

French bazaar-like innovation ecosystem

how ADEME is taking profit from it to crop up
climate action oriented start ups and innovations



a brief presentation of ADEME



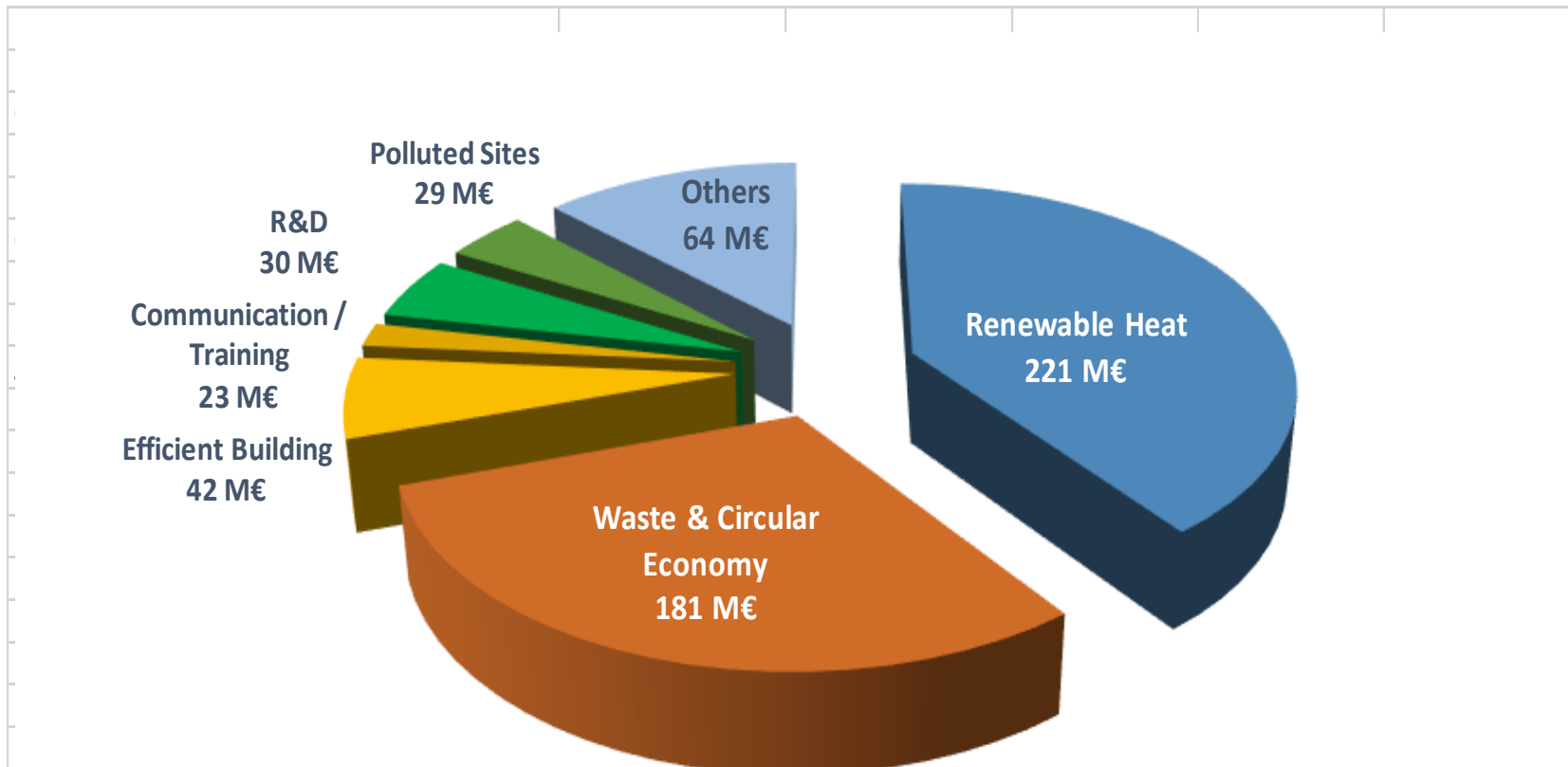
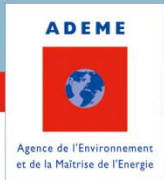
A public Agency under the joint authority of the French Ministries for Ecology, Sustainable Development, Energy / Higher Education and Research

ADEME's Objective : Be the reference and privileged partner for central and local authorities, professionals and the general public

4 ways of action:

- ✓ **Acquiring knowledge and Develop solutions for the future** (R&D and demonstration programs, roadmaps)
- ✓ **Providing expertise** (Advise public authorities, Provide studies, tools & guides, Help for decision making)
- ✓ **Convincing and mobilizing** (communication campaigns, advice to citizens, notably through Energy information centers, Information and training of professionals)
- ✓ **Financial support for project development** (notably : renewable heat fund, waste fund, Polluted sites)

ADEME Budget - 2018 (total 540 M€)



+ Investments for the future : total for 2010-2017

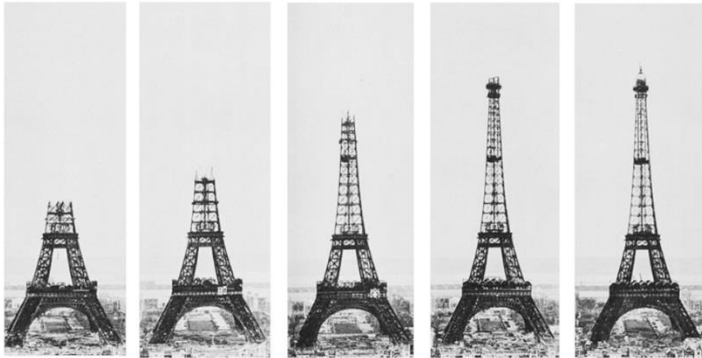
3 300 M€

cathedral-like vs./ bazaar-like



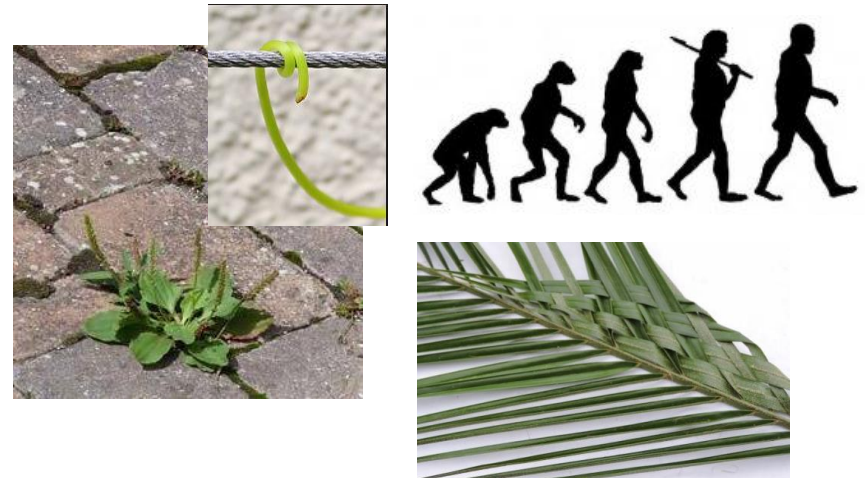
innovation processes

Cathedral



Things are programmed, TRL, techno-push model...

Bazaar



Things happen, lean start up, infringement, explore, margins, vortex model, quick prototyping, Darwin...

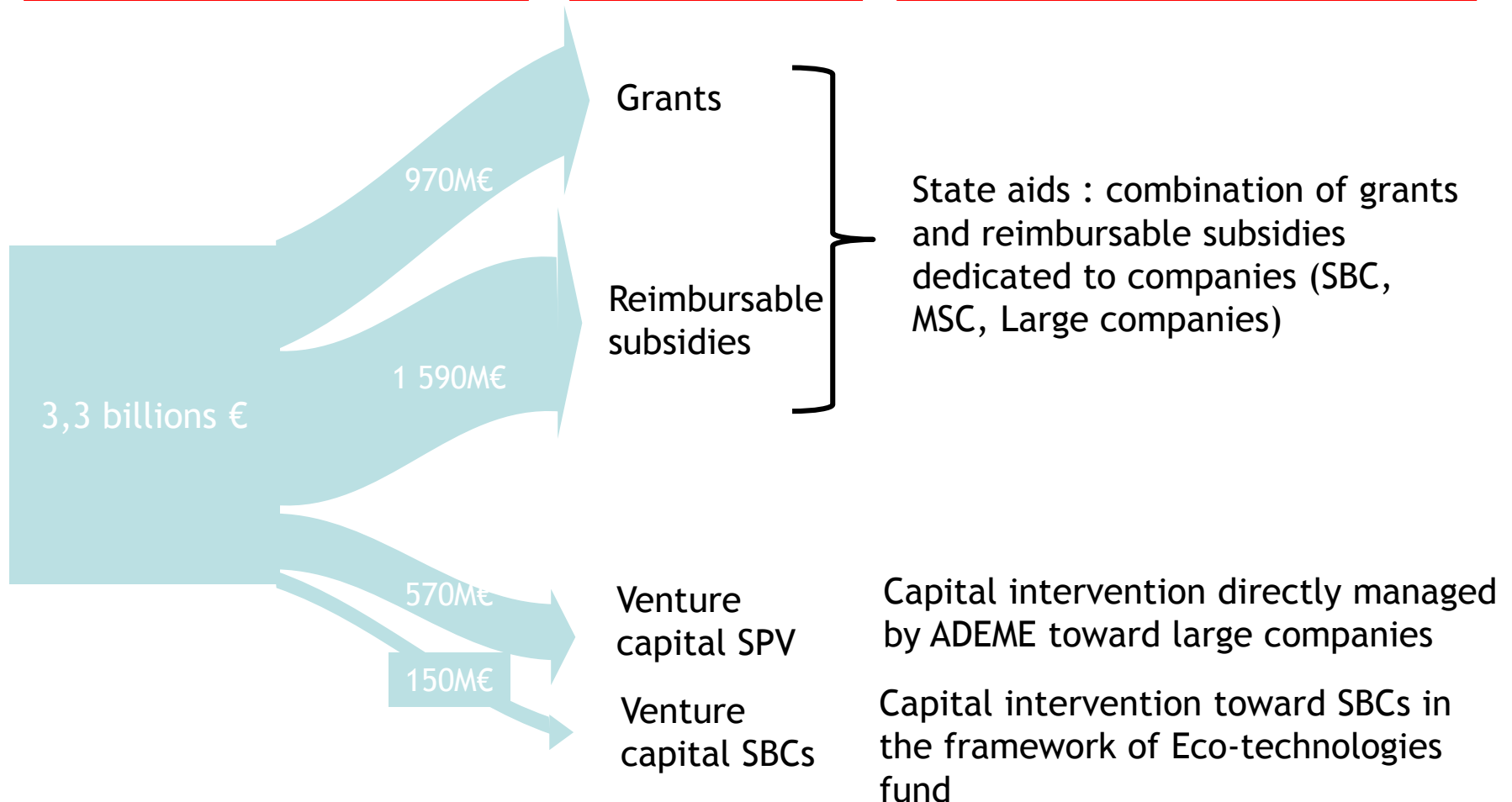
3.3 billions €, PIA Fund, for *cathedral-like* innovation in energy and environmental transition (2011 - 2016)



Budget managed by ADEME for innovation

Mode of support

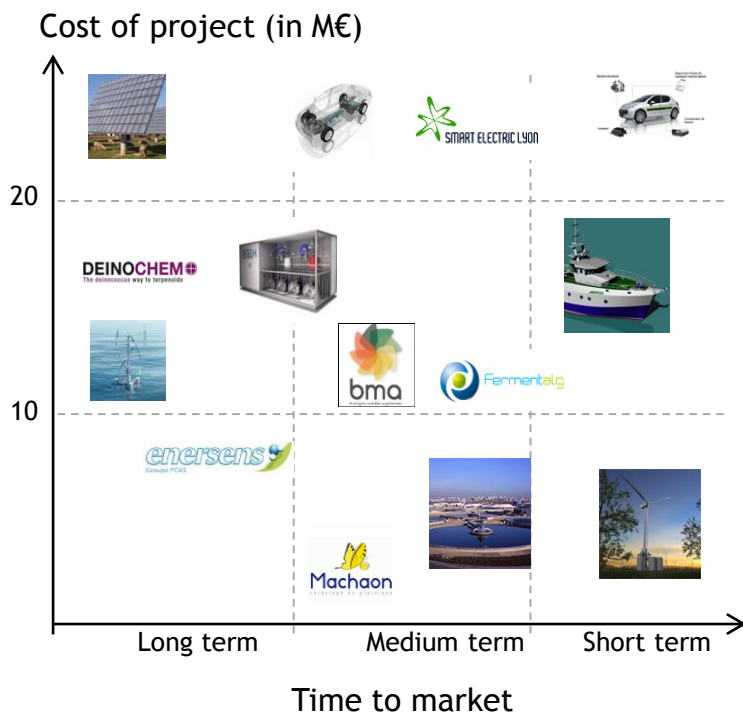
Comments



Investing for the future program (PIA) supports a large diversity of *cathedral-like* innovation projects



- Projects funding variety



- Large diversity of projects funded

- In terms of projects cost*

Median value cost 10M€ average cost 25M€

80% of projects represent 35% of credits

- In terms of maturity*

- Selected projects :

- Technological Innovations*

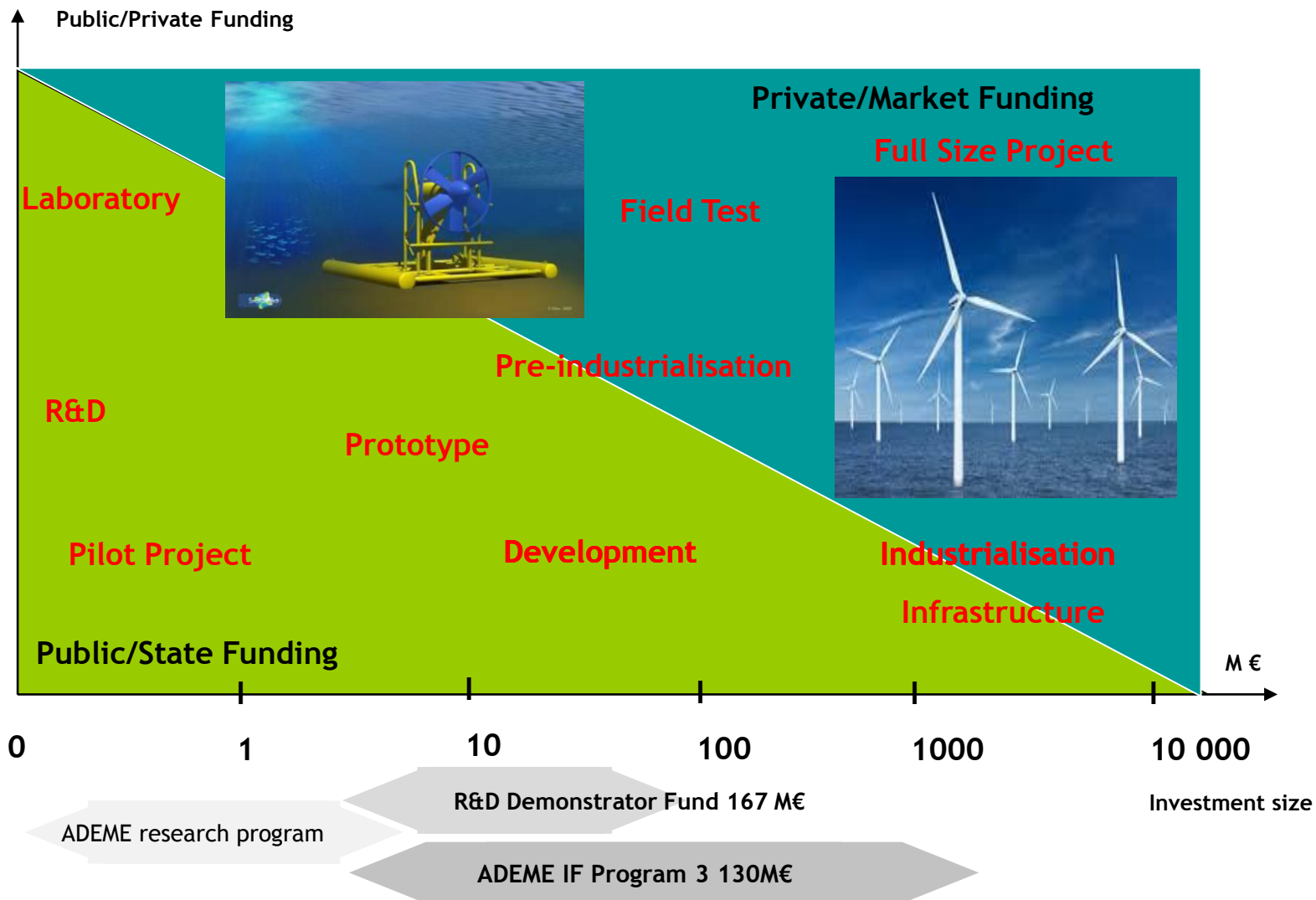
Research demonstrators

Industrial research, experimental development

Pre-industrial experimentation/ first industrial

- Innovations in term of market, organization...*

Private and Public funding of cathedral-like projects



French system of incubation / acceleration



for *bazaar-like* innovation processes

Approx. 130 FabLabs, 21 public incubators
“600” (?) third places Paris area
A few unicorns

Main public sponsors

Ministry Research and Innovation

Ministry of industry

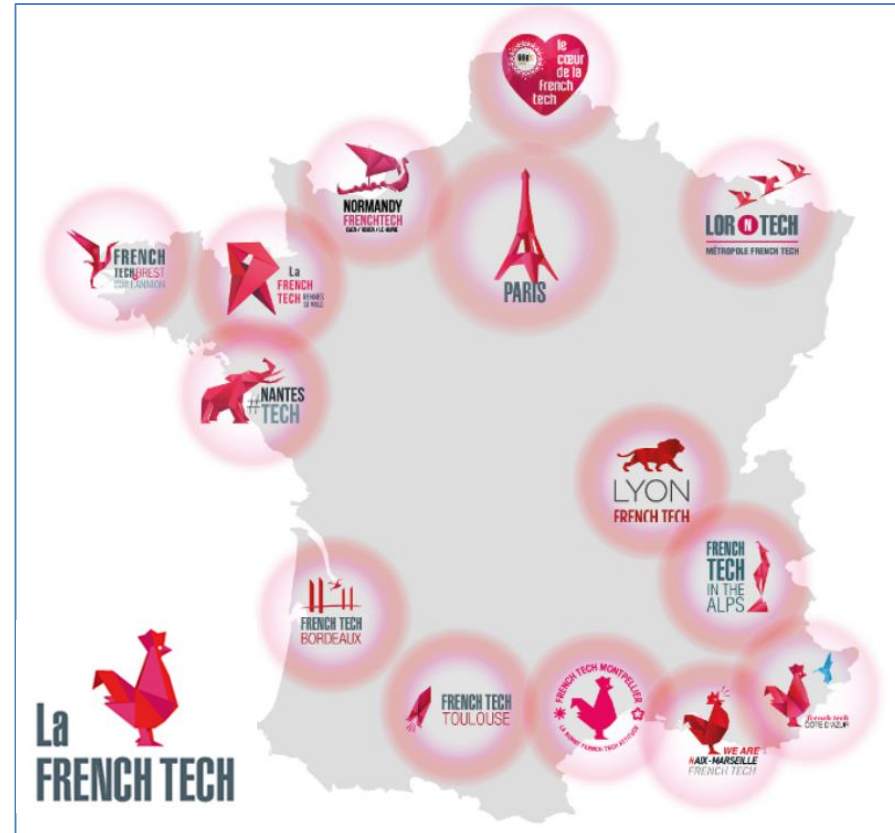
bpifrance, public investment bank

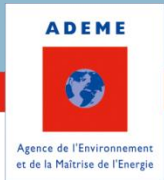
Unemployment insurance first public contribution to entrepreneurship

Numerous private sponsors (2-3 b€/y ??)

business angels, hedge funds, big companies
(Engie, EDF, Orange...)

National label “Frenchtech” for 14 local ecosystems



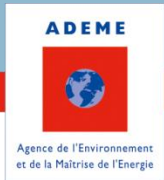


diagnosis of incubation /acceleration ecosystem

regarding climate action

- Rate / number of start ups in early stage that are climate action oriented ?
 - ➔ hard to determine
 - ➔ but for example : annual public contest “I-lab” (70 awarded/year, 200 k€)
 - approx. 5%-10% of awarded projects could be linked directly or indirectly to climate change mitigation / adaptation including renewables and circular economy

- How is ADEME promoting climate action within innovation ecosystem(s) at national or regional levels ? (diagnosis 2016)
 - ➔ ADEME funding is mainly dedicated to companies, small medium or large size, with standard business models and projects typically > 500 k€
 - ➔ until 2016, no funding of start ups by ADEME
 - ➔ ADEME is scarcely associated with start up contests, hackathons... either public or private
 - ➔ a few a scattered thematic initiatives like “Fabrique des mobilités” (est. 2016) : a network of knowledge sharing, a community, an accelerator...



how ADEME is getting accustomed to

bazaar-like innovation processes

« *GreenTech verte* » contest (10 M€)

- launched april 2016 by Ministry of the environment and Ministry of the economy and industry
- two sessions spring / autumn 2016 (3 months each from call to award)
- ~ 250 applicants / ~ 80 start ups funded with a 150 k€ subsidy (seed money)
- 3 hackathons as side events organized by Ministry of the environment
- three incubators/coworking places to host awarded start ups

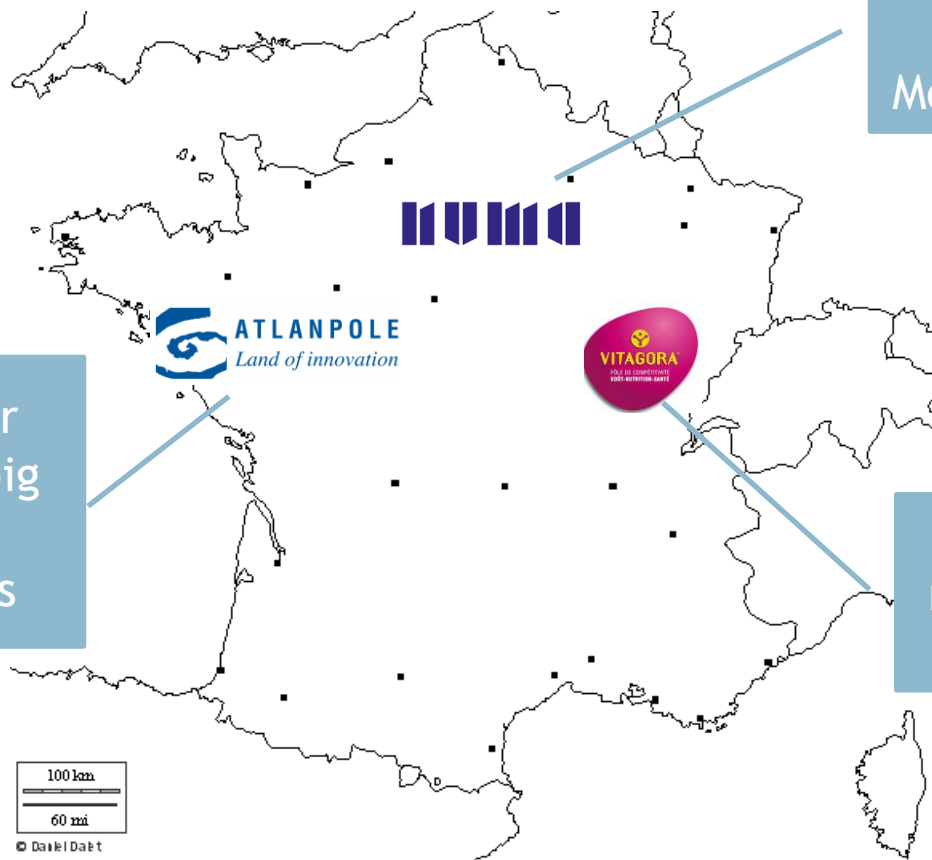
ADEME corporate contest *À nous les projets !* (“*Let us venture !*”)

- launched march 2017 with a “call for irritants regarding climate action” toward the whole ADEME staff (1 000 people, by SMS)
- April - March : 5 workshops (50 volunteer attendants) to deepen the irritants
- June - September : call for ideas (20 ideas submitted) to solve them
- October - December : 7 ideas in pre-incubation process (from idea to project)
- January - September 2018 : 3 POC (located in incubators Nantes, Paris and Dijon)
- From September 2018 : 3 start ups created

À nous les projets ! three POCs underway



hosted by three very different incubators



a private company
also present in
Morocco, India, Mexico...

a public incubator
contracting with big
companies for
thematic contests

a cluster
mixed public / private
model

what's next ?



To be continued

*innovation contests **GreenTech verte, À nous les projets ! etc.***

- ➔ with new topics covered e.g. civic tech, social innovation...
- ➔ recently : contest on access to energy in off-grid (electricity) areas (9 awarded / 90 applicants)

To be reinforced

share knowledge with innovation ecosystems

- ➔ e.g. energy transition scenarios 2030/2050, roadmaps..

To be thought about

create third place(s) dedicated to climate and the environment ??

- ➔ in cooperation with e.g. AFD ??



thank you for your interest

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