

ToBeReal

Empowering bioeconomy projects by deploying Technical, Business, Regulatory and Social assistance services



Currently, **bioeconomy in the EU** is still hampered by barriers such as unsustainable resource use, supply-demand mismatches, fragmented regulation, fragmented funding landscape and lack of harmonised standards for assessing bio-based product sustainability.

ToBeReal is a 5-year European collaborative project with the main goal of catalysing public, private and public-private bioeconomy projects at different stages of maturity leading to a higher number of flagship projects across EU.

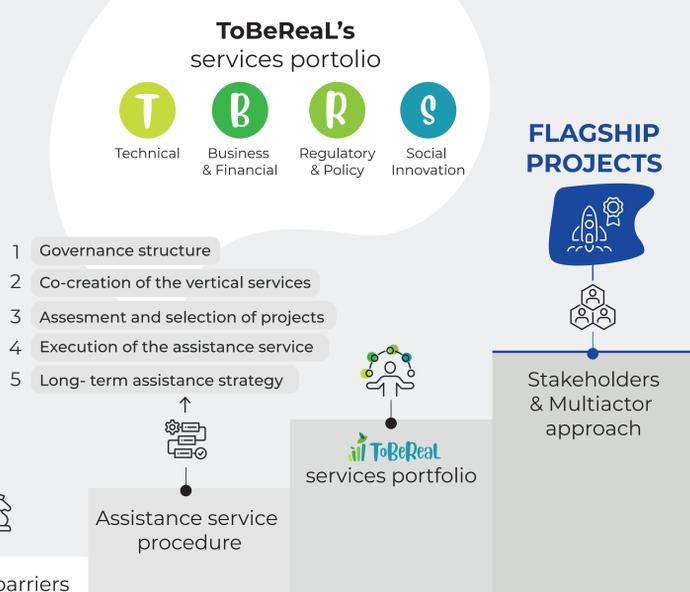
The consortium is formed by **13 partners** from **10 different countries**, including **6 key bioeconomy clusters**, **3 recognized Technological Centres**, and **4 SMEs service providers** in the field of **funding programmes, exploitation management and communication & dissemination, in process development and scale-up** and in policy, regulatory and market development.



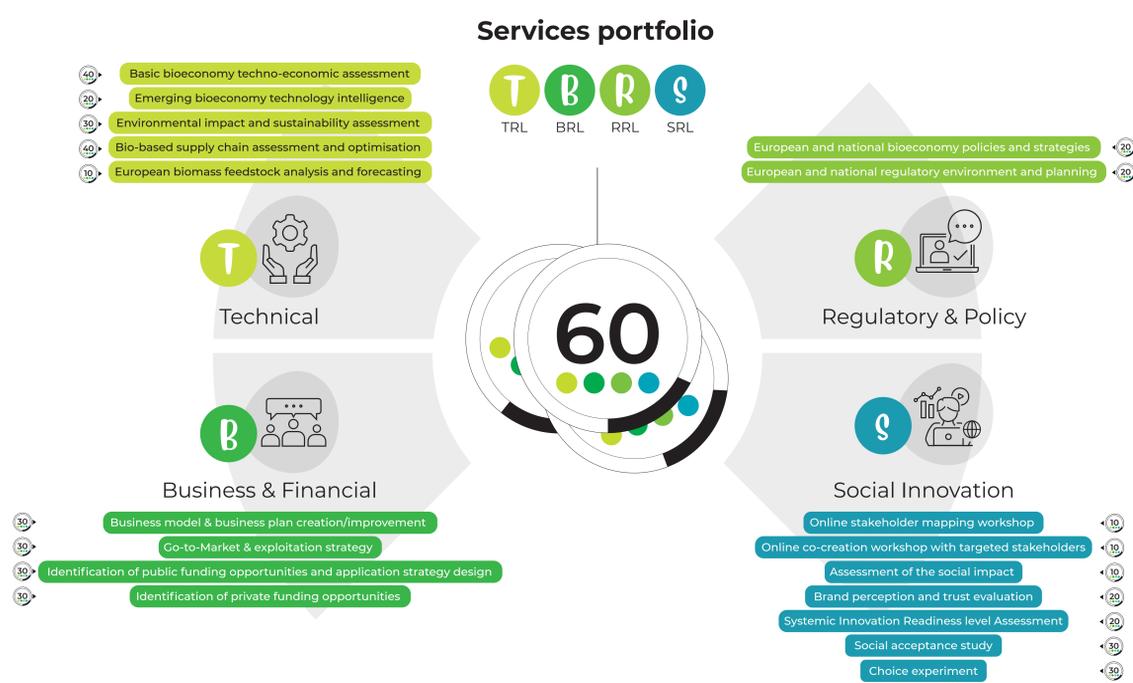
AIM & APPROACH

ToBeReal follows a 5-phase approach to enhance bioeconomy projects across EU:

- Identification of key barriers limiting scalability
- Definition of an assistance service procedure
- Establishment of a framework for long-term support through tailored services (T-B-R-S)
- Collaboration fostering between stakeholders
- Long-term assistance strategy towards flagship status (webinars + workshop + BioPitch Forum)



RESULTS & DISCUSSION



ToBeReal consortium is generating Open Reports (4) where valuable lessons and strategies for addressing future needs and overcoming barriers across EU regions for bioeconomy projects.

The framework's requirements to deploy the services assistance, including the questionnaire for stakeholders and related entities is already established → Application form already available on the website.

A system based on ToBe Coins (up to 60) has been established to access the T-B-R-S services (each accounting for a specific value of coins).

Evaluation criteria and scoring system based on scaling readiness, directly related to the likelihood of the bioeconomy project's innovation to become flagships among the four pillars (T-B-R-S).

STAY IN TOUCH

[in #toberealproject](#) www.tobereal.eu info@tobereal.eu

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Funded by the European Union under Grant Agreement No 101181799. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.