



# PRESS RELEASE

The European Union has launched the groundbreaking ToBeReal project, a five-year initiative dedicated to transforming and empowering the bioeconomy sector across Europe. Coordinated by PNO Innovation SL (Spain), the project unites a consortium of 15 partners from 10 countries, representing a diverse and inclusive effort to meet the EU's ambitious climate and sustainability goals as part of the European Green Deal and the 2030 and 2050 climate targets.

The project officially began on **November 1, 2024**, and will run until **October 31, 2029**, with a total EU contribution of **€2,999,846.08**. ToBeReal adopts a holistic approach, offering tailored Technical, Business, Regulatory, and Social Innovation assistance to bioeconomy initiatives, with a special emphasis on regions where the bioeconomy is less developed.

## Objectives and Impact

ToBeReal aims to unlock the bioeconomy's potential by addressing funding fragmentation and providing robust support across bio-based value chains. The project focuses on:

- **Technical and financial assistance:** Helping projects overcome challenges related to funding and technical feasibility.
- **Regulatory and legal guidance:** Navigating complex regulatory landscapes to facilitate innovation.
- **Social innovation support:** Encouraging multi-actor collaboration to promote inclusivity and stakeholder engagement.

Through its strategic partnerships with six leading bioeconomy clusters, three technological centers, and four specialized SMEs, ToBeReal is set to build strong links among policymakers, businesses, sector agencies, and investors.

## Partners and Countries Involved

The ToBeReal consortium includes renowned organisations from **across Europe**:

- **Spain:** [PNO Innovation SL](#), [AINIA](#)
- **Italy:** [Innovation Engineering SRL](#), [Fondazione Agrifood & Bioeconomy FVG](#)
- **Belgium:** [ILVO \(Instituut voor Landbouw- en Visserijonderzoek\)](#), [VITO NV](#)
- **France:** [Bioeconomy for Change](#)
- **Sweden:** [BioFuel Region BFR AB](#)
- **Slovakia:** [Bioeconomy Cluster](#)
- **Greece:** [Cluster ViO Economy & Environment of Western Macedonia](#)
- **Slovenia:** [Stajerska Gospodarska Zbornica Firm](#)
- **United Kingdom:** [NNFCC Limited](#)
- **Portugal:** [PNO Innovation Unipessoal Lda](#)

This diverse partnership spans **10 countries**, ensuring representation and expertise from a wide range of bioeconomy stakeholders and regions.

## Looking Ahead

By advancing research, innovation, and investment in the bioeconomy, ToBeReal seeks to amplify competitiveness in bio-based industries while addressing urgent environmental challenges. Stakeholders across Europe are invited to participate in this transformative journey, shaping a sustainable future together.

The development of the ToBeReal website is underway, and it will soon offer information on the project's goals, activities, advancements, and outcomes!

## Consortium



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