

PRESS INFORMATION – 2024

How does AD'OCC identify the ENR sectors of the future in Occitanie and support the structuring of these ecosystems?

A long-standing partner of the EnerGaïa Forum, AD'OCC is the economic development agency of the Occitanie Region. Created in 2018, its mission is to support companies in creating value and jobs in the region. Thanks to its expertise in regional economic sectors and its business experts, the agency supports companies at every stage of their lives: setting up, creation, innovation, growth, international market conquest, transmission takeover. Meet the AD'OCC teams in Hall B2 at the EnerGaïa Forum, on December 11 and 12, 2024 at the Parc des Expositions in Montpellier.

Five sectors identified

The Occitanie Region's ambition is to become an energy-positive region by 2050, aiming to reduce energy consumption while increasing the production of renewable energies. The aim is to produce enough renewable energy to cover all energy consumption in the 5 sectors: transport, industry, residential, tertiary and agriculture. Production targets have been set for solar, wind, floating offshore wind and hydrogen.

In order to meet these expectations, it is essential to support and energize all players in these sectors, and to adopt concrete strategies to achieve these objectives.

The future of renewable energy in Occitania

AD'OCC works hand in hand with the Occitanie Region to define action plans. The first step is to carry out a study to identify the potential of a given sector in the region. Depending on the results and potential detected, a roadmap is drawn up, with a number of strategic objectives covering different aspects such as training, innovation, R&D, international development, etc. The AD'OCC and Regional teams work in a cross-functional manner to support this roadmap, while remaining in constant contact with the ecosystem. In the renewable energies sector, we have identified and developed the so-called “sectors of the future”: green hydrogen, floating offshore wind power, solar PV. Studies are also underway into the potential of CO2 and energy storage.

What kind of events for these sectors?

HyDeo is the plan to drive the hydrogen industry in Occitanie launched in 2018 by the Occitanie Region, ADEME and numerous regional players with the mission of accelerating the economic development and deployment of hydrogen in the region. HyDeO is steered by the AD'OCC economic development agency. HyDeo currently has over 130 affiliated regional players.

Wind'Occ is a collective initiative for the floating offshore wind energy industry, created following the roadmap drawn up in 2017 and co-led by AD'OCC, the Occitanie Region, Cemater and the Mediterranean Sea Cluster. To date, more than 220 affiliates (companies, laboratories, academics) have joined the Wind'Occ initiative.

Some deployed projects

Throughout the year, we organize awareness-raising days, news updates and networking events around these sectors. AD'OCC also accompanies regional companies and players to trade shows in France and abroad, and on missions abroad. Regional players also receive individualized support according to their needs.

Major projects confirm the potential of these sectors, such as the adaptation of Port la Nouvelle's infrastructure for renewable energies, in particular offshore wind energy, the setting up of two pilot farms and a commercial farm, and the support of structuring projects for regional companies such as SLB, which is positioned in the automated production of parts for floats...

On the hydrogen front, we can mention the creation of the Genvia gigafactory for the production of new-generation electrolyzers, the networking of the region with production and distribution stations as part of the H2 corridor project, support for regional company Qair in the creation of the HyD'Occ hydrogen production plant in Port La Nouvelle, and on the innovation front, the creation of the Occitanie Hydrogen Technocampus, which will see the light of day in 2026.

About Forum EnerGaïa

An annual event with nationwide and international reach dedicated to renewable energy industry professionals, Forum EnerGaïa has been accompanying all the sector's stakeholders for 18 years. Initiated by the Occitanie/Pyrénées-Méditerranée Regional Authority, Forum EnerGaïa is today a showcase for the actions the authority is taking to promote the energy transition and achieve its objective of becoming the first positive energy region in Europe. SPL Occitanie Events, the organiser of the Forum EnerGaïa, is committed to an eco-responsible approach. It has been ISO 20121 certified by AFNOR since January 2021 for all its activities.

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