

Environment and SMEs : French best practices

ADEME



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Affairs**

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Plan

1- Brief presentation of ADEME



2- SMEs and environment: situation in France

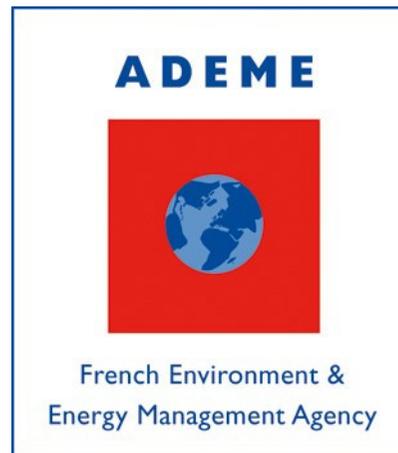


3- ADEME's support to eco-companies and innovation





1- Brief presentation of ADEME





ADEME

➤ ➤ ➤ Public establishment

- Created in 1992 from the merging of 3 existing agencies (waste management, air quality and energy management)
- Under the joint authority of the Ministries for :

➤ ➤ ➤ Ecology, Sustainable Development, Energy

➤ ➤ ➤ Higher Education and Research

ADEME's objective - *Be the point of reference and privileged partner for the general public, companies and local authorities*

ADEME's role - *Generalise good practices that save energy, protect the environment and support to innovation & R&D*



Key figures

Nearly 1 000 staff

- 26 regional branches
- 3 representations in overseas territories
- 1 office in Brussels

Overall budget 705 M€

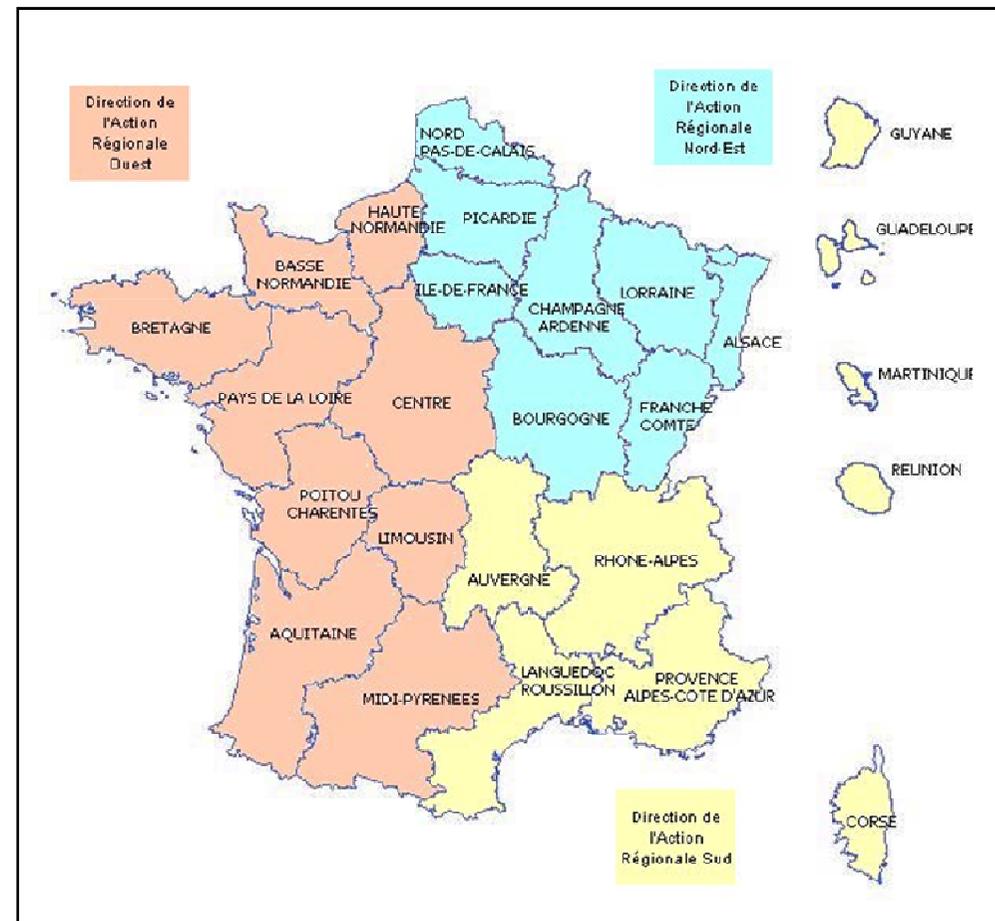
Budget for activities 590 M€

Other resources (FEDER, etc.) 17 M€

Operation budget 98 M€

Investments for the future 2 850 M€ (2010-2014)

- R & LC Energy 1 350 M€
- Circular economy 250 M€
- Vehicles for the future 1 000 M€
- Smart grids 250 M€





ADEME's areas of activity

Sustainable Cities and Territories

***Buildings
Air Quality
Transportation
Brownfields & pollution of soils
Urban organisations***

Sustainable Production and Energies

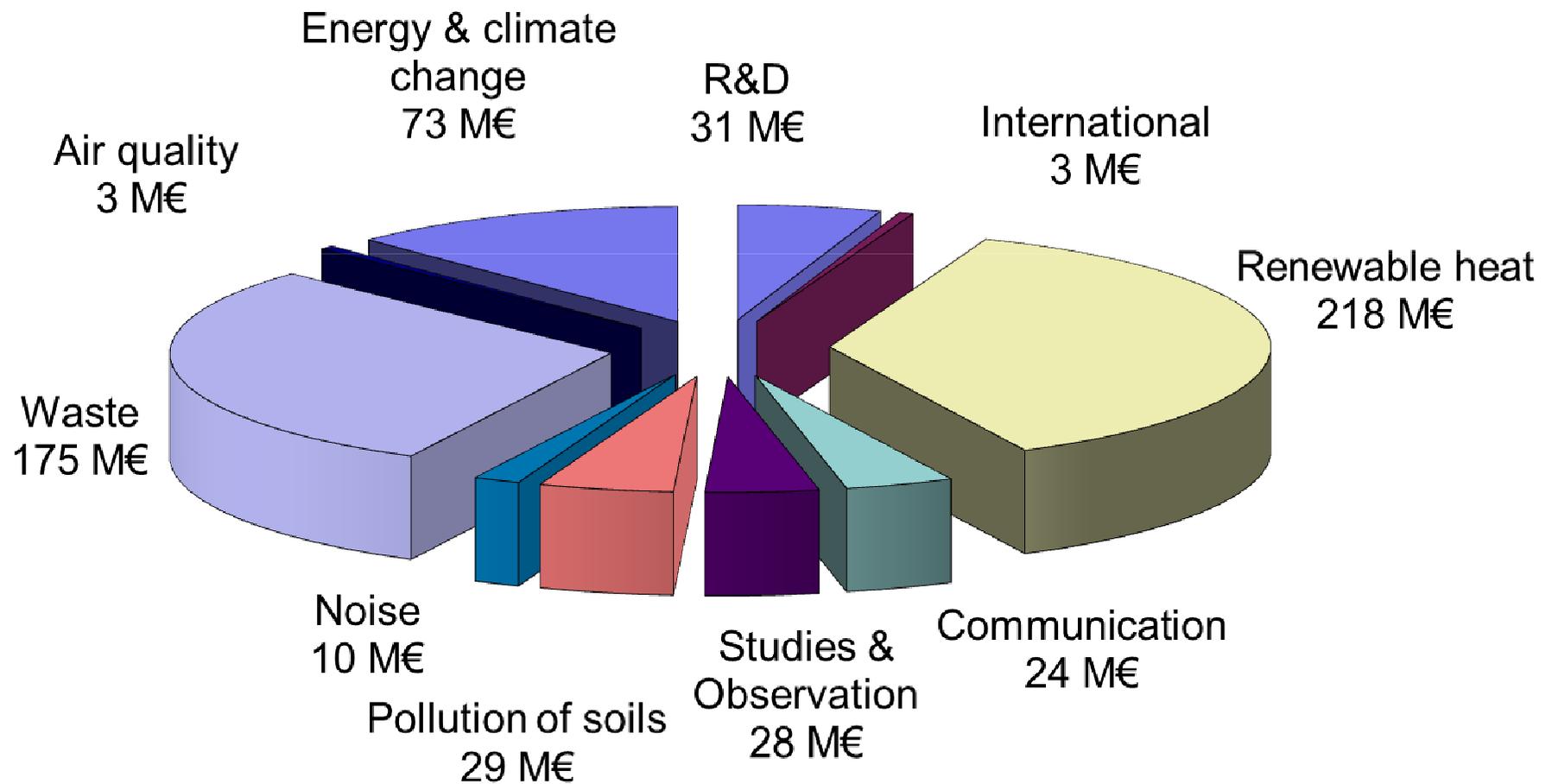
***Bioresources
Smart grids and Renewable Energy
Agriculture and forestry
Companies & eco-technologies***

Sustainable Consumption & Waste

***Extended Producer Responsibility (EPR) sector
& recycling
Waste Prevention and Management
Eco-design & sustainable consumption
Waste management Planning & waste
observatory***



ADEME, more than 20 years of experience !





Plan

2- SMEs and environment: situation in France

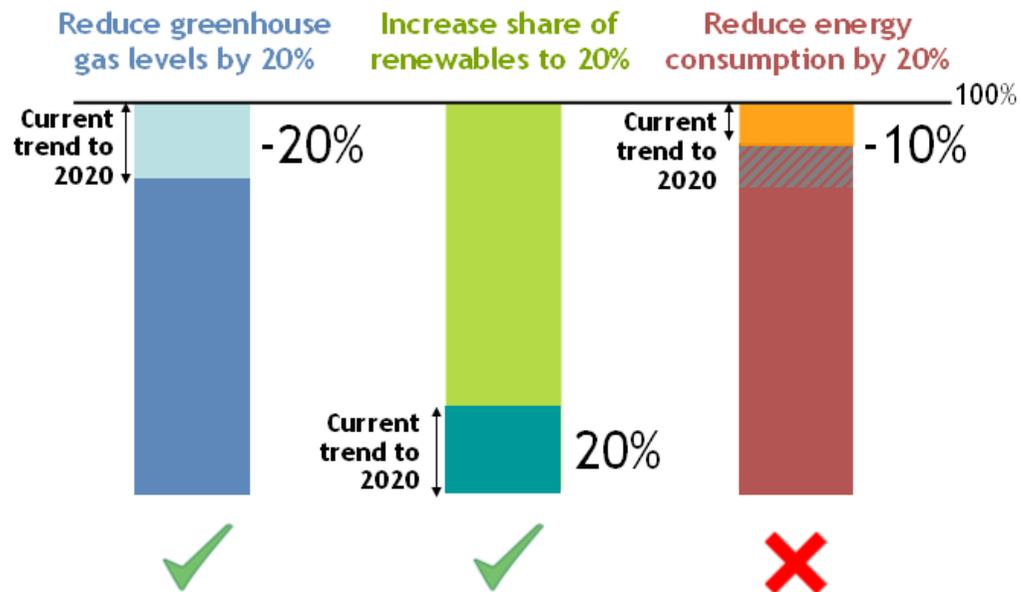




European Energy-climate Package: 3 x 20 by 2020

- **20%** increase in energy efficiency
- **20%** contribution of renewable energy in the energy mix
- **20%** decrease of GHG emissions from the 1990 level (Kyoto target: - 8%)

Meeting our “20-20-20 by 2020” goals





France aims at being excellent in the environmental field

National commitment to reach Factor 4 by 2050 (division by 4 of French GHG emissions) and achieve 3X20 European objectives by 2020

⇒ Environmental conference in September 2012 : a roadmap for the environmental transition.

⇒ French National Debate on Energy Transition in 2013: global reflection on our future ways of life and their implications for our economic system and our methods of governance.

« France must be the nation of environmental excellence» (The French President - sept. 2012)

⇒ That requires to develop an efficient, competitive and creating-jobs eco-industry in France (12 000 companies eco-companies in France)

⇒ French industry can achieve 20% energy efficiency by 2030 without reducing its competitiveness (ADEME's 2020-2030 scenario)



France supports green economy

Green economy is central for economic recovery and could be one of the main driver of growth, in particular in energies and clean technologies

⇒ 3 main « green » economic sectors in France (according to Ministry of Ecology's report on green economy in 2013):

- **Sectors with massive development potential:** water and sanitation, recycling and waste recovery, marine energies.
- **Sectors with a potential to develop:** energy efficient buildings, energy storage, low-carbon vehicles, smart grids
- **Sectors with small potential in short term but important technological expertise:** CO₂ capture and storage (economic viability issues), algal biofuels (technological problems) and 1st generation biofuels (social acceptability issues).



French leadership in innovative « green » economic sectors

Smart grids

- ⇒ France has already 15 on-going demonstration projects with several companies working on innovation : big companies like Schneider Electric, Alstom, ATOS, ST Microelectronic, but also medium size or SMEs.

Waste and water management

- ⇒ major international companies (Veolia and Suez) and innovative worldwide leading SMEs (Pellenc ST ou Plastic Omnium)

Renewable Energy

- ⇒ Alstom : leader in terms of number of turbines installed for hydroelectricity

Marine Energies

- ⇒ Strong mobilization of major French companies (Alstom Renewable, AREVA, DCNS) associated with SMEs (Sabella, Vergnet, Nass&Wind...)

Low-carbon vehicles

- ⇒ Positioning of French car manufacturers on the electric vehicle market and self-service experimentations in Paris and in Lyon.



France supports eco-technologies

France is the 4th exporter of eco-technologies in the world.

⇒ Eco-companies production = 79,3 billion € in 2011 (2,2 of total national production),

⇒ 1,2% of French exportations,

⇒ 460 000 jobs = as many jobs as in the aircraft industry or the pharmaceutical industry

France has very dynamic eco-companies, especially SMEs ⇒ necessary to promote and support in their development.

ADEME developed specific support to eco-companies to help them to meet demand with innovative solutions.



Plan

3- ADEME's support to eco-companies and innovation





What is at stake?

Major environmental issues (climate change, costs of energy and raw material increase, etc.)

⇒ Industries represent 19,4% of world GHG emissions (IPCC, 2007)

➔ SMEs feel more and more concerned.

Obligations for companies: a few examples

⇒ EU regulations on climate change (EU ETS System for big companies), chemicals use (REACH), air quality, etc.

⇒ Companies of more than 500 employees must realise a GHG emissions diagnosis every 4 years.

⇒ Obligation to recycle 75% of their waste.

Benefits for companies to reduce their impact and launch an ISO 14001 approach:

⇒ 10 to 15% diminution of water and energy consumption

⇒ - 5 to 25 % diminution of raw materials use

⇒ increase of waste recovery (20 to 30 %)

⇒ GHG emissions reduction (20 to 80 % in 10 years).



ADEME's support measures to companies

Companies have been pressured to engage in activities of Corporate Social Responsibility (CSR): 4 main priorities

- ⇒ **Social**
- ⇒ **Environmental**
- ⇒ **Economic**
- ⇒ **Governance**

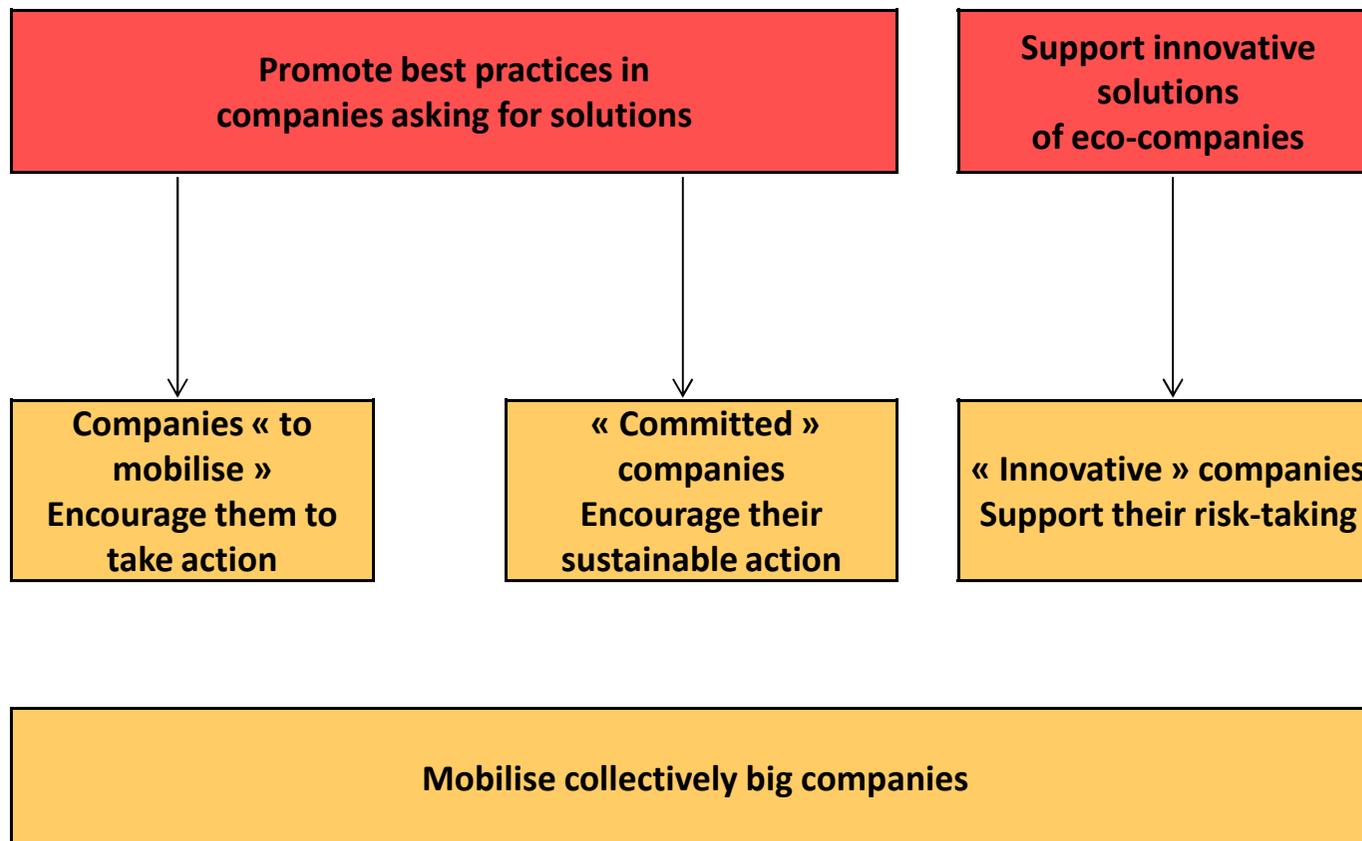
To help them to take action and to mobilize them



ADEME: a strategy dedicated to companies + a resource center decision-making support on energy and environment for companies (tools, technical and financial support, etc. provided by ADEME)



ADEME's strategy to support to companies





ADEME's support to companies

3.1. ADEME provides technical and financial support to companies, and especially SMEs.

- ⇒ 7 800 diagnosis supported in 2011 : 45% in energy
- ⇒ Financial support to 2 400 companies to help them realise energy and environmental audits and take action.



8 out of companies take action after a decision-making support study cofinanced by ADEME

3.2. ADEME supports specific eco-companies innovative projects :

- ⇒ Development of innovative technologies: ex: ADEME – TOTAL programme to support energy efficiency demonstration projects in the industry : 27 projects since 2009.
- ⇒ Investments : ex: with the heat fund, financial support to 1 638 plants in RE
- ⇒ International development of eco-companies (Club ADEME International)

3.3. ADEME supports innovation with Investments of the Future.



3.1. DIAGADEME, a decision-making support tool on energy and environment for companies



www.ademe.fr/entreprises

DIAGADEME platform

- **DIAGADEME puts in contact : companies willing to reduce their environmental impacts, energy consumption and carbon footprint + Consulting companies proposing expertise on environment and energy + ADEME supporting companies.**



⇒ www.diagademe.fr

- **Technical and methodological help to find concrete solutions and answers on energy efficiency, renewable energies, air quality, brownfields, waste management, transportation, etc.**
- **After DIAGADEME diagnosis, 70% of companies take action (80% on topics excluding energy):** ex: in a chemical industry company, optimization for heating and cooling devices and implementation of an energy management system.
- **Financial support : 50% for big companies, 60% for SMEs and 70% for very small companies. 8 000 companies supports / year.**

3.1. Technical support tools to realise an environmental management system

www.ademe.fr/entreprises

1.2.3 Environnement

- A dedicated tool to help SMEs to obtain ISO 14001 certification on environmental management in 3 steps
- 659 companies using it.

⇒ www.123environnement.fr



EnVol

- A tool dedicated to SMEs interested by obtaining recognition for a first environmental management approach without going up to ISO 14001 certification.
- 92 companies EnVol certified in France.

⇒ <http://www.envol-entreprise.fr>





3.1. ADEME's decision-making support tools on energy

Climate change

-GHG emission assessment: an obligation for every companies > 500 employees (since Grenelle II reglementation)

-ADEME's resource center :

⇒ www.bilan-ges.ademe.fr



3.2. Support on eco-companies innovative projects

Club ADEME International

- Initiated in 1997 by ADEME.
- Gathers more than 130 companies of the French technology and know-how in the field of sustainable development (from the start-up to the world leader).
- Promotes French best practices at the international level.
- Supports eco - companies to develop exemplary and innovative projects at the international level.
 - ⇒ www.clubinternational.ademe.fr





3.2. Project PACE in Rio Grande do Sul supported by Club ADEME International

French Consulting company



BENEFICIARY



TECHNICAL & INSTITUTIONAL SUPPORT



PERIMETER of the project



FINANCEMENT FASEP (French Ministry for Economy)



3.2. Project PACE in Rio Grande do Sul



**ADAPTATION TO BRAZILIAN CONTEXT OF FRENCH
PLANIFICATION TOOLS: CLIMATE AIR ENERGY
REGIONAL SCHEME + TERRITORIAL CLIMATE ENERGY
PLAN**

**INTEGRATED AND GLOBAL TERRITORIAL STRATEGY TO
MANAGEMENT AIR QUALITY, FIGHT AGAINST CLIMATE
CHANGE AND IMPLEMENT RENEWABLE ENERGY**

**TERRITORIAL DIAGNOSTIC AND CO-CONSTRUCTION OF
PACE THROUGH CONCERTATION'S WORKSHOPS WITH
LOCAL STAKEHOLDERS**

3.3. Support on innovation

Investissements d'avenir / Investments for the Future



- A program Implemented by the ADEME on behalf of the French State
- ⇒ 2,65 billions € to ADEME (2010-2014)
- Objective: the implementation of demonstrator projects for pre-industrial experimentation of breakthrough technologies
- A strategic approach with 21 roadmaps on 4 programmes: renewable energy and green chemistry, circular economy, vehicle of the future and smart grids.
- Financing toolbox:
 - State aids (main tool):
 - Refundable grants ;
 - Standard grants (subsidies).
 - Equity investments (market economy investors principle).

34 calls for project already launched - More than 100 projects approved so far
average cost / project : 3 million €

⇒ www.ademe.fr/recherche et investissements d'avenir

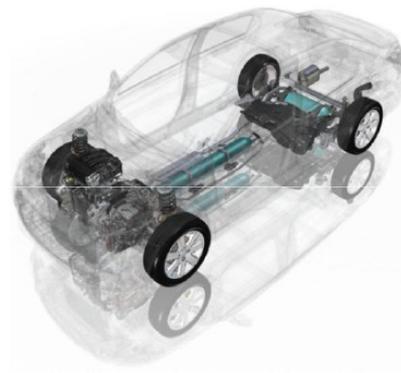


3.3. Support on innovation

3 examples of projects supported by the Investments for the future program :



HALIADÉ project on marine energy (offshore wind turbine) – 6MW (Alstom)



HYDRID'AIR project on road vehicles : innovative full hybrid gas solution: a key step towards the 2l /100 km car by 2020 (PSA)



EXOSUN French company : specialised in solar trackers : boosting the energy output of solar plants



Our main partners in France

- **OSEO** : a public institution to support innovation and growth in SME's
- **71 competitive clusters in France** : around 14 of which strictly dedicated to environmental subjects
- **Ubifrance and the French Trade Commissions**: facilitating business worldwide with French companies
- **French Development Agency (AFD)** : the key operator of the French public aid mechanism for development
- Different tools to finance projects abroad: **FASEP** (feasibility studies) / **RPE** (loans)
- **The PEXE association**, which gathers the different French eco – companies networks, representing more than 5000 French eco - companies



Next « rendez-vous » ?

Ecocity – the world summit on sustainable cities:

The 2013 edition will take place in France – September 25th to 27th, 2013 in Nantes

Feira do Meio Ambiente Industrial e Sustentabilidade:

Sao Paulo – November 5th to 7th, 2013

Participation of ADEME on the French pavillion of the next FIMAI trade show

Pollutec 2013 in Paris - December 3rd to 6th 2013:

**Trade show for cleantech, energy and sustainable development
ADEME official partner of the event**



Next « rendez-vous » ?

As Rio+20 as emphasized it, to reach green economy, we need to all work together and enhance win win North to South, South – South and South - North exchanges.

Conferences, like this one organised by CNI, facilitate such a dialogue.

We have a lot to learn from one another!



**Muito obrigada / Thank you for your attention /
Merci de votre attention**



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www.ademe.fr

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