



**NEW SHOW:
BLUETEC SEA & COASTLINE BY POLLUTEC
TO BE HELD IN NANTES 30 NOVEMBER - 1 DECEMBER 2022**



Bluetec sea & coastline by Pollutec, the new international annual event for marine and coastal environmental solutions, will be opening its doors in Nantes from 30 November - 1 December.

The event will be held stand-alone in the coastal region in even years, and in Lyon jointly with the Pollutec show in odd years.

In view of the evident interest around the growing challenges in this sector seen at Pollutec 2021 with a dedicated area, **Bluetec sea & coastline** aims to accelerate the ecological transition of the maritime and coastal world with a new dedicated event combining **exhibition space, conferences and debates, business meetings and site visits.**

Bluetec sea & coastline will allow economic, industrial, and the public sector actors, to meet, exchange and identify the best solutions to:

- Reduce their environmental impact
- Prevent and limit the degradation of coastal and marine environments
- Adapt their development with resilience at its core
- Accelerate the ecological and energy transition of maritime activities

➤ Pollutec, événement européen de référence proposant l'offre environnementale la plus large, a choisi de développer un rendez-vous dédié aux solutions pour la mer et la littoral avec l'ambition de consolider une offre dédiée à une économie durable de la mer.

Ce nouvel événement vise à :

- faire émerger une expertise environnementale spécifique qui réponde aux besoins de durabilité des activités économiques et humaines : rivages en mer et sur les territoires littoraux
- favoriser la mutation des activités marines et maritimes vers plus de durabilité

LA MER ET LE LITTORAL :
un enjeu spécifique et des problématiques concrètes traitées depuis plus de 20 ans dans Pollutec

85%

des déchets marins sont des déchets plastiques

20%

du littoral français recule sous l'effet des érosions

17%

des émissions maritimes de GES* augmentent par rapport au transport maritime d'ici 2050

* de la part de la mer

To learn more, visit our website:

<https://www.pollutec.com/en-gb.html>

BLUETEC SEA & COASTLINE, BRINGING LIFE TO A WONDERFUL AMBITION...

From 2000's focus on marine pollution following the Erika oil spill, to the creation in 2004 of a forum particularly addressing coastal development, the sea & coastline theme has evolved markedly at Pollutec for over 20 years, culminating in 2021 with the creation of a permanent "Pollutec Sea & Coastline" area.

Pollution, erosion, sea level rise, acidification: the threats facing seas and coastlines are many.

At each edition, Pollutec has showcased the expertise and solutions targeting the environmental issues surrounding maritime activities and coastline management.
(1)

The launch of the first edition of **Bluetec sea and coastline** marks a double ambition: helping to nurture environmental expertise to address urgent sea and coastline environmental challenges, whilst fostering sustainable transition of maritime activities.

...TO ACCELERATE THE ECOLOGICAL TRANSITION OF THE SEA & COASTLINE

150 French and international exhibitors selected for the relevance of their solution(s), and 2,000 visitors drawn mainly from coastal regional public authorities and companies specialising in environmental protection, are expected at this new event. Over two days the exhibitors will be presenting a wide range of innovative solutions to reduce environmental impact and limit the accelerating degradation of marine and coastal environments, particularly concerning the specific issues of the Atlantic coast:

- Combating dispersed pollution
- Protecting the coastline
- Preserving biodiversity
- Investigating the potential of microalgae
- Integrating ecodesign, waste recycling and energy efficiency in shipbuilding
- Developing research into ocean acidification (simulations, modelling etc.).

A 1st edition held at the heart of a region heavily involved in the preservation of its maritime and coastal capital.

In 2019 the Loire-Atlantique Department, with 133 km of coastline and its marine ecosystems, launched the Maritime and Coastline Challenge Charter, to date attracting 109 signatories, with the goal of bringing together all those involved in building a sustainable future for coastal regions and maritime areas.



“Bluetec sea & coastline, organised by the Pollutec team, showcases environmental solutions related to the sea and coastal areas to respond to the growing demand from coastal communities, environmental professionals and port operators for clear information and solutions.

We are particularly proud to be launching this event in the spirit of the One Ocean Summit, to provide European and international political impetus in response to these maritime and coastline challenges.

We have a shared responsibility on the ocean, which we must translate into concrete actions. Our goal is to present the best innovations the sector has to offer, through the specific issues facing the Atlantic coast.

Bluetec sea & coastline plans to become the leading annual international event in the maritime and coastal environment sector.”

Alexis de Gérard, Director of Pollutec and Bluetec sea & coastline

Innovative solutions already exist for the sustainable management of resources, together with the preservation of marine and coastal environments.

Through B2B business meetings, site visits all along the Atlantic coast, a themed exhibition on environmental preservation and a networking evening, **Bluetec sea & coastline** will allow its attendees to discover innovations as well as hundreds of solutions for the sea and the coast with leading companies and personalities in the sector.

A 1st EDITION AT THE HEART OF THE ATLANTIC COAST:

Holding the first edition in Nantes, on the coast in the beautiful Loire region, is no accident. Bluetec sea and coastline is inviting its exhibitors and visitors to explore a region fully committed to the ecological transition of maritime and coastal activities.

“The ecological transition and the issues related to the preservation of the ocean and coastline are absolute priorities for us. We believe in transition through solutions, progress and innovation. The Loire possesses considerable advantages when it comes to meeting these challenges: our region can draw on a solid infrastructure of universities, schools and research laboratories among the most capable in the country, together with a network of companies determined to construct the ecology of growth and jobs which we all want to see. Welcoming Bluetec to Nantes is a great opportunity, and shows recognition for all those involved.”

Christelle Morançais, President of the Loire region

“I’m very pleased to be able to welcome to ExpoNantes, and to our region, this very first edition of Bluetec sea and coastline, which brings with it great ambition regarding the ecological transition of the sea and coast. Our territory offers all the necessary resources to lead the way on this fundamental challenge for the whole maritime sector, and is already responding to the challenges of its decarbonisation. The organisation of this international event also bears witness to the vitality of the entrepreneurial, innovation and research ecosystem of the maritime sector, one of the strategic sectors supported by Nantes Métropole.”

Johanna Rolland, Mayor of Nantes, President of Nantes Métropole

Bluetec sea and coastline 2022 is organised in partnership with Loire region, Nantes Métropole & Pôle Mer Bretagne Atlantique. ⁽²⁾



KEY FIGURES

- **85%** of marine waste is believed to be plastic (UNEP report, October 2021).
- **93%** of plastic waste in the sea is smaller than 5 mm (Tara Foundation).
- Almost **40%** of the EU’s population lives less than 50 km from the sea, and so is exposed to atmospheric emissions from shipping (EMTER report 2021, EMSA - EEA).
- **20%** of France’s coastline is retreating under the effects of erosion (Cerema)
- **35%** of electricity produced by the EU will come from offshore sources by 2050 - estimate (“2020 Blue Economy Report”).

1) Back in 2000, Pollutec’s focus was on the treatment of marine pollution following the ERIKA oil spill. In 2002 there was a themed village presenting a range of solutions for different sectors. In 2004, the focus was on coastal development. In 2012, the issue became restoring marine and coastal natural environment. In 2016 and 2018 Pollutec proposed a “Sea & Coastline Forum” with an extended and diversified programme (including plastic pollution, environmental monitoring, climate risks, the land-sea relationship, port development and preserving biodiversity & ecosystems, etc.) In 2021 Pollutec launched “Pollutec Sea & Coastline”, comprising an exhibition area, special programme and its own activities.

(2) The Pôle Mer Bretagne Atlantique is a competitiveness cluster dedicated to the ocean economy. In this role, it acts as a facilitator for the maritime ecosystem and as a promoter of collaborative innovation to deliver blue growth.

Through its actions the Pôle Mer actively fosters the emergence of high-performance and competitive solutions in every aspect of maritime activity.

About RX France

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