



DRIVE TO
zero

APPLICATION GUIDE

INNOVATION AWARDS

DRIVE TO ZERO 2025

The first award that recognises innovative products/projects in zero-carbon mobility at the Drive to Zero exhibition.

Application deadline: 11 May 2025

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RULES OF THE COMPETITION

Article 1 – The Organiser

The Innovation Awards for Drive-to-Zero 2025 (hereafter DTZ 2025) are organised from 7th March to 5th June 2025 by GROUPE MONITEUR, S.A.S. with a share capital of €333,900, registered with the Créteil Trade and Companies Register under number 403 080 823, with its headquarters located at Gentilly (94250), 20 rue de l'Aqueduc (hereafter "the Organiser").

The competition for the Drive to Zero Innovation Awards is organised in partnership with La Gazette des Communes, Techni.Cités, l'Usine Nouvelle, Auto-Infos, and Le Moniteur (the Partners), publications edited by companies belonging to the Infopro Digital group, just like the Organiser.

Article 2 – The Competition

This competition, open to legal entities, commercial companies, exhibitors or non-exhibitors, aims to reward products, processes, materials, techniques, as well as systems, services or solutions, innovative products and services/projects developed

- as initially marketed
- and/or
- as implemented/employed/deployed and capable of being adapted/replicated in similar frameworks.

Candidates may present up to three innovations.

Each innovation can be presented in a maximum of three categories.

Innovations that were finalists or winners in previous editions of the competition are not allowed to participate.

Article 3 – Categories of Awards

The competition includes the following six award categories:

- **Active Modes**
- **Vehicle Technology and Innovation**
- **Mobility Services**
- **Long-distance Freight and Urban Logistics**
- **Infrastructure & Energy**
- **Infrastructure & Urban Planning**

Article 4 – Application

Candidates have the option to present up to three innovations maximum in the competition. Each innovation can be presented in a maximum of three categories. It will then be assessed separately by the expert jury members for each relevant category.

To register and participate in the competition, the candidate must:

4.1 Be a legal entity

4.2 Present an innovation (product or service) first marketed or developed, or that has been implemented or trialled in the 3 years prior to the 2025 edition of Drive to Zero.

Innovations that were presented in previous editions of the competition may not be re-entered in the same form in future editions. Only adapted versions of products, services, or solutions that involve a significant improvement in usage and progress can be accepted for competition. The improvement must be clearly outlined in the technical application file submitted to the jury members.

IMPORTANT:

For any solution and/or collaboration requiring compliance with and/or adherence to specific legislation/regulation (safety, transport, prior authorisation, certification, etc.), the applicant declares that they have obtained the necessary authorisations and certifications and will be solely responsible to the Organiser and any third party for ensuring compliance with the applicable regulations.

4.3 Complete and validate the online application form on the event.drivetozero.fr website or through your Exhibitor Space, and complete and submit the technical presentation file for the innovation, by no later than 11 May 2025 – 23:59 (timestamping will be used as proof).

The application file, which must be completed online via the event.drivetozero.fr website or your exhibitor space, must include the following information:

A) The registration form (for promotional and visibility purposes of the innovation presented in the trade fair's communication tools and materials, for media coverage, etc.) must include the following details:

- Name of the company or organisation
- Date of creation (company) and number of employees
- Address (main site if applicable) and postal code/city/country
- Name/title of the innovation
- Brief general description of the innovation (500 characters max)

This text may serve as the basis for an article published in the communication tools of Drive to Zero 2025 and/or in the publications edited by the Organiser, Partner publications and/or any company in the Infopro Digital group, which the Organiser belongs to, that may cover the Drive to Zero Innovation Award 2025

- Contact person details for application follow-up
- Technical and innovation expert contact details
- Selection of the category (or thematic categories, maximum of three) from the proposed thematic categories for application

B) The technical application file for the innovation (reserved for the jury members responsible for evaluating the innovation) is organised into five sections as follows:

Part 1 - Presentation of the innovation:

- Details from the registration form (for the jury's information)
- Brief general description of the innovation (500 characters max, including spaces)
- Target market(s) (public/private sector or general public, industry sectors, users...)

Part 2 - Technical presentation of the innovation and its innovative nature, according to the following required data:

- Technical description of the innovation
- Maturity stage (possibly according to the recognised TRL – Technology Readiness Level scale)
- Significant advances compared to the state of the art
- R&D work (research and development) and trials conducted
- Performance measurement indicators used and results achieved
- Any published work and data in scientific and technical journals
- Any patents filed
- Any awards and/or recognitions
- Any required certifications

Part 3 - Intensity and impact of the innovation - benefits and sustainability:

- Any impact studies and useful results obtained
- Environmental impact measures (reduction in greenhouse gases, energy savings achieved, innovation life cycle analysis, and other impacts on air quality, the environment, ecosystems, and biodiversity, etc.)
- Economic impact measures (local job creation and business development, business or economic model, contribution to industrial, energy, or technological sovereignty or independence, etc.)
- Social impact measures (improvement in access to mobility for all, territorial cohesion, addressing social inequality)
- Any user or beneficiary references and testimonials

Part 4 – Developments and perspectives :

- Project history
- Key development stages
- Any issues to address or solve, and the planned programme to achieve this
- Potential partners in the project and innovation (academic, institutional, industrial, etc.)
- Deployment/development perspectives (new markets, scalability)

Part 5 – Additional documents and attachments, including:

- Logo of the candidate company or organisation
 - 2 photos illustrating the innovation in JPEG format, specifying photo credits to mention
 - Other useful documents for the review of the file (scientific publications, references, etc.)
- (Maximum file size for each file: 3 MB – Maximum total file size: 15 MB)

4.4 Only complete applications that meet the conditions outlined above will be examined by the jury composed of the partner professional organizations that are members of the Drive-to-Zero Advisory Committee (and their representatives). Any incomplete application will be automatically rejected without notification or possibility for supplementary information after the competition deadline.

Note that candidates should complete as many sections of the technical file as possible but may adapt the information to the specific nature of the innovation being presented. The jury will pay particular attention to the technical description and all precise and detailed elements that demonstrate the innovative nature of the presented innovation. An application that does not contain the majority of the required elements will not be considered in the competition.

Once the application is fully completed and validated online by the candidates, they will receive **an email confirming the receipt of their application**. Without this confirmation, the application cannot be considered as received and recorded by the Organiser. **If confirmation is not received, please contact drivetozero@infopro-digital.com.**

4.5 All candidates will have the opportunity to present their innovation during the Salon in the form of a pitch (a brief and concise presentation lasting a few minutes), conducted in the space dedicated to this purpose within the exhibition area. A time slot for the pitch will be assigned by the Organiser a few days before the Salon.

Article 5 – Jury and Selection of Winners

The competition applications for the Drive to Zero Innovation Award will be reviewed by the jury according to the following process:

5.1 Review of applications and selection of innovations to continue in the competition

The jury will review all complete applications received by 11 May 2025, 23:59, that meet the form and substance requirements mentioned above.

Detailed review of the innovations will be carried out by jury members assigned to one or more categories according to their preferences and areas of expertise. The selection will be made using a scoring form based on the criteria outlined below.

An insufficient score (below 5/10) on at least two criteria will be discriminatory.

1. Innovative nature (30%)

- Originality and creativity of the product/service/process or methodology
- Response to the needs and expectations of professionals, mobility operators, and users
- Robustness – reliability – quality of the development methodology of the product/service/process or methodology.

2. Ecological and climate impact (40%)

- Carbon footprint of the product/service/process or methodology (reduction of GHG emissions, energy savings, LCA – production/usage/end-of-life and/or different stages of implementation)
- Assessment of other ecological externalities (pollution, resources and materials, biodiversity, etc.)
- Evaluation of the technology/sobriety balance and intensity measurement
- Role in the global decarbonization trajectory of the sector.

3. Development, appropriation, and massification potential (30%)

- Implementation conditions and time frame
- Financing capacity by targeted stakeholders/clients
- Benefits and externalities for the market, territory, and civil society

- Capacity for large-scale deployment and usage

After the first step, the innovations will be ranked based on their scores. The total of these scores will constitute the final and overall score of the application.

5.2 Selection of the winners by the jury members in each category

Depending on the number of complete applications received in each category, the top 5 or 6 innovations with the highest scores in each category will be selected for further review and discussion by the jury in order to designate the winners.

One winner will be chosen for each of the six thematic categories.
The jury reserves the right to designate joint winners (ex-aequo).

The announcement of the winners will take place solely during the awards ceremony on 4 June 2025 at the Salon, in the late afternoon (exact time to be confirmed).

All candidates are invited to the awards ceremony and must make themselves available to attend and receive their award if they are selected as winners.

5.3 Selection of a Grand Prix Drive-to-Zero for the 2025 edition

During their review of the applications, the jury must select one winner, outside the categories and across all categories, whose innovation represents a significant advancement and is unanimously distinguished by all jury members.

This winner will receive a “Grand Prix” award, with their innovation being considered the best, most impactful, and/or most promising for the current edition of the Salon.

Article 6 – Announcement of Winners and Award Ceremony

The awards ceremony for the Drive to Zero Innovation Award will take place on Wednesday, 4 June 2025, at the Salon in the late afternoon in the presence of the jury (exact time to be confirmed). This ceremony will be open to all, including visitors, exhibitors, partners, and competition candidates.

The ceremony will proceed as follows:

- o Announcement of the winners designated by the Jury in each category and the presentation of trophies
- o Announcement of the Grand Prix winner for the 2025 edition and presentation of the trophy.

The award ceremony will be followed by a pitch session for startups (outside the Innovation Awards competition) aimed at fundraising and entrepreneurial development. This session will be organized exclusively by the “Graines de Boss” initiative, a partner of the event.

Candidates or winners of the Innovation Award selected for this session (at the discretion of Graines de Boss, according to their specific eligibility criteria) will have the opportunity to present their innovation in this ad hoc operation, which will be organized alongside the awards ceremony as a dedicated time for innovation and entrepreneurs.

Article 7 – Visibility and Prizes for the Award Winners

All winners will receive a trophy along with the following rewards:

- ✓ **Before the event :**
 - Listing of the company and its innovation as a candidate on the dedicated innovation awards page of the event website (event.drivetozero.fr).
 - A presentation insert of the company and its innovation as a candidate in a newsletter sent to all prospective and registered participants of the event.
- ✓ **Immediate visibility during the event:**
 - An insert in the Day 1 recap newsletter sent to all prospective and registered participants of the event.
 - The placement of a “Innovation Award Winner 2025” plaque near the stands of the winners who have an exhibition stand at the event.
- ✓ **Post-event promotional campaign:**
 - A short video interview with the company representative attending the awards ceremony, as part of a LinkedIn campaign sponsored by Drive to Zero.
 - A mention of the company in the press release dedicated to the winners, which will be sent to all accredited journalists of the event.
 - A presentation insert of the company and its innovation as a winner in the post-event newsletter, sent to all prospective and registered participants.
 - A feature article about the company and its innovation as a winner on the Drive to Zero media website.
 - Access to an exclusive communication kit, including a winner badge and banner for use on the winner’s print and web materials (brochures, websites, social media, etc.).

Only for **winners selected by the jury in each category:**

- ✓ **Commercial benefit for the DTZ2026 edition:**
 - A preferential rebooking rate for the 2026 edition of DRIVE TO ZERO will be offered to winners for an additional two months beyond the initial validity period.

Only for the **winner of the Grand Prix Drive to Zero 2025:**

- ✓ **Commercial benefit for the DTZ2026 edition:**
 - A fully equipped 6 sq.m stand at the next Drive to Zero 2026 event (excluding registration fees).

The list of winners may also be featured in the press outlets of the Infopro Digital group, to which the Organiser belongs, as well as Drive to Zero partners.

Article 8 – Confidentiality

The Organiser commits to not disclosing any information concerning the innovation presented, considered confidential by the candidate and explicitly marked as such by the latter to the Organiser in their application file, before the awarding of the Innovation Prize at the Drive to Zero 2025 Event. Said confidential information will only be shared with the individuals responsible for organising the competition (employees, experts, and service providers of the Organiser, jury), solely for the purposes of organising the competition and selecting the winners.

Article 9 – Commitment of Candidates

9.1 Candidates are required to obtain, prior to submitting their application file, all necessary permissions for the reproduction and representation of the elements constituting their application (including, but not limited to: trademarks, patents, designs, photos, copyrights, videos, etc., including, if applicable, any service providers involved in the production concerned, etc.) for the Awards Ceremony and across any media, regardless of format, that may cover the Drive to Zero 2025 Innovation Prizes for promotional or informational purposes, as well as for reproduction by the Organiser on promotional materials for future editions of this competition. These uses must be able to occur without any obligation whatsoever on the part of the Organiser.

Candidates guarantee the Organiser against any third-party claims in this regard, and the Organiser shall in no way be held liable for any disputes related to intellectual or industrial property connected to any element of a competition application.

9.2 Candidates and winners authorise, in advance and without financial compensation, the Organiser to use their name, logo, image, and the names, surnames, images, and voices of their representatives (where applicable), as well as the elements of their application for promotional, advertising, or informational purposes (including at events and in printed and/or online publications of the Organiser and the companies of the Infopro Digital group to which it belongs), without this conferring any obligation on the Organiser. Candidates and winners guarantee the Organiser against any claims in this regard.

Article 10 – Miscellaneous

10.1 Any incomplete, illegible, amended, or non-compliant application, as specified in Article 3 above, and/or submitted after the application deadline will not be considered for the allocation of the Prizes. Likewise, candidates who have not received an email confirming the receipt of their application and the registration of their file will not be considered as registered for the competition.

10.2 The Organiser reserves the right, particularly in the event of force majeure, to shorten, extend, suspend, modify, or cancel the competition.

10.3 Personal data collected within the framework of the competition by the Organiser will be subject to electronic processing as part of the organisation of the competition. This data is necessary for processing candidate registrations and will be stored in the Organiser's database. The Organiser or any company in the Infopro Digital group may send candidates commercial proposals, invitations to participate in professional events, offers for products and/or services useful for their professional activities, as well as include them in professional directories.

Candidates have the right to access, correct, and oppose the data concerning them and can exercise this right by submitting a written request to dpo@infopro-digital.com.

The Personal Data Charter of the Infopro Digital group is available at the following address: <https://www.infopro-digital.com/rgpd-gdpr/>

10.4 Participation in these Prizes implies full acceptance by the participants, without restriction or reservation, of these rules and the decisions made by the jury.

Article 11 – Disputes

These rules are governed by French law. The Organiser will have sole authority over any difficulty that may arise in the interpretation and/or application of these rules.

Done in Gentilly, on..... 2025.

Contact Information:

Drive to Zero trade fair: drivetozero@infopro-digital.com

APPLICATION FILE

How to apply for the Drive to Zero Innovation Prizes?

The Drive to Zero Innovation Prizes reward innovative solutions shaping the future of sustainable mobility. **The application deadline is May 11, 2025, at 11:59 PM French time.** To submit your application, follow these steps:

STEP 1: Prepare your technical application file

The technical application file is the only document that will be submitted to the jury members to assess your innovation.

In what format should it be submitted? Candidates have freedom regarding the format and layout of their file. They can use the Drive to Zero branding or their own, as long as all questions are addressed and the final document is submitted in PDF format.

Tip: A clear and well-structured file will facilitate the jury's evaluation.

What should it contain? The technical application file should be structured and address the following elements:

COMPANY AND CONTACTS:

- Company or organisation name
- Date of company formation
- Number of employees
- Address (main site if necessary), postal code/city/country
- Contact details of the person responsible for the application
- Contact details of the technical expert or innovation lead

INNOVATION DETAILS AND DESCRIPTION

Part 1: Innovation presentation

- Title, name or description of the innovation
- Selection of the thematic category, from the 6 thematic categories
Important: An innovation may be relevant to multiple categories (maximum 3 choices) if applicable.
 - Vehicles Technology and Innovation
 - Active modes
 - Mobility services and connected mobility
 - Long-distance freight and urban logistics
 - Infrastructure & Energy
 - Infrastructure & Planning

- **Brief description**
(2 to 3 sentences, or 5 to 10 lines)
 - What need or problem in the transport sector does it solve?
 - What is the added value compared to existing solutions?
- **Target market(s) or sectors**
(public/private sector, general public, local authorities, industries or sectors, users...)

Part 2 : Innovative and Technical Aspects

Technological novelty (disruption or improvement) **and business model.**

Describe the performance enabled by the innovation by providing explicit data comparing it with the state of the art (existing available solutions) or similar situations or contexts.

- **Technical description of the innovation**
(half-page recommended)
- **What is the maturity stage** (functional prototype, commercial product, deployed service...)? **On which TRL** (Technology Readiness Level)?
 - If prototype: expected market launch date
 - If commercialised: launch date, number of users/clients, turnover
- **In what way is your innovation an advance over the state of the art** (technical, application, competitive advantages) ?
- **What R&D work and/or tests have been carried out?**
- **What are the key performance indicators?**
 - How do you measure the success of your innovation?
 - What results have been achieved so far?
- **Have your work and/or data led to scientific and/or technical publications?** If yes, which ones?
 - This may be included as an attachment at the end of your file
- **Has the innovation been subject to patent(s)?**
- **Have you received any awards and/or distinctions** (current or previously awarded)?
- **Have you obtained the necessary certifications?**
IMPORTANT: For any solution and/or collaboration requiring compliance and/or adherence to specific legislation/regulations (safety, transport, prior approval, certification...), the applicant declares to have obtained the necessary authorisations and certifications and will be solely responsible towards the organiser and any third parties for compliance with the applicable regulations.

Part 3: Intensity and Impact of the Innovation – Benefits and Sustainability

IMPACT STUDIES AND RESULTS:

- **Have you carried out impact studies?**
 - If yes, what are the key results?

ENVIRONMENTAL IMPACT MEASURES:

- **Which process of the innovation leads to a reduction in GHG emissions, and to what extent?**
- **What are the energy savings achieved?**
 - For which stakeholders? At what scales? Vehicle / Fleet / Sector / Country...?
- **What is the LCA (life cycle analysis) of the innovation from the production phase to the usage phase?**
 - If possible: Image of a graph comparing emissions before/after the innovation
- **What are the environmental and biodiversity impacts?**
 - Examples: choice of materials and sourcing, noise reduction, air quality improvement, land consumption and preservation of natural spaces and environments...)

ECONOMIC IMPACT MEASURES:

- **Does the innovation create jobs** (local and/or non-offshorable)?
 - Quantify if possible
- **How does the innovation support local economic development?**
- **What are the key steps and milestones in the business or economic model?**
- **Does the innovation contribute to industrial, technological, or territorial sovereignty or independence?**

SOCIAL IMPACT MEASURES:

- **How does the innovation improve mobility for all** (accessibility, comfort)?
- **How does the innovation reduce social and territorial inequalities?**

OTHER:

- **Can you share references from users, partners, or stakeholders of the innovation?**
 - This may be included as an attachment at the end of your file

Part 4: Development and Prospects

- **What is the project history?**
 - Project launch date
 - What are the key development stages?
- **What are the remaining challenges or areas to be improved or solved?**
What implementation plan is in place?
- **Is the innovation development carried out within a partnership framework?**
 - ☐ Yes ☐ No
- **If yes, can you share the list of partners** (industrial, academic, institutional, etc.)?
- **What are the development prospects?**
 - Next objectives
 - Targeted (secondary) markets
 - Scalability potential

Part 5: Annexes and Documentary Files

These elements should be added at the end of the technical application file:

- **Logo** of the applying company
- **2 photographs** with photo credits
- **Technical documents, brochures, user testimonials...** (optional)

IMPORTANT:

Some responses are not mandatory. However, to ensure the jury members have the necessary information for a thorough assessment in line with the selection criteria and key challenges, it is **strongly recommended to complete and provide as much detail as possible in the required fields.**

Certain fields are mandatory as they are essential for the proper evaluation of the innovation. The jury will pay particular attention to the technical details provided, which allow them to accurately assess the novelty of the innovation (these fields are therefore compulsory) and its practical application.

The impacts of the innovation, which are also among the selection criteria, will be assessed differently based on the perspectives of the jury members and the organisations they represent. These aspects will form part of the collective discussions during the decision-making process and the final selection of the winners

STEP 2: Submit Your Application Form Online

How to access the online application form?

Access to the form depends on your status:

- **Exhibitors:** Log in to your Exhibitor Space.
- **Non-exhibitors:** Visit the official Drive to Zero website:
<https://event.drivetozero.fr/fr/prix-de-l-innovation>

What information is required in this form? The form consists of:

Administrative details for managing your application (**for the organiser only**):

- Contact details of the application representative
- **Upload field for your technical application file** (which will be sent to the jury after the application deadline)

Public information for your visibility on event.drivetozero.fr (**for visitors**):

- Company name.
- Innovation name.
- Category.
- Innovation description.
- **1 photo** (PNG or JPEG format, max. 5MB)
- **Company logo** (PNG or JPEG format, max. 5MB)

STEP 3: Finalise Your Application

Submitting the form before **11 May 2025 at 23:59** (French time) is the only official way to apply for the Drive to Zero Innovation Awards. **Any submission outside this framework will not be considered**

ANY QUESTIONS?

Your contact person: Rhéa VILETTE - rhea.vilette@infopro-digital.com