these winners and the need for international cooperation, the Ministry has decided to open this Call for Expressions of Interest to **European start-ups and SMEs**.

### 2. Purpose of the Call for Expressions of Interest (CEI)

The annual “Greentech Innovation” award selects 25 to 30 solutions developed by start-ups and SMEs based on **ambitious, innovative, and sustainable processes, products, or services (or a combination thereof)**.

Innovative solutions can be **high-tech, low-tech, technological or non-technological** (service-based solutions can aim to change practices, control consumption, raise awareness/mobilize action, provide organizational tools, aid decision-making, etc.). All innovative solutions should incorporate, as far as possible, a goal of sobriety, i.e., reducing energy and material requirements and impacts (carbon, biodiversity, etc.) at source.

With their solutions, candidate companies should contribute to the successful implementation of public policies for ecological transition (the programme notably aims to support the ambitions and goals of the European Green Deal) and contribute to reducing the environmental impact of human activities.

The Greentech Innovation CEI selects solutions whose innovation falls within one of the following 12 key sectors of the ecological transition:

- Sustainable food and farming
  - Sustainable buildings and cities
  - Decarbonizing industry
  - Water, biodiversity and biomimicry
  - Circular economy
  - Renewable and low-carbon energy
  - Maritime innovation and marine ecosystems
  - Sustainable mobility
  - Prevention of anthropogenic risks
  - Environmental health – One health

---

Call for Expressions of Interest “Greentech Innovation” led by the French Ministry of Ecological Transition, Biodiversity, and International Negotiations on Climate and Nature

- Green IT <sup>1</sup>
- Sustainable finance & CSR.

In light of the priorities of public policies on ecological transition, this call for expressions of interest is particularly seeking innovative and sustainable solutions relating to the following themes or technologies:

- The uses of biomass as a material,
- Alternatives to synthetic nitrogen fertilizers,
- The development of smart, connected, energy-efficient, and even energy-autonomous agricultural equipment,
- Innovative or technological solutions for agroecological transition, health performance, and animal welfare,
- Reducing and, preferably, replacing inputs, synthetic fertilizers, and fossil fuels; reducing water use; preserving biodiversity; protecting against climate and health hazards and organisms harmful to plants or animals; preserving and enhancing soil quality, etc.,
- The development of innovative solutions or methods based on nature and natural mechanisms, natural or bio-based products to reduce the use of fossil or synthetic inputs,
- Enhancing the diversity of genetic resources through improved genetic and varietal selection and the selection of heterogeneous populations, aiming for optimized combinations that provide multi-performance and resilience to bio-aggressors and contribute to the diversification of crops and production, with positive effects on biodiversity,
- The development of healthier, more sustainable foods that meet consumer expectations in terms of consumption patterns, nutritional quality, taste, and naturalness. In particular, this involves targeting the market for plant proteins and foods derived from new protein sources, for which fermentation techniques in particular have a crucial role to play in production and preservation,
- The development of innovative processes using new technologies for food traceability, quality, and safety, adapted to the production chains of the agri-food industry, logistics channels, and the demand for flexibility and personalization of food, while limiting environmental impacts, in order to achieve the digital transition, increase competitiveness, and reduce dependence on imports,
- Issues relating to the food safety of packaging and food containers used for cooking, reheating, and serving in collective catering services, in a context of rapidly changing regulatory requirements and growing consumer expectations, the development of smart packaging with low environmental impact in the agri-food industry,
- New tools designed to guide the various players in the food chain towards more virtuous behaviour and to improve traceability and transparency of consumer information, based on advanced nutritional information systems and new methods for assessing product sustainability,

---

<sup>1</sup> \* Green IT refers to innovations that specifically aim to reduce the ecological footprint of information and communication technologies. Those that use digital technology, even low-impact technology, as a lever have to fit in another key sector.

---

- The circular economy, through the fight against food waste and the recovery of food production by-products,
- The decarbonization of buildings,
- The accessibility of buildings,
- Alternatives to traditional building materials, which are generally high emitters (including low-carbon cements),
- Better recycling of building materials, particularly cement and glass,
- Adaptation to high temperatures in buildings,
- Prevention of shrinkage and swelling of clay soils in single-family homes,
- Energy renovation and rehabilitation of buildings,
- Support for controlling household energy consumption and optimizing energy use within households,
- The use of inert anodes for aluminium production,
- Steel production by direct electrolysis of iron ore,
- CO2 capture technologies,
- Industrial net carbon absorption technologies,
- Recovery and use of waste heat from industrial sites,
- Process optimization,
- Preserving and restoring the functionality of environments, including soils, developing nature-based solutions, innovating in land use practices,
- Implementing the “avoid - reduce - compensate” sequence, particularly as applied to ordinary biodiversity,
- Techniques for avoiding impacts (bird/wind turbine collisions, prevention of noise from offshore wind farm construction sites, etc.) - measure 5.3 of the French National Biodiversity Strategy,
- Innovative nature-based land use and management practices,
- Ecosystem restoration,
- Tools and methods to promote sobriety with a view to preservation, resilience, environmental restoration, and resource conservation,
- Water conservation and integrated water management, including the reuse of unconventional water,
- Eco-designed biomimicry solutions,
- Environmental metrology for observation, monitoring, and assessment of environments,
- Machinery for working in sensitive natural environments,
- Reducing the use of single-use plastics, particularly packaging (reuse, reduction, substitution),
- Reusing and recycling materials, equipment, and spare parts, and more generally, all solutions that extend the life of products placed on the market,
- Sorting at source and recovering bio-waste,
- Sorting and producing new raw materials from waste, particularly waste that is not currently recycled, or that is recycled in small quantities, or for higher value-added

---

Call for Expressions of Interest “Greentech Innovation” led by the French Ministry of Ecological Transition, Biodiversity, and International Negotiations on Climate and Nature

applications,

- Preservation-oriented collection, particularly for products with high residual value at the end of their initial period of use,
- Recovery of micro- and macro-plastics,
- Production of hydrogen by electrolysis,
- Tools for optimizing energy consumption,
- Geothermal energy,
- Heat pumps,
- Energy storage,
- Solar thermal energy,
- The deployment of photovoltaics on specific surfaces (agri-photovoltaics, large linear structures, parking lots, roofs, etc.),
- Marine renewable energies (wind, tidal, thermal, osmotic, wave power, etc.),
- Citizen science, raising awareness among the general public and sea users about the ecological challenges facing the ocean,
- Reducing pollution and waste in the oceans (chemicals, plastics, etc.), both preventively and correctively (collection systems),
- Combating the destruction of marine habitats and ecosystems,
- Reducing the impact of human activities (GHG, noise, collisions, etc.) on the marine environment, particularly on marine species, during deployment (noise) and exploitation (birds, mammals, fish),
- Oceanic bioprospecting,
- Exploration of the deep sea and acquisition of knowledge about these environments,
- Coastal and maritime development for sustainable human activities,
- Adaptation to climate change in coastal areas,
- Solutions for decarbonizing passenger and freight transport in general, across all modes,
- Solutions for decarbonizing the construction, operation, and maintenance of transport infrastructure,
- Optimizing existing travel by increasing load factors (number of passengers, freight volumes) and reducing demand (optimizing travel in terms of number and distance),
- Optimizing logistics operations (routes, loading, etc.),
- Innovative vehicles, particularly lightweight ones with low impact (GHG emissions, noise pollution, raw material consumption, etc.),
- Cost-effective electric retrofit solutions for vehicles,
- The development of electric vehicles and the entire industrial sector (including electric batteries), with a view to controlling supply chains and recycling loops,
- Charging infrastructure for electric vehicles, particularly fast charging stations for heavy goods vehicles, their use for grid balancing, and the development of user information services on their location and availability,
- Carbon-free hydrogen for new uses and technologies in the field of heavy mobility (air, sea, rail, river, road in the absence of suitable electric alternatives, non-road),

---

Call for Expressions of Interest "Greentech Innovation" led by the French Ministry of Ecological Transition, Biodiversity, and International Negotiations on Climate and Nature

- Synthetic gases and fuels to be produced in bulk for air and maritime transport, or derived from biomass for limited use,
- Nudges for more decarbonized professional mobility,
- Solutions for calmer driving and intelligent traffic management,
- Knowledge and modelling of hazardous phenomena in industry,
- Early detection of leaks of pollutants or hazardous products,
- Metrology, separation techniques, and methods for destroying PFAS,
- Promoting the prudent use of chemicals by developing affordable, effective alternatives with a favourable risk profile for human health and the environment,
- Promoting the prudent use of chemicals by providing the general public and local authorities with information that will enable them to make informed decisions,
- Reducing the environmental footprint of digital technology, in particular by extending the life of digital equipment (reconditioning, durability of equipment, etc.) and improving the energy and water efficiency of digital infrastructure,
- Digital sobriety and eco-design, particularly with regard to digital services,
- Developing artificial intelligence techniques with the aim of reducing impact,
- The dissemination and promotion of data on non-financial reporting (CSRD directive, SFDR regulation, decree on non-financial reporting by market participants implementing Article 29 of the Law of November 8, 2019 on Energy and Climate, ADEME<sup>2</sup>'s Climate Transparency Hub),
- Tailored training solutions in CSR and sustainable finance,
- Solutions promoting dialogue between corporate stakeholders,
- Development or integration into digital twins,
- Use of satellite data.

## B. SELECTION PROCESS

### 1. Eligibility criteria

This CEI is reserved for **autonomous start-ups and companies that fall within the definition of SMEs**, according to the guidelines of the European Union.<sup>3</sup>

Applicant companies must be **domiciled (headquarters) in the European Union**. *Companies domiciled in France should refer to the French "Appel à Manifestation d'Intérêt "Greentech Innovation" 2026.*

Solutions that do not fall within one of the **12 key sectors** of the ecological transition identified in the Call for Expressions of Interest will not be considered.

Applicant companies must have reached at least the "**minimum viable product**" (MVP) stage.

---

<sup>2</sup> The French Agency for Ecological Transition

<sup>3</sup> Art. 2 rec. com. 2003/361/EC: The category of micro, small and medium-sized enterprises (SMEs) consists of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding EUR 50 million or an annual balance sheet total not exceeding EUR 43 million. Autonomous: not owned to an extent of 25% or more of the capital or voting rights by a company or jointly by several companies that do not meet the definition of an SME.

---

Call for Expressions of Interest "Greentech Innovation" led by the French Ministry of Ecological Transition, Biodiversity, and International Negotiations on Climate and Nature

For the purposes of this CEI, a “minimum viable product” is a minimalist but deliverable and functional version of a process, product or service (or combination thereof). It must at least partially meet the initial ambition of the project and the theoretical objective of the finished product. It must demonstrate a technical stability, announce an upcoming version that will address its shortcomings and adds new features. It must be suitable for testing in real-world situations through technical and user testing. It may or may not already be on the market. The demonstration of the minimum viable product may be based on criteria such as: solution deployment date, number of customer tests performed, number of customers using the solution, user quality feedback, etc.

The **application must be submitted via the on-line platform <https://demarche.numerique.gouv.fr>** within the deadlines specified in this document and must be complete.

The application file for the 2026 European Union “Greentech Innovation” Call for Expressions of Interest (CEI) will be **considered complete with the following items:**

- All fields in the on-line platform <https://demarche.numerique.gouv.fr> completed in full (except optional questions).
- 2 mandatory attachments:
  - The latest certified balance sheet and income statement (unless the company was created too recently),
  - An image file of the company logo (*this logo may be used by Ecolab for communication purposes relating to the CEI if the solution is declared the winner*)
- 3 additional attachments may be submitted:
  - Any documents describing the environmental impact of the solution,
  - Any documents describing the development status of the solution (current situation),
  - Any documents describing the prospects for the solution's development and deployment (projections).

An answer is expected for each question (except optional questions). If an applicant company considers that the answer to a question is provided in an attachment, it must indicate the page or slide number where the answer can be found. Otherwise, the question will be considered unanswered and the application will not be accepted.

The figures presented in the application file must be justified and/or sourced (links, references to attachments, etc.).

Attachments must be provided in LibreOffice (odf/odt, calc, etc.), Microsoft (Word, Excel, PowerPoint), or Adobe (pdf) format.

All attachments (maximum total size: 200 MB) must be submitted in a single compressed .zip file. Video files can only be provided via a URL link within a response to the form on the on-line platform <https://demarche.numerique.gouv.fr>; videos as attachments are not accepted.

Companies that have applied to a previous “Greentech Innovation” call for expressions of interest may apply again without any limit on the number of applications.

---

Call for Expressions of Interest “Greentech Innovation” led by the French Ministry of Ecological Transition, Biodiversity, and International Negotiations on Climate and Nature

The contents of the application files are known only to members of the administration and juries participating in the selection process for the “Greentech Innovation” call for expressions of interest; they undertake to respect their confidentiality.

## **2. Selection process**

Once eligibility has been verified, the solutions are ranked in order of interest for the pre-selection of companies to be interviewed by the services of the Ministry's Spatial Planning and Ecological Transition Division.

The final selection is made on the basis of the assessment of expert juries by key sector, drawn from various ministerial departments, state operators, and qualified individuals, following an interview with the company behind the preselected innovative solution.

The hearings are conducted as follows: a 10-minute presentation by the company behind the innovative solution, followed by questions from the panel. The company has 10 minutes to respond.

## **3. Pre-selection and selection criteria**

Eligible solutions are analysed according to following non-hierarchical criteria:

- Maturity of the solution
- Adequacy of the solution in line with public policies on ecological transition and their priorities
- Potential contribution of the solution to ecological transition
- Eco-design approach of the solution
- Innovative nature of the solution
- Economic and value creation potential of the solution
- Adequacy of the solution for the market
- Capacity of the company to develop the solution.

## **C. SUPPORT**

### **1. Support content**

As part of the Greentech Innovation initiative, the winning companies receive support from the Ecolab of the Ministry of Ecological Transition, Biodiversity, and International Negotiations on Climate and Nature, as follows:

- *Visibility booster*: news shared on various channels (social media, newsletter), use of the “Greentech Innovation” logo for communication purposes, listing in the Greentech Innovation program directory, visibility at events, etc.
- *Sales and networking booster*: participation in pitches to investors, multiple business meetings (themed, regional, or general)
- *Digital booster*: provision of online resources (market studies, press contact database, etc.)
- *Public procurement booster*: participation in major events related to public procurement, information on the specificities of public procurement for innovation,

---

Call for Expressions of Interest “Greentech Innovation” led by the French Ministry of Ecological Transition, Biodiversity, and International Negotiations on Climate and Nature

etc.

Companies distinguished “Greentech Innovation” have the opportunity to occupy offices in one of the two Greentech living labs located in France in Saint Mandé (department 94 in France) and Orléans (department 45 in France), which also bring them closer to local authorities to stimulate their ability to adapt to the expectations of sustainable public procurement.

This CEI does not come with any financial support.

## 2. Duration of support and conditions

The winning companies will receive priority support under the program for a period of one year. They will continue to benefit from the “Greentech Innovation” distinction and to receive support under the program as long as they meet the eligibility and selection criteria set out in these rules.

The winning companies are expected to:

- display the Greentech Innovation **logo** in their communication materials
- respond to **requests** from Ecolab within the deadlines specified in those requests (creation and annual updating of the directory listing, satisfaction questionnaires, etc.)
- be present at **events announcing the list of winning solutions** (usually in June)<sup>4</sup>
- be present to exhibit at a stand at **the Greentech Meet'Up** in the year their solution is selected as a winner (usually in October)<sup>4</sup>
- honor **commitments to attend events** to which it is invited and which it has accepted
- relay **Ecolab's communications** as much as possible on any initiative related to Greentech support
- notify Ecolab as soon as possible in the event of a **significant change** to the solution, takeover, or liquidation of the company. In the event of a takeover, communicate the name of the acquiring company.
- **Withdrawal** of the “Greentech Innovation” distinction may be decided **unilaterally** in the event of non-compliance with these commitments.

Winning the "Greentech innovation" award does not guarantee that the solution will be marketed in France if it does not meet French market standards.

## D. CALENDAR

Time period	Phase of the 2026 CEI
From November 24, 2025, to January 19, 2026 (11:59 p.m.)	Submission of applications
From April 13, 2026, to April 24, 2026 (indicative dates)	Hearing by a panel of experts (depending on the key sector) for preselected applications
Mid-June 2026 (indicative period)	Announcement of the list of winning solutions

<sup>4</sup> unless there is a compelling, justified reason, announced as early as possible

---

Call for Expressions of Interest “Greentech Innovation” led by the French Ministry of Ecological Transition, Biodiversity, and International Negotiations on Climate and Nature

## **E. SUBMISSION OF APPLICATIONS AND INFORMATION ABOUT THE CEI**

These regulations, additional information on the 2026 Greentech Innovation Call for Expressions of Interest, and links to apply on the on-line platform <https://demarche.numerique.gouv.fr> (from November 24, 2025, to January 19, 2026) are available at the following address:

<https://greentechinnovation.fr/en/the-call-for-expressions-of-interest-greentech-innovation/>

<p><b>EMAIL CONTACT FOR THE GREENTECH INNOVATION TEAM AT ECOLAB</b></p>
---

<p><a href="mailto:greentechinnovation@developpement-durable.gouv.fr">greentechinnovation@developpement-durable.gouv.fr</a></p>
---

---

Call for Expressions of Interest “Greentech Innovation” led by the French Ministry of Ecological Transition, Biodiversity, and International Negotiations on Climate and Nature