

On the occasion of World Environment Day on June 5, Alcimed, a consulting company specializing in innovation and the development of new markets, discusses three key themes: water quality, smart agriculture and hydrogen mobility.

**Water quality:** One of the major challenges facing agriculture is water quality. Access to water is a global challenge in which agriculture has a central role to play. Indeed, agriculture now absorbs more than 70% of the water consumed. Beyond upstream actions to limit the use of fertilizers and plant protection products, quality control of agricultural inputs could become a key area of focus. Consumers are increasingly vigilant about food quality and the absence of pollutants, as seen through the increasing number of debates on endocrine disrupters. Alcimed is at your disposal to discuss the theme of water, a global issue for which agriculture has a central role to play.

**Smart agriculture:** The World Environment Day is an opportunity to reflect on having respect for the environment, increasing production but also perhaps optimizing farm management. Tomorrow's agriculture must meet a dual objective of performance and sustainability, and smart agriculture makes it possible to communicate, exchange, share and generate information, helping farmers and their partners make the right decisions and opening the door to new production and farm management methods. Alcimed, which supports public and private players in the agribusiness sector in exploring new market opportunities related to smart agriculture, is always ready to discuss these topics with you.

**Hydrogen mobility:** As cities pursue a zero-emission goal and with increased user interest in cleaner and quieter engines, there is a growing demand for all-electric vehicles. However, one of the major obstacles to the expansion of this type of vehicles remains the range, which is limited to a maximum of around 300 km, and the relatively long loading time (several hours). To overcome these constraints, car manufacturers now offer hydrogen-powered vehicles, which offer two key advantages: a long range of around 600 km and a fast "refueling" of hydrogen in 3 to 5 minutes. However, the development of the hydrogen mobility sector is currently facing a major obstacle: the lack of a recharging infrastructure across the countries. Alcimed explores this infrastructure challenge facing the sector.

#### **ABOUT ALCIMED- [www.alcimed.com](http://www.alcimed.com)**

Founded in 1993, ALCIMED is an innovation and new business consulting firm specialized in life sciences (healthcare, biotech, agri-food), chemicals, energy as well as in aeronautics, space, defense and public policy. Today ALCIMED works with major industrial groups, ETIs and SMEs, investment funds and institutional players. ALCIMED relies on a team of 180 highly-skilled individuals to help its clients in the exploration and development of their unchartered territories: New Technologies, Market Innovation, High-Growth Geographies, and Strategic Foresight. ALCIMED is headquartered in Paris and has offices in Lyon and Toulouse in France, as well as in Germany, Belgium, Switzerland, the United-States and Singapore.