



**MINISTÈRE  
DE LA TRANSITION  
ÉCOLOGIQUE,  
DE L'ÉNERGIE, DU CLIMAT  
ET DE LA PRÉVENTION  
DES RISQUES**

*Liberté  
Égalité  
Fraternité*



## **Call for Expressions of Interest (CEI) "Greentech Innovation"**

**The call for expressions of interest (hereafter "CEI") is open from 9  
December 2024 to 13 January 2025 at 16:00.**

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

**The 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.

## A. PRESENTATION OF THE CEI

### 1. General context

The onset of two major revolutions, the digital revolution and the ecological transition, has created tremendous potential for the innovation and growth of our societies. The aim of the Greentech Innovation programme is to utilise this potential for innovation to accelerate the implementation of public policies in the service of the ecological transition.

The Greentech Innovation programme of the French Ministry for Ecological Transition, Energy, Climate and Risk Prevention has so far selected 290 innovative, high-potential projects from France.

In view of the remarkable success of these winners and the need for international cooperation, the French Ministry for Ecological Transition, Energy, Climate and Risk Prevention has decided to open this Call for Expressions of Interest to **European startups and SMEs**.

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

The initiative aims to select innovative projects developed by European **start-ups and SMEs** based on **ambitious, innovative and sustainable** technologies, services, methodologies, or industrial solutions.

**With their projects, companies should contribute to the implementation of ecological transition policies** (the programme notably aims to support the ambitions and goals of the [European Green Deal](#)) and make a significant contribution to reducing the environmental impact of human activities. In addition, these projects should contribute to industrial and economic development.

The CEI selects the companies whose project falls within one of the **following key sectors** of the ecological transition:

- Sustainable food and farming
- Sustainable buildings and cities
- Decarbonising industry
- Water, biodiversity and biomimicry
- Circular economy
- Renewable and low-carbon energy
- Maritime innovation and marine ecosystems
- Sustainable mobility
- Risk prevention
- Environmental health – One health
- Green IT <sup>1</sup>
- Sustainable finance & CSR

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<sup>1</sup> Green IT refers to innovations that aim to reduce the ecological footprint of information and communication technologies, rather than those that aim to use digital technology as a lever for the ecological transition.

With regard to the public policy priorities of the ecological transition, the CEI is particularly aimed at projects relating to the following issues:

- digital twins,
- artificial intelligence,
- satellite data,
- hydrogen,
- reducing the environmental footprint of digital technology,
- digital sobriety and eco-design,
- Reducing the use of single-use plastics, particularly packaging (re-use, reduction, substitution),
- the re-use of materials, solutions for extending the lifespan of products on the market,
- recycling at the source and recycling bio-waste,
- sorting and producing new raw materials from waste, particularly waste that is not currently recycled, or is recycled in small quantities, or for higher added-value applications,
- collection of e-waste,
- recovery of micro- and macro-plastics,
- decarbonising buildings,
- alternatives to traditional building materials, which generally emit large quantities of carbon (for example low-carbon cements),
- better recycling of building materials, particularly cement and glass,
- the use of inert anodes for aluminium production,
- steel production by direct electrolysis of iron ore,
- carbon capture technologies,
- industrial solutions for net carbon absorption,
- alternatives to synthetic nitrogen fertilisers,
- sobriety, i.e. reducing energy requirements at the source, as well as material requirements and impacts (carbon, biodiversity, etc.),
- changing consumption patterns, awareness-raising/mobilisation, organisation, decision-making tools,
- preserving and restoring ecosystem health (including soils), developing nature-based solutions, innovation in landscaping practices,
- implementation of the "avoid - reduce - compensate" sequence, particularly as applied to biodiversity,
- impact-reduction technologies (bird-strikes at wind farms, noise of offshore windfarms, etc.)
- innovative, nature-based environmental planning and management practices,
- tools and methods to encourage sobriety with a focus on preserving and restoring ecosystems, and saving resources,
- ecosystem restoration

- tools and methods to encourage sobriety with a view to preservation, resilience, restoring ecosystems and conserving resources
- integrated water management, including the use of unconventional water sources,
- eco-designed biomimicry solutions,
- environmental metrology for observing, monitoring and assessing ecosystems,
- machinery for working in sensitive natural environments,
- participatory science, raising public awareness of the ecological challenges facing the oceans,
- Reducing pollution and discharges into 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 (greenhouse gases, noise, collisions, etc.) on the environment, particularly on marine species (birds, mammals, fish, etc.),
- Ocean energy (tidal, thermal, osmotic, wave, etc.),
- Climate adaptation in coastal regions,
- bioprospecting in oceans,
- data dissemination/enhancement, extra-financial reporting
- personalised CSR and sustainable finance training solutions
- solutions promoting dialogue between company stakeholders
- hydrogen, and in particular industrial projects (decarbonisation of industrial processes), and new uses in heavy mobility,
- tools for optimising energy consumption,
- geothermal energy,
- heat pumps,
- energy storage,
- solar thermal energy,
- the production of hydrogen by electrolysis,
- deploying PV on specific surfaces (agriPV, large linear areas, car parks, roofs, etc.),
- gases and fuels produced synthetically or from biomass with limited competition for use,
- recharging infrastructure for electric vehicles,
- the development of electric vehicles,
- Optimising existing transport operations by increasing the load factor (number of passengers, freight volumes) and reducing demand (optimising journeys in terms of number and distance).
- Proposing innovative vehicles, particularly light vehicles, with low impact (greenhouse gas emissions, noise pollution, consumption of raw materials, etc.);

- Proposing solutions to decarbonise mobility and freight in the various modes of transport
- Proposing solutions to decarbonise the construction, operation and maintenance of transport infrastructures
- reducing exposure and risks (particularly from chemical and physical agents) for humans and biodiversity
- helping to adapt to global environmental change
- helping to reduce socio-spatial inequalities in terms of environment-related health risks (human, animal, biodiversity)
- contributing to the ability of stakeholders (civil society, economic players, local authorities, etc.) to make informed decisions on environmental risk factors that may affect human health
- reducing the use of chemicals and exposure to products that are hazardous to human health, the environment and animal health, as part of a "one health' approach"
- the development of intelligent, connected farming equipment that is energy-efficient or even self-sufficient,
- technological solutions for the agro-ecological transition, health performance and animal welfare,
- reducing and preferably using alternatives to inputs, synthetic fertilisers and fossil fuels, reducing water use, preserving biodiversity, protecting against climatic and health hazards and organisms harmful to plants or animals, preserving and enhancing soil, etc.,
- the development of innovative solutions or methods based on nature and natural mechanisms, products of natural origin or bio-sourced products to reduce the use of fossil or synthetic inputs,
- making the most of the diversity of genetic resources through improved genetic and varietal selection and the selection of heterogeneous populations, aiming for optimised combinations that provide multi-performance and resilience to bio-aggressors and contribute to crop and production diversification, with positive effects on biodiversity,
- developing healthier, more sustainable food that meets consumer expectations in terms of consumption patterns, nutritional quality, taste and naturalness. In particular, this involves addressing the market for food derived from new sources of protein, with a focus on fermentation techniques for preservation,
- the development of innovative processes using new technologies to ensure traceability, quality and food safety, adapted to the food industry's production chains, logistics circuits and the demand for flexibility and personalisation of food, while limiting the environmental impact, in order to advance the digital transition, gain in competitiveness, and reduce dependence on imports,
- food safety issues relating to packaging and food containers for cooking, reheating and serving in catering services, against a backdrop of major changes in regulatory requirements and growing consumer expectations, and the development of intelligent packaging with low environmental impact in the food industry,
- new tools designed to guide the various players in the food production and

consumptions chains towards environmentally virtuous behaviour, and to improve the traceability and transparency of consumer information, based on advanced nutritional information systems and new methods for assessing the sustainability of products,

- Promoting the circular economy by combating food waste and recovering the by-products of food production.

## B. SELECTION PROCESS

### 1. Eligibility criteria

**This CEI is reserved for projects led by start-ups and companies falling within the definition of SMEs, according to the guidelines of the European Union.**<sup>2</sup>

Applicant companies must be domiciled in the European Union.

Applicant companies must have a "**minimum viable product**" (MVP) delivered and operational.

The **application must be submitted on the "Démarches Simplifiées"** platform on time and fulfil all procedural requirements, as laid out in application form.

Projects that do not fall within the thematic scope of the CEI cannot be selected.

### 2. Selection criteria

Eligible projects are subjected to an in-depth analysis of their applications.

Applications are judged on the basis of the following criteria:

- Suitability for public policies on ecological transition
- Environmental potential
- Innovative nature of the solution (high tech, low tech, no tech)
- Economic potential
- Product/market suitability of the solution
- Project maturity
- The company's capacity to develop the project

### 3. Selection process

If all formal requirements are fulfilled, projects are pre-selected by the Ministry and its partners.

The final selection of the winners is made by a panel of experts from various ministerial departments, government operators and experts, following an **interview** with the applicant company.

Interviews take place in the following format: 10 minutes of presentation by the candidate, followed by questions from the jury. The candidate has 10 minutes to answer the questions.

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<sup>2</sup> Art. 2 rec.om. 2003/361/EC: The category of micro, small and medium-sized enterprises (SMEs) consists of independent enterprises which employ **fewer than 250 persons and which have an annual turnover not exceeding 50 million euros** or an annual balance sheet total not exceeding 43 million euros.

## C. SUPPORT

### 1. Support content

As part of the Greentech Innovation initiative, the winners benefit from the following support package:

- *Visibility booster*: news relayed via various channels (social networks, newsletter), use of the Greentech Innovation logo on their communications, listing in the Greentech Innovation yearbook, visibility at round tables, business forums, etc.
- *Sales and networking booster*: participation in pitches to investors, business forums (themed/regional/international).
- *Digital booster*: provision of online resources (market research, press contact database, environmental impact measurement, training, ministerial open data).
- *Public procurement booster*: facilitating access to public procurement contracts (directory for public decision-makers, various tools, etc.), training in public procurement (training and webinars).

This CEI is not accompanied by any financial support.

### 2. Duration of support and conditions

Winners are given priority access to the programme for a period of one year. Winners continue to benefit from the programme as long as their project meets the eligibility and selection criteria set out in these rules.

The winners commit to

- display the Greentech Innovation logo on their communication media: website, kakemono, etc. (non-exhaustive list)
- respond to Ecolab's requests within the deadlines specified in the request: creation and annual update of a document presenting the company, as well as the monitoring form
- be present at the events to announce the winners <sup>3</sup>
- be present to exhibit at "Meet'Up Greentech" in the year of selection <sup>3</sup>
- notify Ecolab in the event of the pivot of the solution, takeover or liquidation of the company
- keep commitments to attend events to which they have been invited

The label may be withdrawn if the above requirements are not met.

Companies are also invited to respond to satisfaction surveys.

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

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<sup>3</sup> Except for compelling reasons

Greentech Innovation Call for Expressions of Interest - French Ministry of Ecological Transition, Energy, Climate and Risk Prevention

## D. SCHEDULE

Periods	CEI phase
From 09/12/2024 to 13/01/2025	Submission of applications
From 07/04/2024 to 11/04/2024 and from 22/04/2025 to 25/04/25 (tbc)	Interview by a panel of experts for shortlisted applications

## E. HOW TO APPLY

The application form can be downloaded from the following address:  
<https://greentechinnovation.fr/the-call-for-expressions-of-interest-greentech-innovation/>

**Applications must be submitted, together with the attachments provided or proposed by the applicant, on the "Démarches Simplifiées" platform at the following link:**

<https://www.demarches-simplifiees.fr/commencer/call-for-expressions-of-interest-greentech-innovation-eu-2024-2025>

### CONTACT

Audrey Boisroux: [audrey.boisroux@developpement-durable.gouv.fr](mailto:audrey.boisroux@developpement-durable.gouv.fr)  
[greentechinnovation@developpement-durable.gouv.fr](mailto:greentechinnovation@developpement-durable.gouv.fr)