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Project acronym	ToBeReal		
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D9.2 – PLAN FOR DISSEMINATION AND EXPLOITATION INCLUDING COMMUNICATION ACTIVITIES AND UPDATES M6

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Responsible Author(s)	Joana Moreira-Silva, Mariana Cerqueira, Maria José Durão (PNO PT)		
Contributor(s)	Joana Moreira-Silva, Mariana Cerqueira, Maria José Durão (PNO PT)		
Reviewer(s)	Anne Kokel (B4C), Francisco Juliá (PNO ES)		
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			context to better reflect the project's communication and stakeholder-engagement needs (Section 1.2); a clearer definition of the CDE phases (Section 2.1); dedicated sections on CDE objectives, target audiences and channels, differentiated according to CDE activities (Section 3.1., 3.2., 3.3); a exploitation and post-project sustainability approach (Section 6); and a more detailed implementation plan, including actions, timelines, responsibilities and monitoring arrangements (Section 7).
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LIST OF ABBREVIATIONS

Abbreviation	Definition
EC	European Commission
EU	European Union
GA	Grant Agreement
KPI	Key Performance Indicator
M	Month
PDEC	Plan for Dissemination and Exploitation including Communication activities
WP	Work Package
KER	Key Exploitable Result



EXECUTIVE SUMMARY

Work Package 9 (WP9), led by the project partner PNO PT, is responsible for the design and implementation of the ToBeReaL project's communication, dissemination, and exploitation strategy. While PNO PT coordinates this work, all project partners contribute to WP9 and have dedicated person-months assigned. To ensure cohesion and impact, PNO PT also facilitates internal communication across partners and coordinates the support required for joint outreach activities.

This deliverable provides an overview of WP9's objectives and tasks, along with a summary of the communication and dissemination activities carried out during the first six months of the project. It also outlines ToBeReaL's strategic approach to promoting project results and ensuring their broad visibility, and uptake potential.

The report highlights key achievements to date, including the launch of essential communication tools such as the project website, newsletter, and LinkedIn channel. During this initial period, the project website recorded 1,700 page views, with 177 total users and 1,600 user engagements from 126 individual users. On LinkedIn, the project has published 23 posts, gathered 350 followers, and achieved 22,965 impressions, along with 897 reactions, 37 comments, and 100 reposts, demonstrating solid audience engagement and reach.

All targeted goals for this initial period have been successfully met, laying a solid foundation for future outreach and impact.





1. INTRODUCTION

1.1 ABOUT THIS DELIVERABLE

This deliverable outlines the **Plan for Dissemination and Exploitation including Communication activities (PDEC)** developed under Work Package 9 of the ToBeReaL project. **Led by PNO PT**, this plan sets the foundation for ensuring that the project's results, tools, and services are widely visible, accessible, and impactful among key bioeconomy stakeholders across Europe.

The PDEC plays a central role in supporting ToBeReaL's overarching objective to empower bioeconomy projects across technical, business, regulatory, and social domains. It defines a clear and structured approach to engaging relevant target audiences - from primary producers and SMEs to policymakers, investors, researchers, and innovation clusters. A strong emphasis is placed on supporting actors in regions where the bioeconomy is still underdeveloped, in line with the project's commitment to fostering inclusive and regionally balanced growth within the EU bioeconomy ecosystem.

Rather than being a standalone effort, dissemination, communication, and exploitation activities are fully integrated with ToBeReaL's broader technical and strategic goals. They are essential not only for raising awareness of the assistance services offered through the ToBeReaL platform but also for facilitating knowledge transfer, encouraging uptake of project outcomes, and promoting collaboration across the bio-based innovation landscape.

The strategy outlined in this plan is grounded in the identification of distinct target groups and the adaptation of communication tools and messages to their specific needs and priorities. This tailored approach ensures that outreach activities are relevant and impactful for the diverse audiences engaged by ToBeReaL. A wide range of communication tools are deployed, including the project website, newsletters, social media channels, press releases, webinars, and visual materials, supported by a visual identity that reinforces the project's visibility and coherence. This first six-month period focused on setting up the core foundations of the PDEC, including the launch of communication channels, initial outreach, and the development of supporting materials.

This deliverable provides an overview of the PDEC structure and goals, summarises the activities carried out during the first semester of the project, and presents initial results and key performance indicators, setting the stage for more intensive dissemination and engagement activities in the upcoming period.

1.2 ABOUT TOBEREAL PROJECT

The ToBeReaL project forms part of the Horizon Europe programme and has been designed to support and empower bioeconomy projects by developing technical, business, regulatory and social assistance services. To achieve this, ToBeReaL will adopt a comprehensive strategy to strengthen the European bioeconomy ecosystem, offering specialised expertise and strategic support across these four complementary dimensions. The project aims to amplify its impact by fostering collaboration between research and innovation (R&I), public and private funding sources, investors and key stakeholders, ultimately enhancing the competitiveness, maturity and long-term sustainability of bioeconomy projects across Europe.



To achieve these objectives, **ToBeReaL will deliver a wide range of services, networking opportunities and capacity-building activities throughout the project.** These include technical assistance services, stakeholder engagement activities, thematic workshops, BioPitch Forums, webinars, the ToBeReaL Community Platform, clustering activities, and the exchange of knowledge, best practices and lessons learnt **among bioeconomy actors.**

Consequently, **communication, dissemination and exploitation activities play a central role in the implementation of ToBeReaL.** They are essential not only for ensuring the visibility of the project's activities and results, but also for engaging stakeholders, facilitating the transfer and uptake of knowledge, promoting the adoption of the project's services and methodologies, and maximising the long-term impact and sustainability of its outcomes.

2. METHODOLOGY

2.1 APPROACH

The Plan for Dissemination and Exploitation including Communication activities (PDEC) of ToBeReaL is designed to ensure broad visibility and impact of the project's results, increase stakeholder engagement across bioeconomy value chains, and support the uptake of knowledge and services developed through the project. It reflects the project's overarching aim to empower bioeconomy projects, especially in underdeveloped regions, by raising awareness, building trust, and facilitating collaboration across technical, business, regulatory, and social dimensions.

Strategic DEC activities will deliver clear, targeted messages to diverse audiences including bioeconomy project developers, primary producers, industry actors, researchers, policymakers, and citizens. All activities will be tailored to each audience segment's interests, using appropriate channels, formats, and timing. The ToBeReaL DEC approach is framed around three core pillars:

A. Strategic and Measurable Framework to ensure clarity and accountability, the PDEC will:

- Define clear objectives, target audiences, messages, and channels for each activity;
- Set measurable KPIs (aligned with WP9–11) to track progress and effectiveness;
- Ensure consistency with the overall exploitation and adoption pathways of ToBeReaL;
- Integrate feedback mechanisms to continuously improve outreach and messaging.

B. Stakeholder-Centred Dissemination; dissemination will prioritise the accessibility and usability of project outcomes for the identified target groups, including: primary producers, biobased technology providers, retailers and industry, consumers, researchers, policy makers, clusters and associations, media, civil society players. Key actions will include:

- Dissemination of open-access publications;
- Organization of BioPitch events and thematic feedstock workshops;
- Participation in and contribution to relevant EU networks and initiatives;
- Scientific dissemination through peer-reviewed publications and conferences.



C. Impact-Oriented Communication; communication activities will focus on raising awareness of ToBeReal's mission and results, promoting collaboration, and enhancing the visibility of supported regional initiatives. Key goals include:

- Promoting the ToBeReal Community Platform as a central hub for collaboration;
- Showcasing project impact through accessible storytelling and success cases;
- Creating trust and visibility among local actors and underrepresented regions;
- Supporting alignment with EU strategies such as the Bioeconomy Strategy, Widening Participation Strategy, and the Green Deal.

The project will use both continuous communication (e.g., social media, newsletters, website updates) and interactive engagement (e.g., events, matchmaking activities, bilateral exchanges). Messages will be tailored to the audience and disseminated using clear, concise, and engaging formats. To ensure quality and alignment, all communication and dissemination materials will be reviewed by WP9 leaders in coordination with relevant partners and the overall project strategy.

2.2 DEC PHASES

Preparation (M1-M6) – concluded: This initial phase, spanning from M1 to M6, focused on establishing the communication and dissemination foundations of the ToBeReal project. During this period, the consortium successfully deployed the project's core communication tools, including the [official website](#), [LinkedIn page](#) and first newsletter, together with the development of the project's visual identity and branding guidelines. A comprehensive set of communication materials was also prepared, including the project logo, leaflet, poster, presentation templates, meeting templates and other visual assets to ensure a consistent and recognisable identity across all project activities. In parallel, PNO PT established the internal communication and reporting framework to support the coordinated implementation of the PDEC. This included the development of shared reporting templates and monitoring tools for communication, dissemination and exploitation activities, enabling partners to systematically report events, publications, stakeholder engagement activities and other relevant actions throughout the project.

Communication (M2-M60) – ongoing: Following the preparation phase, ToBeReal has focused on raising awareness of its objectives, and the support services that will be made available to the bioeconomy community. Early communication activities included the dissemination of information about the project's Kick-off Meeting. As the project progresses, communication activities will increasingly focus on promoting ToBeReal's portfolio of technical, business, regulatory and social assistance services, the opportunities offered through the Community Platform, and the project's capacity-building and networking activities, including thematic workshops, BioPitch Forums and stakeholder engagement initiatives. Communication efforts will also highlight project milestones, success stories, technical open reports, policy-related outputs and other relevant achievements as they become available.

Dissemination (M2-M55) – ongoing: Dissemination activities will be continuously implemented throughout the project to maximise the visibility, uptake and reuse of ToBeReal's results. The consortium will actively participate in national and international conferences, workshops, webinars,



brokerage events and clustering initiatives, while promoting project outputs through scientific publications, Technical Open Reports, policy briefs, news articles published on the project website and Community Platform, newsletters and other dissemination materials. These activities will ensure that project knowledge reaches the relevant stakeholders and contributes to the wider European bioeconomy ecosystem.

Exploitation (M15-M55) – not started: Exploitation activities will comprise the identification and validation of KERs, IPR assessment, definition of exploitation pathways and implementation of tailored exploitation measures to maximise the long-term uptake of the project's results. The corresponding strategy and implementation roadmap are described in Section 7 of this deliverable. No exploitation activities have been implemented during the current reporting period, as these are planned to commence in M24.

2.3 GUIDELINES

In accordance with Article 17 of the Grant Agreement ("Communication, Dissemination and Visibility"), the ToBeReal project implements its Plan for Dissemination and Exploitation including Communication activities (PDEC) to ensure that results and impacts are effectively promoted, made visible, and strategically shared with relevant stakeholders.

A. Promoting the action and its results

The ToBeReal consortium is committed to promoting the action and its outcomes through clear, targeted communication and dissemination activities that are aligned with the project's objectives, as outlined in the GA. These actions aim to reach a broad audience including primary producers, biobased technology providers, retailers and industry actors, consumers, researchers, policymakers, clusters and associations, media representatives, and citizens across the EU, with particular emphasis on regions where bioeconomy is underdeveloped. All communication activities are designed to be: Strategic; Coherent; Effective.

Before any activity that is expected to have a major media impact is conducted, the coordinator will notify the granting authority, in compliance with the obligations under Article 17.

B. EU Visibility in ToBeReal

All communication and dissemination activities carried out by the ToBeReal consortium, whether through media relations, conferences, seminars, or information materials (including brochures, leaflets, posters, presentations, and digital content via websites or social media), must ensure clear visibility of EU support, in line with Article 17 of the Grant Agreement. In addition, any physical or digital asset funded by the project, such as equipment, infrastructure, or major outputs, must display the European flag (emblem) and the appropriate funding statement. Translations into local languages should be provided where relevant to enhance clarity and outreach.

The EU emblem must remain distinct, unaltered, and not combined with other logos, visual marks, or branding. No other visual identity may be used to imply or represent EU support, beyond the official emblem and funding statement. When used alongside other logos (e.g., project or partner branding), the EU emblem must be displayed at least as prominently and visibly (Figure 1).



Figure 1. EU visibility.

When used alongside other logos (e.g., consortium members, sponsors), the EU emblem must appear at least as prominently and clearly as others.

Funding statement: *Funded by the European Union, under Grant Agreement N° 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 Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.*

C. Dissemination of Results

All beneficiaries in the ToBeReaL consortium are required to disseminate their results as early as possible, provided such dissemination does not compromise intellectual property rights, confidentiality obligations, or security considerations. The dissemination of results must align with the overall Plan for Dissemination and Exploitation including Communication activities (PDEC) and respect the procedures defined in the Grant Agreement and Consortium Agreement.

To ensure transparency, quality, and coordination:

- Any beneficiary planning to disseminate its own results - whether through publications, presentations, or other forms of communication—must give prior notice to the other consortium members at least 45 calendar days in advance, as specified in the Consortium Agreement (Section 8.4.2.1)
- Objections from other parties (e.g., due to the inclusion of confidential information or potential harm to legitimate interests) must be made within 30 calendar days of receiving the notice. If justified, the dissemination may be delayed for up to 90 calendar days to resolve concerns or apply protective measures
- Results involving contributions or data from other partners cannot be disseminated without their explicit written consent, unless those results have already been made publicly available.

Furthermore, partners must ensure that all dissemination materials respect EU visibility requirements, including proper use of the EU emblem and funding acknowledgment, as outlined in Article 17 of the Grant Agreement.

In line with Horizon Europe's open science principles, the ToBeReaL consortium is committed to ensuring open access to all publications resulting from the project. Beneficiaries must guarantee that, at the latest upon publication, a machine-readable electronic copy of the published version or

Wherever possible, ToBeReaL will also promote sustainable and digital-first dissemination practices, avoiding the use of print-based materials in favour of digital channels that enable broader, more inclusive, and environmentally conscious outreach.

To ensure that communication and dissemination efforts are consistent, transparent, and aligned with the project's objectives, ToBeReaL has developed a structured internal monitoring framework under WP9–WP11. This includes both quantitative and qualitative tracking of key performance indicators (KPIs) and ensures compliance with the strategy defined in the PDEC.

- Report communication activities;
- Report dissemination activities;
- Indicate events of interest for participation or representation.

Partner*	Date of Publication	Communication Activity name	Description	Who? Target audience*	How? Communication	Outcome	Status*	How many? Number of target	Associated WP*	URL for social media	Objective/Expected Impact (why?)	Date of publication
CLUBE	27/11/2024	FB post	FB post in CLuBE's facebook page on KoM	Clustering Activities	Social Media	Publication of social media	Delivered		1	https://www.facebook.com/CLUBOsczyW/	Visibility to the participation of CLuBE in the project, highlighting ToBeReal, objectives and main activities	27/11/2024
FAB FVG	27/11/2024	FB and LinkedIn post	Post on the participation of FAB FVG to the kick-off meeting	Clustering Activities	Social Media	Publication of social media	Delivered	3260 followers on Facebook 881 followers on LinkedIn		https://www.facebook.com/FABFVG https://www.linkedin.com/search/results/all/?geoEmit=y&key=um%3A%23Aorganization%3A372087&keywords=Fondazione%20Agrifood%20%26%20Bioconomy%20FVG&origin=ENTITT&search_home_history=&sid=Lj	Visibility to the participation of the organization to the project, also highlighting ToBeReal, objectives and main activities	27/11/2024
FAB FVG	30/12/2024	LinkedIn post	Repost of ToBeReal post with the first press release	Clustering Activities	Social Media	Publication of social media	Ongoing		9		Visibility to the participation of the organization to the project, also highlighting ToBeReal, objectives and main activities	30/12/2024
B4C	27/11/2024	LinkedIn post	Post on the participation	Clustering Activities	Social Media	Publication of social media	Delivered	10k followers on LinkedIn		https://www.linkedin.com/posts/bioeconmyforchange_cluster-bioeconmy-innovation-activity-7249318803032154805-y3r?utm_source=share&utm_medium=member_desktop		27/11/2024

In addition to the reporting Excel tool provided to all partners via the project's internal repository, the following procedures and good practices are in place:

- **Partner Engagement in Content Planning:** Project partners are actively encouraged to contribute ideas, materials, and content proposals related to their activities. PNO PT, as WP9-WP11 lead, will proactively reach out to partners to collect inputs that can be transformed into impactful Communication and Dissemination actions.



- **Collaborative Topic Selection:** Partners are involved in the selection of relevant themes that resonate with the target audiences, ensuring relevance and technical alignment.
- **Systematic Content Tracking:** All scheduled communications (e.g., social media posts, newsletters, press releases) are recorded in a shared editorial calendar, which includes timing, responsible partners, and formats to ensure consistent rollout and avoid overlaps.
- **Regular Online Scanning:** Periodic online monitoring is carried out to identify third-party mentions of ToBeReaL (e.g., media coverage, stakeholder references), enabling the consortium to capture visibility indicators and feedback.
- **Publication and Event Compilation:** Dedicated sections within the reporting tool allow partners to list all scientific publications and events in which they intend to participate or have already participated. This helps ensure visibility of project results while avoiding duplication and missed opportunities.
- **Update Requests and Check-ins:** At regular intervals, PNO PT will request updates from partners to ensure that all activities are logged and reflected in reporting dashboards and that any deviations from the plan are addressed.

This coordinated approach ensures timely documentation, enables agile adjustments to the PDEC strategy, and provides the foundation for effective reporting to the EC.

2.5 MEASURING METRICS & KPIS

The **Communication Activities** of ToBeReaL are specifically designed to inform and engage all relevant stakeholders and the wider public about the project's purpose, progress, and key messages, while enhancing its visibility and recognisability across the EU bioeconomy landscape.

To evaluate the effectiveness of these communication efforts, a set of Key Performance Indicators (KPIs) has been defined. These indicators focus solely on communication-related outputs and outcomes, as outlined in WP9-WP11. Table 1 presents the main metrics to be achieved by the end of the project through collaborative efforts across the consortium.

Table 1. ToBeReaL Communication Outcome

Communication Activities	Metrics	ToBeReaL (M6)
Visual identity	N/A	Completed
Website	No. of new visitors/returning visitors, No. of page views	1.7k (page views): 177 total users 1.6 k (user engagement): 126 total users
Social Media (LinkedIn)	No. of likes/posts, No. of interactions with the accounts	350 Followers 23 Posts 22,965 Impressions 897 Reactions 37 Comments 100 Reposts
Partners' webpage and social media	No. of news & press releases published on partners' channels per year	12 publications



Newsletters	No. of subscribers	1 Newsletter M6 119 Subscribers
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Dissemination Activities in ToBeReaL are designed to ensure that project results, tools, and services are made accessible to relevant stakeholders and actors who can further use, adapt, or build upon them. The goal is to support knowledge transfer and ultimately enable the uptake and exploitation of results by targeted groups across the bioeconomy value chain.

To assess the effectiveness of these dissemination efforts, a set of Key Performance Indicators (KPIs) has been defined, specifically under the scope of WP9-WP11. Table 2 outlines the main indicators to be achieved by the end of the project, with contributions from all partners.

Table 2. ToBeReaL Dissemination KPIs

Dissemination Activities	KPIs	ToBeReaL (M6)
Participation in national and international conferences (and other events)	1 Participation per partner/year	N/A
Publications	10 publications (5years)	0
Liaison with other related projects and initiatives	20 projects	4 (BioINsouth, C4B, i34BlueGrowth, Hubs4Circularity)
Webinars on Thematic Feedstocks	30 participants/ webinar	Not yet scheduled
Workshops	15 participants/ Workshop	56 participants
BioPitch Forum	10 Projects	Not in the scope of this timeframe

3. DISSEMINATION, COMMUNICATION AND EXPLOITATION PLAN

3.1 OBJECTIVES

The aim is to support the objectives of the ToBeReaL project by ensuring that its activities, services and results effectively reach and engage the relevant target audiences. The communication, dissemination and exploitation activities are designed to maximise the project's visibility, encourage uptake of its services and results, encourage collaboration between stakeholders and contribute to the project's long-term impact and sustainability.

To achieve these ambitions, the PDEC is structured around the following strategic DEC objectives, which constitute the basis for the implementation actions described in the following section (Table 3).

Table 3. ToBeReaL's specific objectives for the DEC.

Specific Objective	Outcome	C	D	E
Increase awareness of the European bioeconomy ecosystem and the opportunities offered by ToBeReaL.	Increased visibility of the project and greater awareness of bioeconomy opportunities among target stakeholders.	•		



Specific Objective	Outcome	C	D	E
Promote the uptake of ToBeReal services, methodologies, tools and opportunities.	Increased participation in project activities and use of the project's services and resources.	•	•	•
Build and engage a collaborative European bioeconomy community.	Active stakeholder participation, networking and knowledge exchange through the Community Platform and project activities.	•	•	
Facilitate the dissemination and exploitation of project knowledge and results.	Wider uptake, reuse and application of project outputs by the research, policy and innovation communities.		•	•
Ensure the long-term impact and sustainability of ToBeReal results.	Continued availability, uptake and exploitation of project outputs beyond the project lifetime.	•	•	•

3.2 TARGET AUDIENCES

ToBeReal's is rooted in a stakeholder-driven approach that ensures alignment with the project's overarching goal of supporting the uptake and scaling of sustainable bioeconomy solutions, particularly in structurally weaker regions.

Target audiences are identified and prioritised through the activities developed under WP7 – Stakeholder engagement and community activation, which include mobilising, and interacting with key actors across the European bioeconomy landscape. These activities support the strategic alignment of messaging and outreach tools, ensuring that key stakeholders are engaged in a timely and impactful manner through well-suited communication channels.

The following groups have been defined as ToBeReal's core target audiences. Their expected benefits from the project and the primary DEC focus are presented in Table 4.

Table 4. ToBeReal's Target Audience.

Target Audience	Expected Benefit	Primary DEC Focus
Primary Producers (e.g., farmers, foresters, macro and microalgae producers, biomass suppliers)	Access to technical, business and regulatory support for bioeconomy projects.	C / D / E
Biobased Technology Providers (e.g., innovators, technology developers)	Collaboration opportunities, services and innovation support.	C / D / E
Retailers and Industry Actors (e.g., processors, manufacturers, SMEs, large groups)	Uptake of innovative bioeconomy solutions and networking opportunities.	C / D / E
Consumers (as end-users of bio-based solutions and key to market acceptance)	Awareness of sustainable bio-based solutions and their benefits.	C
Researchers and Academia (involved in bioeconomy research and innovation and capacity building)	Knowledge exchange, methodologies, scientific results and collaboration.	D / E
Policy Makers and Public Authorities (at EU, national, and regional levels)	Evidence-based recommendations, policy support and regional development.	D / E



Clusters and Associations (serving as knowledge multipliers and support networks)	Networking, stakeholder mobilisation and dissemination multipliers.	C / D / E
Media (to support awareness and visibility through science communication)	Project visibility and awareness raising.	C
Civil Society Organisations (including NGOs and other advocacy groups)	Awareness, engagement and societal uptake of bioeconomy initiatives.	C / D

This comprehensive and structured targeting approach ensures that ToBeReal's communication and dissemination activities are effective, context-aware, and capable of fostering the uptake and long-term impact of project services and results.

3.3 CHANNELS

To maximise the effectiveness of the PDEC, ToBeReal will adopt a **multi-channel approach**, combining digital, physical and collaborative channels to ensure that project activities, services and results effectively reach the identified target audiences (Table 5). The selection of each channel is based on its suitability for the intended audience, communication objective and expected impact.

Table 5. ToBeReal's communication and dissemination channels.

Channel	Purpose	Main Target Audiences
Project Website	Central source of information on the project, services, results, news, events and public deliverables.	All Target Audiences
ToBeReal Community Platform	Collaborative environment for stakeholder engagement, networking, knowledge exchange and access to project services and resources.	Bioeconomy stakeholders, project beneficiaries, clusters, researchers, policymakers
Social Media (LinkedIn)	Promote project activities, increase visibility, disseminate news and engage with stakeholders.	Industry, researchers, policymakers, clusters, media
Newsletters	Provide periodic updates on project progress, opportunities and upcoming activities.	Industry, researchers, policymakers, clusters, media
Conferences and Events	Present project results, exchange knowledge and establish collaborations with relevant communities.	Researchers, industry, policymakers, innovation actors
Workshops, Webinars and BioPitch Forums	Facilitate capacity building, stakeholder engagement, networking and knowledge transfer.	Primary producers, SMEs, technology providers, investors, clusters
Partner Networks and External Initiatives	Extend the project's outreach through consortium networks, clustering activities and collaboration with related projects.	All target audiences
Scientific Publications, Technical Open Reports and Policy Briefs	Disseminate project knowledge, methodologies and recommendations to support research, innovation and evidence-based policymaking.	Researchers, policymakers, industry



4. COMMUNICATION AND DISSEMINATION STRUCTURE

4.1. COMMUNICATION AND DISSEMINATION TOOLS

4.1.1. Project Identity

Logo

The ToBeReal logo features a clean, modern typographic design, with the project name "ToBeReal" prominently displayed. The color scheme employs a palette of teal and dark blue, conveying a sense of innovation and sustainability. The logo is accompanied by the tagline "Empowering bioeconomy projects by deploying Technical, Business, Regulatory and Social services" underscoring the project's focus area. This design aligns with the project's mission to support regional bioeconomy development and cooperation. The logo is available in full-color and monochrome versions and must be used in accordance with the ToBeReal Style Guide to ensure consistent project branding across all materials and platforms.



Figure 3. Variations of the ToBeReal Logo

4.1.2. Project Templates

A full set of branded templates was developed and shared with all partners to ensure visual consistency across project outputs. These include templates for PowerPoint presentations, Word deliverables, and meeting agendas/minutes. All templates feature the project logo, EU emblem, and required funding statements.

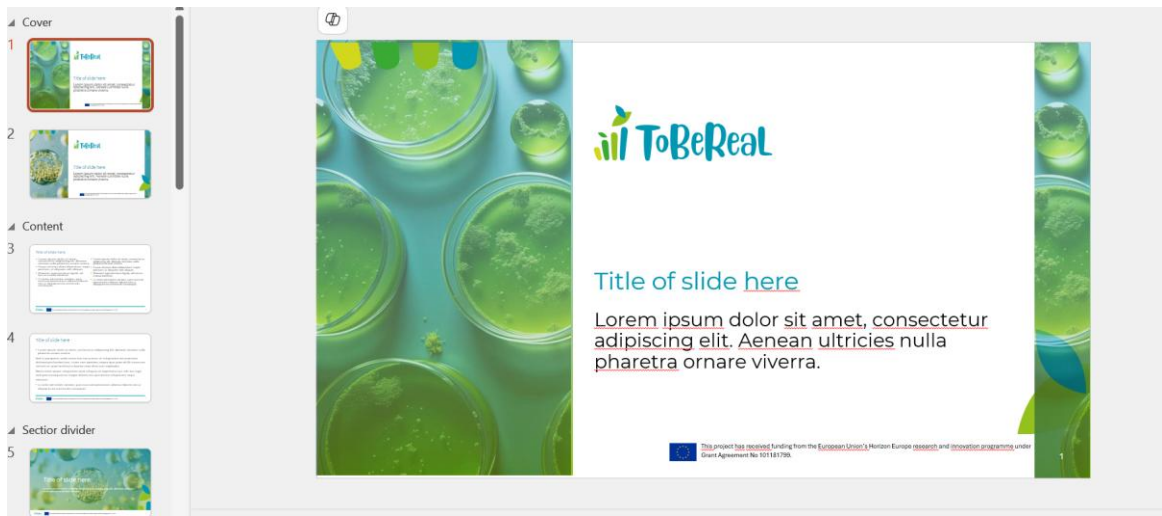


Figure 4. Template for Power Point Presentations to be used in ToBeReal activities.

D1.1 – PMP: Project Management Plan (Replace Deliverable name)



Project title	Empowering bioeconomy projects by deploying Technical, Business, Regulatory and Social assistance services		
Project acronym	ToBeReal		
Project number	101181799		
Project start date	01/11/2024	Duration	60 months

D1.1 – PMP: PROJECT MANAGEMENT PLAN

Due date	XX/XX/202X	Delivery date	XX/XX/202X
Work package	WPX		
Responsible Author(s)	Name (Institution)		
Contributor(s)	Name (Institution)		
Reviewer(s)	Name (Institution)		
Type	Report		

Figure 5. Template for word deliverables ToBeReal reporting activities.



Minutes of Meeting
ToBeReal
Date: 25/26 November 2024

ToBeReal

In Bioeconomy

Kick-off Meeting Minutes

25th & 26th November 2024

Barcelona

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Figure 6. Template for meeting agendas/minutes of ToBeReal.

4.1.3. Images

A shared image bank has been created to support the design of visual materials. It includes high-quality photographs and icons related to the bioeconomy, rural development, and innovation. These are used in social media graphics, infographics, and printed materials in line with the visual identity.

4.1.4. Leaflet

An initial project leaflet was produced in M6, introducing the project’s concept, objectives, structure, and contact details. It will be updated periodically and distributed at events, digitally and in print. The design includes core branding elements and complies with EU visibility requirements.

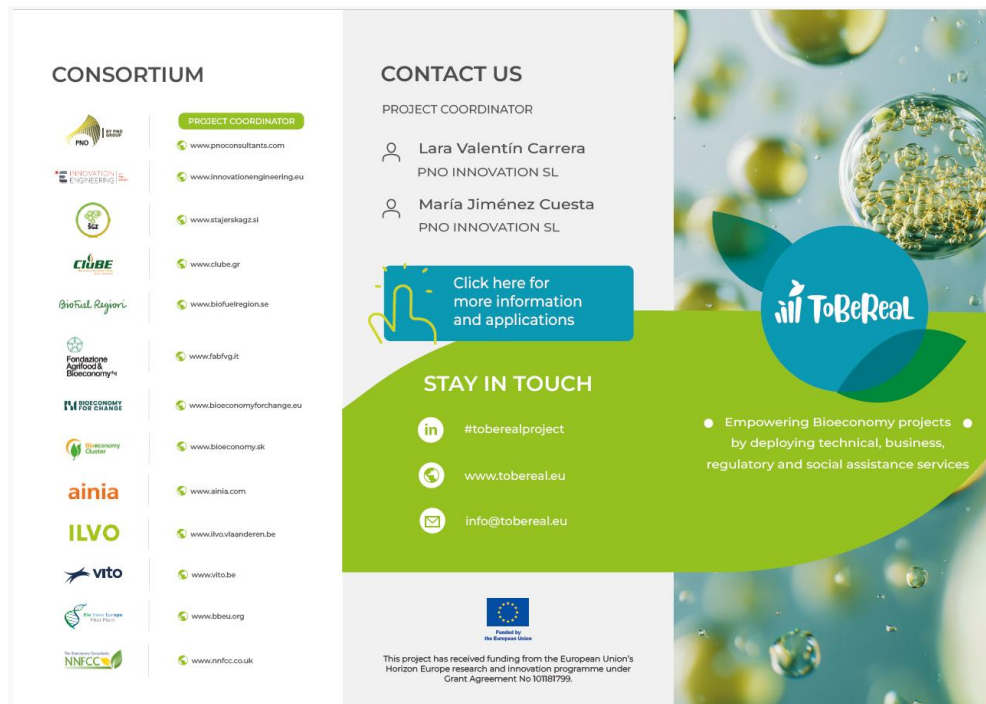


Figure 7. Initial Project Leaflet.

4.1.5. Poster

The ToBeReal poster presents key facts about the project and is designed for use at physical events, conferences, and exhibitions. It serves as a visual summary of the project's identity, scope, and services.



Figure 8. Initial Project Poster.

4.1.6. Roll-Up

A branded roll-up is being designed to accompany the project at fairs, brokerage events, and public presentations. It includes high-impact visuals and a simplified message structure to attract attention and communicate project goals at a glance.

4.1.7. Other Infographics

Infographics were produced to support communication of complex topics, stakeholder engagement strategy, and service pathways. These will be made available for use online and during presentations.

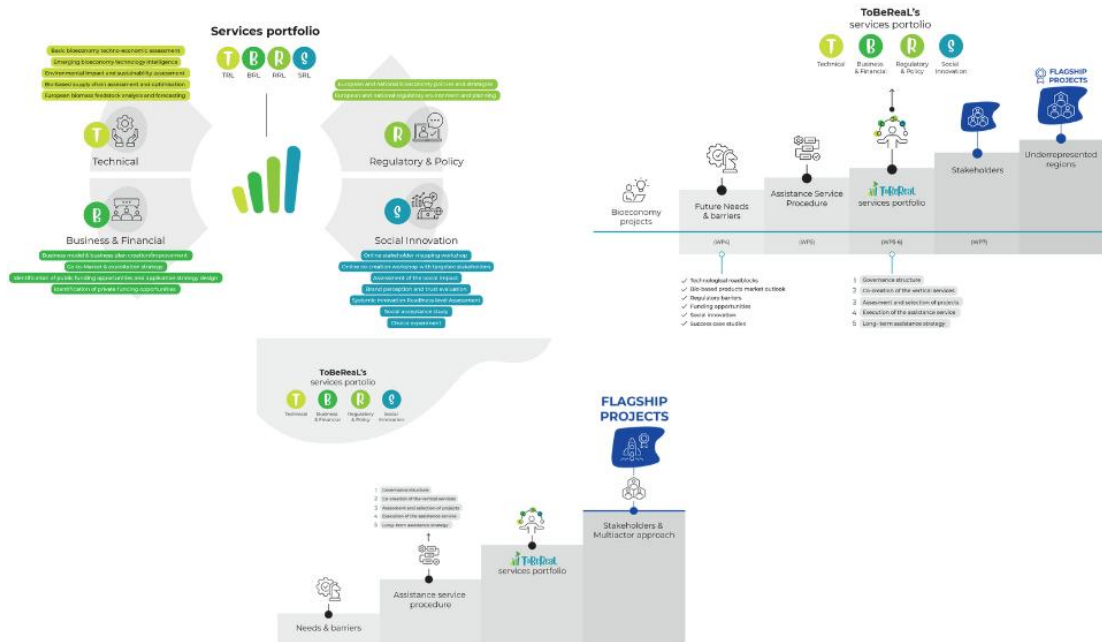


Figure 9. Examples of Infographics created for ToBeReal Project.

4.1.8. Publications

4.1.8.1. Webpage News

News articles are published regularly on the ToBeReal website to showcase project milestones, partnership updates, event summaries, and calls to action. These are coordinated by WP9-WP11 and aligned with the communication calendar.

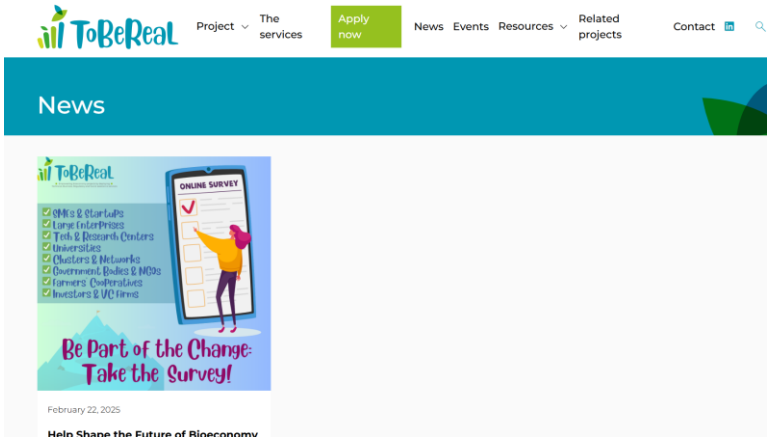


Figure 10. News Section at ToBeReal Project Website.

4.1.8.2. Press Releases



Press releases will be issued to mark key moments such as the launch of the platform, publication of major deliverables, or major external visibility moments (e.g. EC events or industry awards). All partners are expected to share and amplify these through their networks and media contacts.

The screenshot shows a press release titled "ToBeReal in Bioeconomy" with a large "PRESS RELEASE" header. The text describes the launch of the ToBeReal project by the European Union, coordinated by PNO Innovation SL (Spain). It mentions a consortium of 15 partners from 10 countries, a five-year initiative (2024-2029), and a total EU contribution of €2,999,846.08. The project aims to transform and empower the bioeconomy sector. It lists objectives such as technical and financial assistance, regulatory and legal guidance, and social innovation support. A list of partners and countries involved is provided, including Spain, Italy, Belgium, France, Sweden, Slovakia, Greece, Slovenia, United Kingdom, and Portugal. The document concludes by stating that the partnership spans 10 countries, ensuring representation and expertise from a wide range of bioeconomy stakeholders and regions.

ToBeReal
in Bioeconomy

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](#), [Bio Base Europe Pilot Plant](#)
- **France:** [Bioeconomy for Change](#)
- **Sweden:** [BioFuel Region BFR AB](#)
- **Slovakia:** [Bioeconomy Cluster](#)
- **Greece:** [Cluster ViQ 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.

Figure 11. Press Release created at the beginning of ToBeReal Project.

4.1.8.3. Newsletters

The ToBeReal newsletter will be distributed at least twice a year. It highlights achievements, upcoming events, partner insights, and relevant news in the bioeconomy sector. Subscription is open via the website.



www.tobereal.eu

ToBeReal First Newsletter

 **ToBeReal Project**
350 followers



May 8, 2025

Meet the ToBeReal Project Team across Europe

The **ToBeReal project** is a five-year, EU-funded initiative to accelerate sustainable innovation in Europe's bioeconomy. At its core is a diverse consortium uniting **14 partners from 10 countries across Europe**. The consortium's members hail from Northern, Southern, Western and Eastern Europe, reflecting a truly pan-European partnership. This geographic spread is not just symbolic – it enables the project to tap into local strengths and insights from many corners of Europe. By linking

Figure 12. First ToBeReal Project Newsletter released at M6.

4.1.8.4. Policy Papers

Targeted policy briefs and position papers will be prepared later in the project to inform policymakers of the findings and policy-relevant recommendations emerging from ToBeReal activities, particularly under WP4 and WP11.

4.2. COMMUNICATION AND DISSEMINATION CHANNELS

4.2.1. Website

The official project website (<https://www.tobereal.eu>) serves as the main access point for all project-related information. It includes sections on objectives, services, news, events, resources, related projects, and contact. A dedicated section will also be available for the ToBeReal Community Platform and registration.

4.2.2. Social Media



ToBeReaL uses LinkedIn as its main social media channel to share updates, amplify event coverage, promote new content, and interact with stakeholders. All partners are encouraged to follow, share, and engage with the content. Hashtags such as #ToBeReaLproject and #EUbioeconomy are used to increase visibility.

4.2.3. LinkedIn

The project's LinkedIn page (accessible at <https://www.linkedin.com/company/105702918>) is managed by PNO PT and updated regularly. Partners' own organisational LinkedIn pages are used to cross-promote the project and highlight their involvement.

4.2.4. Events

ToBeReaL will participate in and co-organise a range of events, including EU bioeconomy conferences, regional workshops, BioPitch sessions, feedstock workshops, and brokerage activities. Communication and dissemination materials (e.g., leaflets, posters) will be available at these events. A calendar of planned events is included in Table 6 of this deliverable.

Table 6. Events Planned.

Event name	web	Dates	Where	Partners willing to attend
PITCH PERFECT AND BOOST THE EUROPEAN BIOECONOMY 2025	https://www.pitchperfectbioeconomy.eu/	20251201-03	Brussels, Belgium	BBEPP, EV ILVO
7th International Summer School of Circular Bioeconomy and sustainable development		27/6 4/7 /2025	Athens, Greece	CluBE
How can the EU lead in the circular bioeconomy: The launch of the EU Bioeconomy Clusters Alliance	https://www.eventbrite.com/e/how-can-eu-lead-in-the-circular-bioeconomy-tickets-1143914151019?aff=oddttdtcreator	10.02.2025	Brussels, Belgium	BEC, CluBE, EV ILVO
BIC matchmaking event	https://bic.elisca.app/event/bic-matchmaking-event-2025/about	2/12/2025	Brussels, Belgium	PNO ES, BBEPP, EV ILVO, BEC, CluBE, AINIA
CBE info day	https://www.cbe.europa.eu/events/cbe-ju-info-day-2025	4/3/2025	Brussels, Belgium	PNO ES (confirmed)
EUBCE - European Biomass Conference & Exhibition	EUBCE 2025 33rd European Biomass Conference and Exhibition – European Biomass Conference and Exhibition	6/9/2025	Valencia, Spain	PNO ES (confirmed)
TBMCE 2025	https://tbmce.um.si/	7/3/2025	Portorož, Slovenia	
Circular Hotspot Slovenia		9/1/2025	Ljubljana, Slovenia	
CONAMA - 2026		End of 2026	Madrid, Spain	PNO ES
"BIOKET The Bioeconomy's Key Enabling Technologies Conference & Exhibition"	https://bioket.tech/	11-13 March 2025	Brussels, Belgium	B4C, BBEPP



Event name	web	Dates	Where	Partners willing to attend
BIC & Tech Tour Circular 2025	https://techtour.com/circular25/	22-24 April 2025	Ghent, Belgium	PNO ES?, EV ILVO, BBEPP
EU CAP Network brokerage event: Partnering for innovation with impact in agriculture and rural areas	https://eu-cap-network.ec.europa.eu/events/eu-cap-network-brokerage-event-partnering-innovation-impact-agriculture-and-rural-areas_en	29. - 30.04.2025	Prague, Czech Republic	BEC
High Value Biorenewables Annual Meeting	TBC	9/06/2025 - 10/06/2025	York, UK	NNFCC (applied for a flash talk to present about ToBeReal)
Danube Transfer Center Network Coffee Kitchen	https://dtcnetwork.eu/	3/27/2025	online	BEC (ToBeReal presented during the event)
IFIB - International Forum on Industrial Biotechnology and Bioeconomy	https://www.ifib.bio/	25-26 September 2025	Torino, Italy	PNO ES

5. CREATING SYNERGIES WITH RELATED PROJECTS AND INITIATIVES

5.1. RELATED PROJECTS AND INITIATIVES

ToBeReal is committed to building strategic collaborations with related EU-funded projects, networks, and initiatives. A dedicated section on the website highlights these synergies, and joint actions (e.g., co-branded webinars, shared articles, or coordinated social media campaigns) will be developed.

These collaborations support the alignment of objectives and maximise the visibility and replication of best practices in the bioeconomy. Existing links include projects funded under Horizon Europe, Interreg, and the CBE-JU (Circular Bio-based Europe Joint Undertaking). During the first six months, the project has been very active in terms of engagement with related bioeconomy projects and initiatives as: BioINsouth, C4B, i34BlueGrowth, Hubs4Circularity. The tracking and documentation of these interactions are facilitated through an internal coordination tool, as shown in Figure 13.



ToBeReal In Bioeconomy							
Ongoing Projects & Initiatives							
	Short name	Description	Collaboration Opportunity	ToBeReal partner involved	Collaboration established?	Contacts	Website
	Bio4CIRCULARITY	The regional of the C4C network is contributing to a circular economy with innovative approaches, through conducting research projects, organizing professional events, and producing scientific publications which will support the smooth transition to circularity across the bio-based value chain. The C4C Network seeks to expand its existing partnership with recognized partners in order to emphasize joint contributions towards more circular systems, in support of strengthening the scientific knowledge base and international collaboration and provide supporting evidence for improved policy making. To this end, close collaboration will also be sought with various national and international institutions as well as industries working in field of bio-based solutions and circularity. The network will also contribute to the improved integration of bio- and circularity-based solutions in research, supporting professionals about the new business opportunities available.	Offer to the already established C4C network TBRL services	N/A	NO	info@bio4circularity.eu	https://bio4circularity.eu
	EUROPEAN CIRCULAR BIOECONOMY FUND (ECBF)	ECBF is the first venture fund exclusively focused on the bioeconomy and the circular bioeconomy in Europe. With a target size of €250 million, to which the European Investment Bank (EIB) has committed €100 million, ECBF will be an important financial instrument in achieving the European Green Deal goals of making Europe climate neutral by 2050.	For the biopitch forum event	N/A	NO	info@ecbf.eu	https://www.ecbf.eu
	ENGAGE4BIO	Engage4Bio will strengthen circular, sustainable bioeconomy and sustainable regional development through processes of design thinking, co-creation, training and skills development. The regional bio-based centers focus on the five major value chains: namely circular and bio-based textiles (NLT), agriculture and agro-food industries (NLI), wood and forest (NLT), bio-based and sustainable packaging (PFI) and blue bioeconomy (BLT).	The project is ending, TBRL can boost the outputs in each of its regions.	N/A	NO		https://www.engage4bio.eu
	BioBoost	BioBoost - Catalysing Investment into Circular Bioeconomy via One-Stop-Shop Acceleration, support services for the development of bioeconomy projects and technological innovation.	Similar approach than ToBeReal through the accelerator program. It is good to have a meeting with them to know the approach they have followed.	N/A	NO	Lara has contact with Verónica Kuchnow (vkuchnow@ambiosy.com)	https://bioboost.cat
	RURALBIOUP	RuralBioUP's main objective is to support innovators to scale-up inclusive and multi-value bio-based solutions in rural areas.	Offer to the project's stakeholders the services of ToBeReal.	N/A	NO		https://www.ruralbioup.eu
	INVESTCEC	InvestCEC will develop a replicable model for the initiation of circular economy projects in cities and regions, that will improve collaboration between entrepreneurs, investors and policy-makers.	Offer to the project's stakeholders the services of ToBeReal.	N/A	NO		https://investcec.eu/about-us
	CIRCULAR INVEST	To support project promoters by providing the support they need to develop investment-ready circular economy projects at local and regional scale.	Similar services than ToBeReal, but apparently via Open Calls	N/A	NO		https://www.circularinvest.eu

Figure 13. Example of the reporting tool for related projects and initiatives used in ToBeReal.

5.2. WORKSHOPS AND WEBINARS

To support adoption and stakeholder empowerment, ToBeReal will implement a series of capacity-building activities and workshops, particularly under WP7 and WP9-WP11. These include:

- Thematic Feedstock workshops to facilitate regional knowledge exchange on available resources and sourcing models.
- Bioeconomy nurturing webinars
- BioPitch Forum to connect project developers with potential investors, clusters, and technology providers.
- Community-building activities embedded in the ToBeReal platform, enabling continuous peer learning and matchmaking.

All events will be supported with communication materials and follow-up content to ensure visibility and broader knowledge valorisation.

6. INITIAL EXPLOITATION STRATEGY

6.1. WHY IS EXPLOITATION IMPORTANT IN TOBEREAL?

Under Horizon Europe projects, Exploitation focuses on the use of results (i.e., all output generated by the project) in further research and innovation activities, beyond the ones covered by the action concerned. Exploitation can be commercial or/and non-commercial, and all types of HE projects should exploit the results, in order to maximise the intended impacts.

As a Coordination and Support Action (CSA), ToBeReal is not involved in the development of commercial products or technologies. Instead, the project's exploitation strategy focuses on maximising the uptake, reuse and long-term sustainability of the knowledge, methodologies,



services and networks generated throughout its duration. Particular emphasis is placed on encouraging regional bioeconomy ecosystems, policymakers, researchers and innovation stakeholders to adopt the project's outcomes.

The exploitation strategy has been designed to contribute to the achievement of the scientific, societal and economic impacts identified in the Description of Action (DoA), including (see Table 7):

Table 7. ToBeReal's Key Impact Pathways

ToBeReal Key Impact Pathways	
Expected Scientific Impacts	• Creating new knowledge in strategies and methodologies; • Strengthening human capital in R&I actions; • Fostering diffusion of knowledge and Open Science in a multi-actor approach;
Expected Societal Impacts	• Addressing EU policy priorities & global challenges of bioeconomy projects; • Delivering benefits and impact through R&I; • Strengthening the uptake of research and innovation in society;
Expected Economic / Technological Impacts	• Generating innovation-based growth to boost the positioning of bioeconomy across EU; • Fostering the creation of more and better jobs with focus on underdeveloped countries; • Leveraging investment in R&I.

These impacts will be maximised by an exploitation strategy structured around four complementary pathways, which are described in the next section.

6.2. TOBEREAL'S EXPLOITATION PATHWAYS

At proposal stage, a set of KERs was identified as the main assets to be further used and valorised beyond the project duration. These foreseen KERs provide the foundation for the exploitation strategy and reflect the core outputs of the ToBeReal project. They include:

- The complete set of reports generated throughout the project;
- The training programme building on Bioeconomy nurturing webinars;
- The Thematic Feedstocks Workshops and BioPitch Forums and;
- The ToBeReal Community Platform.

Although the anticipated KERs provide an initial basis for defining the exploitation strategy, this should not be considered exhaustive. As ToBeReal project progresses, additional and more specific exploitable results may emerge, and the exploitation potential of existing outputs may evolve. Furthermore, **a single project output may create value through different exploitation pathways** depending on the target users, application context or uptake mechanism.

The ToBeReal project is expected to have scientific, societal and economic impacts. It will achieve this by generating new knowledge, strengthening bioeconomy ecosystems, supporting evidence-based policymaking and encouraging relevant stakeholders to take up innovative services. To achieve these impacts, different mechanisms are required for the use and uptake of project results. Consequently, the exploitation strategy is structured around **four complementary pathways**



reflecting the main ways in which ToBeReaL's outputs are expected to create value beyond the project's lifetime (Figure 14).

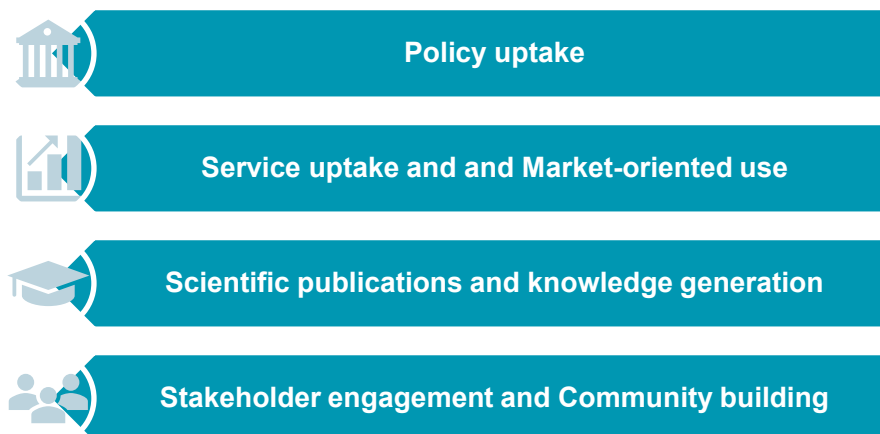


Figure 14. ToBeReaL's Key Exploitation Pathways.

1. Policy Uptake

The first exploitation pathway focuses on supporting the uptake of knowledge generated within ToBeReaL by policymakers (including the EC), public authorities and regional innovation ecosystems. Through the production of evidence-based outputs, ToBeReaL aims to contribute to the design, implementation and refinement of bioeconomy policies and strategies at European, national and regional levels. Potential project outputs expected to contribute to this exploitation pathway include:

- Policy briefs (e.g., D11.2);
- ToBeReaL Open Reports (eg., D4.5);
- Best practices compilation and lessons learned;
- Contribution to EU bioeconomy discussions, working groups or policy initiatives.

2. Service Uptake and Market-oriented Use

The second exploitation pathway focuses on encouraging the adoption and practical application of the services, methodologies and support tools developed within the ToBeReaL project. As a Coordination and Support Action, the project does not seek to commercialise products or technologies. Instead, the objective of this pathway is to facilitate the adoption and long-term use of the project's portfolio of technical, business, regulatory and social support services by stakeholders in the bioeconomy. At this stage, the following project outputs have been preliminarily identified as having the potential to contribute to this exploitation pathway:

- ToBeReaL Services Portfolio;
- ToBeReaL Community Platform;



- Technical assistance services and methodologies;
- Business support services and investment readiness tools;
- Investor engagement and matchmaking mechanisms;
- Regulatory support tools and guidance;
- Social innovation and stakeholder engagement methodologies;

3. Scientific Publications and Knowledge Generation

Project results, including reports, methodologies and frameworks, can contribute to a broader body of knowledge on the development of the bioeconomy and support of ecosystems. In line with Horizon Europe's Open Science principles, ToBeReaL will promote open access to scientific publications and, whenever possible, to public project outputs. This will facilitate knowledge transfer, encourage scientific validation and enable researchers, innovation actors and future initiatives to build upon the results generated by the project. The following project outputs were identified as having the potential to contribute to this exploitation pathway:

- Scientific publications;
- Technical Open Reports;
- Methodological frameworks and assessment methodologies;
- Training and educational materials;
- Data, indicators and analytical resources, where applicable;
- Capacity-building materials.

4. Stakeholder Engagement and Community Building

Finally, the fourth pathway focuses on fostering the long-term uptake and sustainability project's activities and results within the bioeconomy community. By engaging stakeholders through communication and events, ToBeReaL reaches a wide range of people who support the dissemination and practical applicability of the results, as well as their uptake. This is because stakeholders are encouraged to interact, share experiences, and apply the project's knowledge in their own contexts. The following project outputs were identified as having the potential to contribute to this exploitation pathway:

- ToBeReaL Community Platform;
- Stakeholder engagement best practices;
- Regional stakeholder communities and networks;
- Workshops, webinars and thematic events.

Across all four pathways, particular attention is given to identifying and using Key Exploitable Results (KERs). The exploitation strategy also considers the need to manage intellectual property and



knowledge appropriately, in line with the provisions of the Grant and Consortium Agreements. This ensures the protection and accessibility of project outputs.

6.3. KER VALIDATION AND EXPLOITATION PLANNING

Although a preliminary set of Key Exploitable Results (KERs) was identified during the proposal preparation phase, their exploitation potential will need to be progressively validated, refined and aligned with the project's evolution, emerging results and stakeholders' needs. Consequently, the exploitation strategy will remain dynamic and will be periodically reviewed throughout the project.

To support this process, ToBeReaL will implement a structured and collaborative exploitation planning process **involving all consortium partners and coordinated by PNO PT**. This process will be carried out through a series of dedicated internal workshops, providing an opportunity to jointly assess the relevance, maturity and exploitation potential of each identified result, as well as to discuss the most appropriate exploitation pathways according to the characteristics of each output and its potential users.

The workshops will also support the identification of additional exploitation opportunities, recognising that a single project output may contribute to multiple exploitation pathways depending on the intended target users, application context and value proposition.

To facilitate this work, practical guidance will be developed to support partners in the identification and assessment of KERs and exploitation pathways. This guidance will address aspects such as stakeholder identification, value proposition, potential uptake mechanisms, ownership and sustainability considerations, and Intellectual Property Rights (IPR) management, where applicable.

These internal workshops will focus on the following main steps:

1. Identification of KERs

- KERs as major project results with strong potential for uptake;
- Types of KERs (data set method, policy recommendation, etc);
- Selection criteria (innovation, exploitability and impact).

2. Stakeholder & Ecosystem Mapping

- Identify who can influence or benefit from each KER;
- Analyse stakeholder interests and pains;
- Place stakeholders along the value chain for a holistic view;
- Use databases and tools to find relevant projects, partners, and networks.

3. IPR Management & Exploitation Strategy

- Assess IPR background and foreground;
- Establish who owns what by clarifying ownership;
- Evaluate how to protect each result;
- Align IPR among partners;
- Define the sustainability mechanisms to ensure long-term availability and use of the project's key results beyond the project's lifetime.



The roadmap presented in Figure 15 summarises the main phases foreseen for the implementation and progressive refinement of the ToBeReaL exploitation strategy until the end of the project.

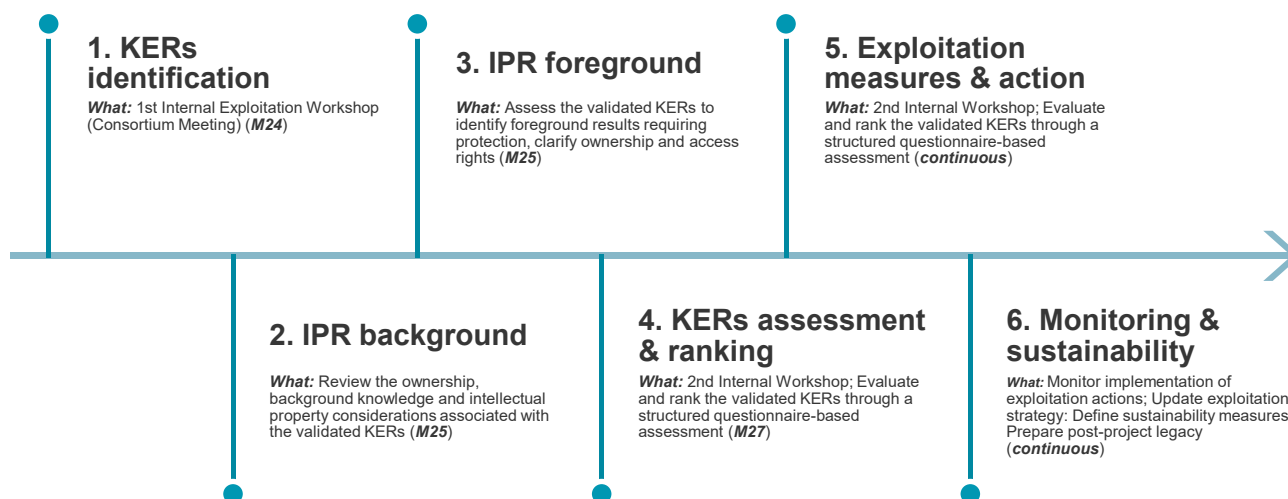


Figure 15. Timeline for the implementation of ToBeReaL's exploitation strategy.

Note: This deliverable presents the initial framework for exploiting the results of ToBeReaL, as set out in the exploitation strategy. Its implementation and progress will be documented in periodic DEC progress reports (deliverables). The strategy will also be revised and developed further where necessary in subsequent PDEC updates to ensure it remains aligned with project progress.

6.4. SUSTAINABILITY MEASURES BEYOND PROJECT LIFETIME

Following the assessment of the KERs and the related IPR, the consortium will define specific measures to support the long-term availability, uptake and use of each result. Through internal workshops, consortium meetings and collaborative working documents, the relevant partners will jointly develop a Business Model Canvas for each priority KER. This process will clarify the result's value proposition, target users, key resources, potential revenue or sustainability mechanisms, ownership and maintenance requirements. In parallel, exploitation pathways will be identified for each KER at both consortium and individual partner level, where applicable, reflecting the partners' capacities, interests and intended post-project use of the results.



7. IMPLEMENTATION PLAN

7.1. ACTIONS

The **communication activities** will focus on raising the profile of ToBeReal, increasing awareness of the European bioeconomy ecosystem, and promoting the project's services, opportunities, and achievements to the target audiences identified (Table 8).

Table 8. Main communication actions.

Action	Expected Outcome
Maintain and update the project website	Central source of project information
Manage LinkedIn	Increased project visibility and stakeholder engagement
Prepare newsletters and press releases	Regular communication of project progress
Develop communication materials (leaflets, posters, infographics, roll-ups, videos)	Consistent project branding and outreach
Promote project events, milestones and Open Calls	Increased stakeholder participation
Support partners in communication activities	Consistent communication across the consortium

Dissemination activities will ensure that the knowledge, methodologies and results generated by ToBeReal are transferred to the relevant scientific, technical, industrial and policy communities (Table 9).

Table 9. Main dissemination actions.

Action	Expected Outcome
Participate in conferences, workshops and brokerage events	Increased visibility and knowledge transfer
Publish Technical Open Reports, policy briefs and scientific papers	Dissemination of project results
Organise webinars, BioPitch Forums and thematic workshops	Capacity building and stakeholder engagement
Establish synergies with related initiatives	Knowledge exchange and collaboration
Publish technical news and articles on the website and Community Platform	Continuous dissemination of project outputs

Exploitation activities will support the identification, assessment and implementation of measures to maximise the uptake and long-term sustainability of ToBeReal's results (Table 10).

Table 10. Main exploitation actions.

Action	Expected Outcome
Identify and validate KERs	Validated exploitable results
Conduct stakeholder and ecosystem mapping	Identification of target users
Assess background and foreground IPR	Appropriate management of intellectual property
Assess and rank KERs	Prioritised exploitation opportunities
Define exploitation measures and implementation actions	Uptake and sustainability of project results



7.2. TIMELINE

The PDEC will be implemented in five sequential phases, reflecting the progressive development of the project's communication, dissemination and exploitation activities (Table 11).

Table 11. DEC Timeline.

Phase 1 – Establishment (M1-M6)
Communication: Visual identity and branding; Website and social media launch; Initial communication materials; Press release and newsletter Dissemination: Initial participation in events; Clustering activities Exploitation: Initial exploitation strategy
Phase 2 – Awareness & Engagement (M7-M18)
Communication: Continuous website and social media updates; Promotes of services and Community Platform; Communication campaigns Dissemination: Participation in conferences and events; Workshops and webinars; Technical news and articles Exploitation: Preparation of the exploitation process
Phase 3 – Uptake & Exploitation Planning (M15-M36)
Communication: Promotion of project achievements; Success stories; Community platform campaigns Dissemination: Scientific publications; Technical Open Reports; Policy Briefs Exploitation: KER identification and validation; IPR assessment; KER assessment and ranking
Phase 4 – Implementation & Scaling (M37-M48)
Communication: Promotion of project's services; Communication of project impact and results Dissemination: Intensive dissemination of projects results; Capacity-building activities; Clustering Exploitation: Exploitation measures and pathways; Uptake actions
Phase 5 – Legacy & Sustainability (M49-M60)
Communication: Legacy communication Dissemination: Final publications; Final events; Knowledge transfer Exploitation: Sustainability actions; Finale exploitation strategy; Long-term availability results.

7.3. RESPONSIBILITIES AMONG CONSORTIUM PARTNERS

To maximise the visibility, uptake and long-term impact of the ToBeReal project, **all consortium partners are expected to actively contribute to the implementation of the (PDEC)**. While PNO PT leads and coordinates the DEC activities, their successful implementation relies on the active participation of the entire consortium. In particular, all **partners are expected to:**

- **Apply the ToBeReal visual identity** in all communication and dissemination activities, including the project logo, branding guidelines and visual templates available through the project's SharePoint repository;
- **Ensure appropriate visibility of the project** by including the project website (<https://www.tobereal.eu/>), the required EU funding acknowledgement and disclaimer, and references to ToBeReal on their institutional websites and social media channels;
- **Support the preparation of communication and dissemination materials** by providing technical content, project updates, success stories, results, news and other relevant information to PNO PT, which will coordinate the preparation, review and publication of dissemination materials;



- **Contribute to the development of technical dissemination materials**, including technical articles, policy-oriented content, success stories, technical reports and other outputs requiring scientific or technical input;
- **Actively participate in dissemination activities**, including conferences, workshops, webinars, brokerage events and other relevant initiatives, ensuring the use of ToBeReaL visual materials (e.g., leaflets, roll-ups, presentations and promotional material) and project branding;
- **Contribute to stakeholder engagement activities**, including the identification of relevant stakeholders, projects, initiatives and networks, and support the continuous update of the project's stakeholder database;
- **Participate in exploitation activities**, including the identification and validation of Key Exploitable Results (KERs), participation in internal exploitation workshops, assessment of exploitation opportunities, and the definition of exploitation pathways, sustainability measures and IPR considerations, where applicable;
- **Support the monitoring and reporting of DEC activities** by regularly reporting implemented communication, dissemination and exploitation activities through the project's reporting tools and providing the necessary evidence and performance indicators. This includes, where applicable, attendance lists, stakeholder feedback, evaluation questionnaires, photographs, communication metrics, website analytics, event statistics and other information required for KPI monitoring and periodic reporting.

7.4. VALIDATION AND UPDATE PROCESS

The PDEC is a living document that will be reviewed periodically throughout the project. As the leader of WP9-WP11, PNO PT will coordinate this process by continuously monitoring the implementation and effectiveness of the communication, dissemination and exploitation activities against the established objectives and KPIs.

Progress and lessons learnt will be documented in the periodic Reports on Dissemination, Exploitation and Communication Activities (M18, M24 and M42), and the PDEC itself will be formally updated at M42. Additional adjustments may be introduced where necessary to ensure alignment with project progress, stakeholder needs and emerging opportunities, considering the project KPIs and expected impacts.

8. SUMMARY AND ACHIEVEMENTS UNTIL M6

8.1. COMMUNICATION ACTIVITIES

Communication activities during the first six months focused on establishing the project's visual identity, launching the website and LinkedIn page, and raising awareness across key target audiences. A summary of these activities is presented in Table 12.





Table 12. List the communication activities carried out in the context of the project

Partner	Communication Activity name	Description	Who? Target audience	How Communication channel
PNO PT	Post on ToBeReal LinkedIn account	Introducing ToBeReal	Biobased Technology Providers, Industry, Consumers, Researchers and Academia, Policy Makers and Public Authorities, Clusters and Associations, Media, Civil Society Organisations (ALL)	Social Media
PNO PT	Post on ToBeReal LinkedIn account	KOM day 1	ALL	Social Media
PNO PT	Post on ToBeReal LinkedIn account	KOM day 2	ALL	Social Media
PNO PT	Post on ToBeReal LinkedIn account	Press release project launch	ALL	Social Media
PNO PT	Post on ToBeReal LinkedIn account	Christmas & New Year Festive Message	ALL	Social Media
PNO PT	Post on ToBeReal LinkedIn account	Meet the Partner PNO ES	ALL	Social Media
PNO PT	Post on ToBeReal LinkedIn account	European Bioeconomy Clusters Alliance	ALL	Social Media
PNO PT	Post on ToBeReal LinkedIn account	Periodic Strategic Meetings	ALL	Social Media
PNO PT	Post on ToBeReal LinkedIn account	ToBeReal @BIC matchmaking events	ALL	Social Media
PNO PT	Post on ToBeReal	Survey ToBeReal	ALL	Social Media



Partner	Communication Activity name	Description	Who? Target audience	How Communication channel
	LinkedIn account			
PNO PT	Post on ToBeReal LinkedIn account	Live from BIC Matchmaking event	ALL	Social Media
PNO PT	Post on ToBeReal LinkedIn account	Meet the Partner SGZ	ALL	Social Media
PNO PT	Post on ToBeReal LinkedIn account	Website launching	ALL	Social Media
PNO PT	Post on ToBeReal LinkedIn account	International Women's day	ALL	Social Media
PNO PT	Post on ToBeReal LinkedIn account	Participation in Bioket Conference	ALL	Social Media
PNO PT	Post on ToBeReal LinkedIn account	Participation BEC Danube Transfer Centre Network	ALL	Social Media
PNO PT	Post on ToBeReal LinkedIn account	Reminder ToBeReal Survey	ALL	Social Media
PNO PT	Post on ToBeReal LinkedIn account	Meet the Partner CluBE	ALL	Social Media
PNO PT	ALL Post on ToBeReal LinkedIn account	Earth Day celebration	ALL	Social Media
PNO PT	Post on ToBeReal LinkedIn account	BEC participation in EU CAP networking event	ALL	Social Media
PNO PT	Post on ToBeReal LinkedIn account	Announcement 1 st Workshop ToBeReal	ALL	Social Media



Partner	Communication Activity name	Description	Who? Target audience	How Communication channel
PNO PT	Post on ToBeReal LinkedIn account	Announcement for applications open for ToBeReal support	ALL	Social Media
PNO PT	Post on ToBeReal LinkedIn account	Newsletter	ALL	Social Media
CLUBE	FB post	FB post in CluBE's facebook page on KoM	ALL	Social Media
FAB FVG	FB and LinkedIn post	"Post on the participation of FAB	ALL	Social Media
FAB FVG	LinkedIn post	FVG to the kick-off meeting"	ALL	Social Media
B4C	LinkedIn post	"Repost of ToBeReal post with	ALL	Social Media
EV ILVO	LinkedIn post	the first press release"	ALL	Social Media
EV ILVO	LinkedIn post	Post on the participation of B4C to the Kick off meeting	ALL	Social Media
BEC	LinkedIn post	"Repost of ToBeReal post with the first press release"	ALL	Social Media
BEC	LinkedIn post	"Repost of B2BE Facilitator's post post with the first press release	ALL	Social Media
BEC	LinkedIn post	the first press release"	ALL	Social Media
BEC	LinkedIn & Facebook posts	Repost of information about project kick-off meeting	ALL	Social Media
BEC	LinkedIn post	1st project press release	ALL	Social Media
INNEN/PNO PT	Website	Survey ToBeReal	ALL	Website

8.2. DISSEMINATION ACTIVITIES





Dissemination activities have focused on promoting the project's objectives and engaging with stakeholders through events, publications, and early synergies with related initiatives. These actions are summarised in Table 13.

Table 13. List the dissemination activities carried out in the context of the project.

Partner	Dissemination Activity name	Description	Who? Target audience	How? Dissemination channel
BEC	Clustering Event	EU CAP Network brokerage event	Biobased Technology Providers, Industry, Clusters and Associations	Poster
B4C, BBEPP, CluBE	Conference	BIOKET	Biobased Technology Providers, Industry, Researchers	Event
BEC	Event	Danube Transfer Center Network Coffee Kitchen	Biobased Technology Providers, Industry, Researchers and Academia, Policy Makers and Public Authorities, Clusters and Associations	Presentation

9. CONCLUSIONS

During the first six months of the ToBeReaL project, the foundations for effective communication, dissemination, and exploitation were successfully established through the coordinated efforts of the consortium under WP9-WP11. A strong visual identity has been developed and deployed, the project website and LinkedIn page have been launched, and essential communication materials such as the leaflet and templates have been produced.

The consortium has also activated its dissemination efforts, engaging with stakeholders through events and early-stage collaboration with related projects, ensuring visibility of ToBeReaL's objectives and its relevance within the European bioeconomy ecosystem. The internal reporting and monitoring tools are operational and have enabled structured collection of activities, contributing to periodic reporting and continuous improvement of the PDEC strategy.

In line with the project's ambition to support regional bio-based projects and initiatives, particular attention has been paid to tailoring messages and channels to diverse target audiences, especially actors in underrepresented regions. As the project progresses into its next phases, the focus will shift towards more intensive outreach, stakeholder engagement, content production, and visibility of results and services.





The achievements outlined in this report provide a solid starting point to scale the impact and ensure that ToBeReaL's results reach and benefit relevant communities, policy actors, and market players across Europe.

10. REFERENCES

https://rea.ec.europa.eu/horizon-europe-dissemination-and-exploitation_en
https://research-and-innovation.ec.europa.eu/strategy/dissemination-and-exploitation-research-results_en





11. ANNEX TOBEREAL LOGO STYLE GUIDE



LOGO with TAGLINE



ToBeReal

ToBeReal

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

B/W VERSION

ToBeReal

ToBeReal

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



ICON



MAIN COLORS



HEX #0097B2
CMYK 100 / 15 / 0 / 30
RGB 0 151 178
PANTONE 632 C



HEX #95C11F
CMYK 23 / 0 / 84 / 24
RGB 149 193 31
PANTONE 368 C



HEX #3AAA35
CMYK 66 / 0 / 69 / 33
RGB 58 170 53
PANTONE 361 C



HEX #D1D81D
CMYK 3 / 0 / 87 / 15
RGB 209 216 29
PANTONE 611 C



MINIMUM SIZE



3 cm



7 cm



WEBSITE / MAIN FONT | FAMILY FONT

MONTSERRAT

LIGHT
REGULAR
MEDIUM
SEMIBOLD
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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