



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

D9.3 – REPORT ON DISSEMINATION, EXPLOITATION AND COMMUNICATION ACTIVITIES M18

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2	15/05/2026	Maria José Durão, Mariana Cerqueira	V2
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			Update of the DEC strategy (Section 2); Update of the implementation of exploitation activities (Section 4.1); Revision of the website metrics (Section 5.2).
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LIST OF ABBREVIATIONS

Abbreviation	Definition
EC	European Commission
EU	European Union
GA	Grant Agreement
CA	Consortium Agreement
KPI	Key Performance Indicator
M	Month
PDEC	Plan for Dissemination and Exploitation including Communication activities
DEC	Dissemination, Exploitation and Communication
WP	Work Package
KERs	Key Exploitable Results





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 18 months of the project. It presents the communication structure and tools established within ToBeReaL, assesses the performance and impact of the activities carried out, and outlines the main improvement actions and strategic priorities identified for the next reporting period.

During this initial phase, the project established a coherent communication ecosystem through the launch and continuous development of the project website, LinkedIn page, visual communication materials, newsletter, and a YouTube channel. The website became the central access point for project-related information and stakeholder interaction, recording approximately 11k page views, 1.357k total users, and 6.9k user engagements during the reporting period.

The report also presents the exploitation strategy, including the definition of exploitation pathways, the identification of Key Exploitable Results (KERs), and the planned activities for their future validation and exploitation.

Overall, the activities implemented and the targeted goals have been successfully met during M1-M18 (November 2024 to April 2026), laying the groundwork for future dissemination, stakeholder engagement and exploitation activities. They also provided valuable insights to support the refinement and strengthening of the project's communication strategy in subsequent implementation phases.





1 INTRODUCTION

This deliverable outlines the report on Dissemination, Exploitation and Communication (DEC) activities developed under WP9 of the ToBeReal project. Led by PNO PT, it provides an overview of the activities implemented and results achieved up to month 18, assessing their effectiveness in ensuring that the project's outputs, tools, and services are visible, accessible, and impactful among key stakeholders across Europe. Based on these findings, the report also identifies areas for potential adjustment and improvement of future activities.

The PDEC (Plan for Dissemination, Exploitation and Communication)¹ plays a central role in supporting ToBeReal's overarching objective to empower bioeconomy projects across technical, business, regulatory, and social domains. It defines the 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, DEC 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 DEC activities are 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 has supported the delivery of outreach activities that are relevant and impactful for the diverse audiences engaged by ToBeReal. A wide range of communication tools has been 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. During the first 18 months, efforts focused on establishing and consolidating the core foundations of these activities, including the launch and regular use of communication channels, the implementation of outreach actions, and the progressive development of supporting materials, allowing for continuous assessment and refinement of the approach.

This deliverable provides an overview of the PDEC structure and goals, summarises the activities carried out during the 18 months of the project, and presents results and key performance indicators, setting the stage for more intensive dissemination and engagement activities in the upcoming period.

¹ See ToBeReal deliverable D9.2 "Plan for Dissemination and Exploitation including communication activities and updates M6".



2 COMMUNICATION, DISSEMINATION AND EXPLOITATION STRATEGY OVERVIEW

The Plan for PDEC of ToBeReal was 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, transferring knowledge and facilitating collaboration across technical, business, regulatory, and social dimensions.

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

- A. 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.

2.1. COMMUNICATION GUIDELINES

In accordance with Article 17 of the Grant Agreement (GA) ("Communication, Dissemination and Visibility"), the ToBeReal project implements its 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 promotes the action and its outcomes actively 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 is conducted that is expected to have a major media impact, the coordinator will notify the granting authority, in compliance with the obligations under GA 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 GA Article 17. 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.

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 PDEC and respect the procedures defined in the GA and CA.

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 CA (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 funding emblem, as outlined in GA Article 17.

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 the final peer-reviewed manuscript accepted for publication is deposited in a trusted open access repository.

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.

2.2. MONITORING OF COMMUNICATION AND DISSEMINATION ACTIVITIES

To support consistent monitoring and coordination of DEC activities across the consortium, an Excel-based reporting tool has been developed. This tool is available to all partners via the project's internal repository on the PNO Project Management Platform. The reporting file includes four dedicated sections to allow partners to:

- Report communication activities;
- Report dissemination activities;
- Indicate project's publications;
- Indicate events of interest for participation or representation.

Partners were periodically requested to update the reporting tool, while planned communication activities were coordinated through a shared editorial calendar.

This system ensures structured tracking of the actions undertaken under WP9-10-11 and contributes to the Periodic Reporting and KPI monitoring of the ToBeReaL project. This structure is illustrated in Figure 2.



- **Partner Engagement in Content Planning:** Project partners are actively encouraged to



also encourage collaboration between stakeholders, contributing to the project's long-term impact and sustainability. With this in mind, the following DEC objectives form the basis for the implementation of DEC actions (Table 1):

Table 1. 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.	•		
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.	•	•	•

2.4 TARGET AUDIENCES

ToBeReal's communication and dissemination strategy 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, as outlined in the PDEC (D9.2). 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 below (Table 2):

Table 2. 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

2.5. CHANNELS

ToBeReal is adopting 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 3).

Table 3. 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

2.6. TARGET AUDIENCE MATRIX

Based on the target audiences and channels described above, Table 4 provides an operational overview of the target groups to be prioritised during the next period.



Table 4. Target Audiences Matrix.

Target Audience(s)	Priority Level	Focus	Main Channels
Industry, SMEs and Tech-Providers	High	Uptake of tools, services, market opportunities and innovation pathways	Workshops, webinars, LinkedIn, community platform
Primary Producers	High	Awareness of sustainable biomass valorisation opportunities and participation in regional ecosystems	Events, stakeholder engagement activities, newsletters
Research and Academia	High	Knowledge exchange, collaboration opportunities and dissemination of project results	Publications, conferences, webinars
Policy Makers and Public Authorities	Medium	Evidence-based recommendations and policy support	Policy briefs, reports and targeted events
Clusters and Associations	High	Multiplication and amplification of project outcomes	Networking activities, newsletters, community platform
Consumers and Civil Society	Medium	Awareness raising and societal acceptance of bio-based solutions	Social media, website, public communication materials
Media	Low	Visibility and promotion of project activities and achievements	Press release, interviews, social media

3. IMPLEMENTATION AND PROGRESS OF COMMUNICATION & DISSEMINATION ACTIONS

3.1 PROJECT VISUAL IDENTITY

The ToBeReaL logo (Figure 3) features a clean, modern typographic design, with the project name "ToBeReaL" prominently displayed. The colour 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-colour 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.



In addition to the project logo, a full set of branded templates (Figure 4, 5, and 6) 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.

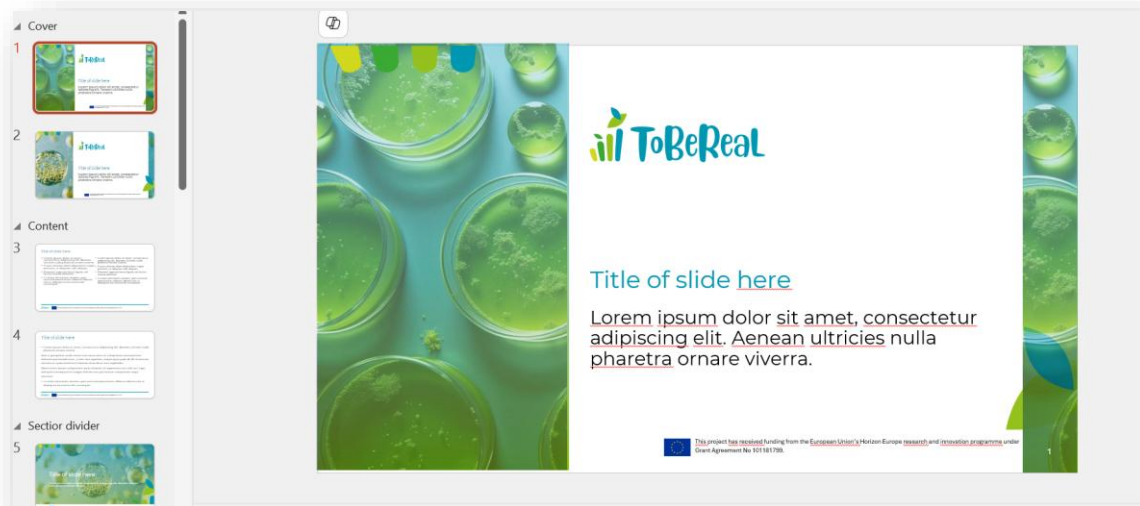


Figure 4. Template for Power Point Presentations to be used in ToBeReal activities.



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


in Bioeconomy

Kick-off Meeting Minutes
25th & 26th November 2024
Barcelona

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Day 2 Online attendance- 26th of November 20

Partners that attended in Person on the 26th of November 2024. 21

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



3.2. VISUAL MATERIALS

An initial project leaflet was produced in M6 (Figure 7), introducing the project's concept, objectives, structure, and contact details. This first version laid the foundation for subsequent communication materials, with additional leaflets being developed to reflect project progress and specific activities. These materials have been distributed at events and in print, as well as digitally. The design includes core branding elements and complies with EU visibility requirements.

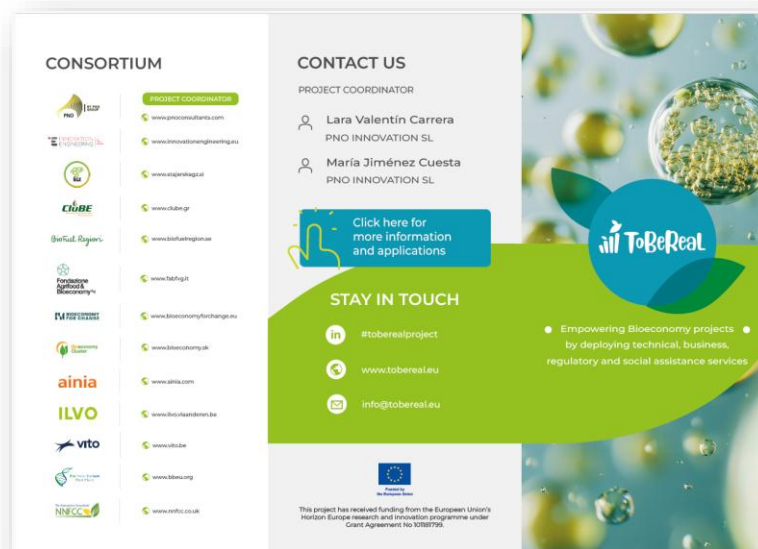


Figure 7. Initial project leaflet.

By M12, a second leaflet was produced (Figure 8), providing additional project information, namely on the 'Services Portfolio' and outlining how stakeholder can apply.



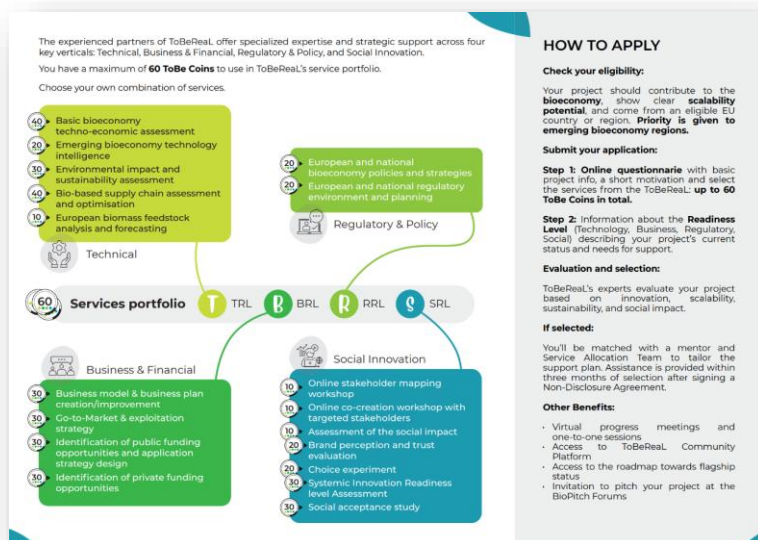


Figure 8. Second project leaflet.

In addition, 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 9. Project Poster.

A project roll-up banner was developed as part of the dissemination and communication materials, visually presenting key information about ToBeReal, including its objectives, consortium, geographical coverage, services portfolio, and main results achieved to date (Figure 10). Designed in line with the project's visual identity, the roll-up provides a clear and concise overview of the project for external audiences. It is used at events such as conferences, workshops, and networking activities to enhance visibility and support on-site communication and stakeholder engagement.

Following its initial use at project events, it was identified that a more visually streamlined approach could further strengthen the project's visibility and recognition. Therefore, the roll-up will be redesigned into a cleaner and more visually engaging version, placing greater emphasis on the project's visual identity and core messages.



Figure 10. ToBeReal's roll-up.

Furthermore, infographics were produced to support communication of complex topics, stakeholder engagement strategy, and service pathways (Figure 11). These are available for use online and during presentations.

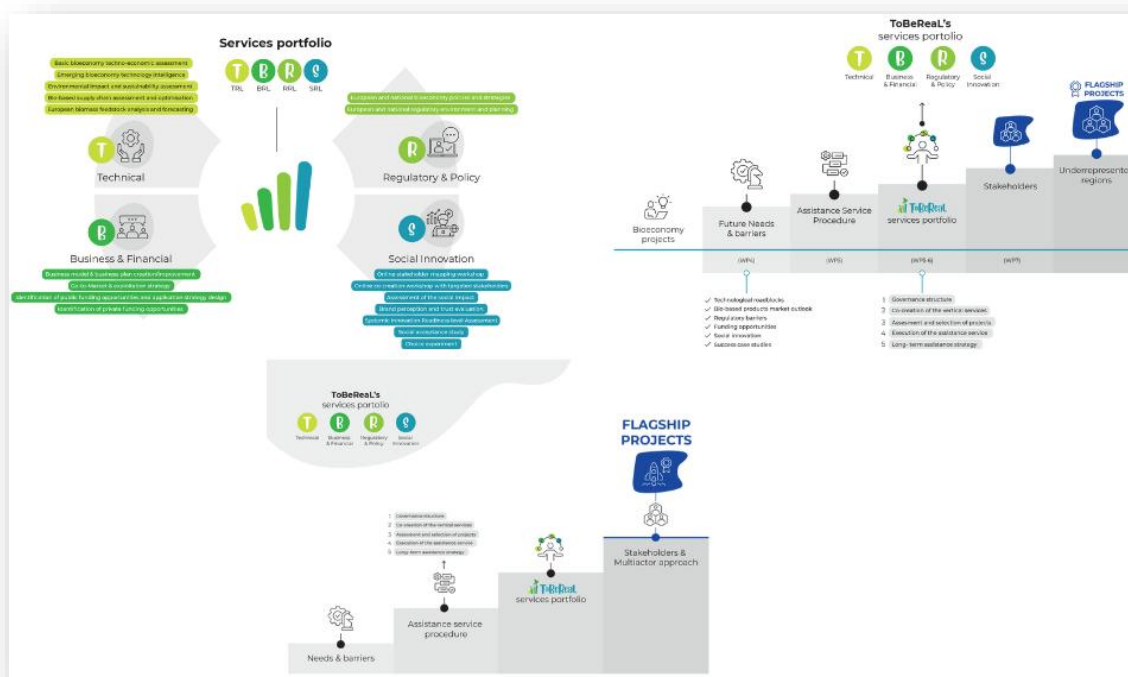


Figure 11. Examples of Infographics created for ToBeReal Project.

3.3. NEWS AND PRESS RELEASES

News articles are published regularly on the ToBeReal website to highlight participation in events, project meetings, as well as the organisation of workshops, webinars, and other relevant opportunities and announcements (Figure 12). These are coordinated by WP9-WP11 and aligned with the communication calendar.

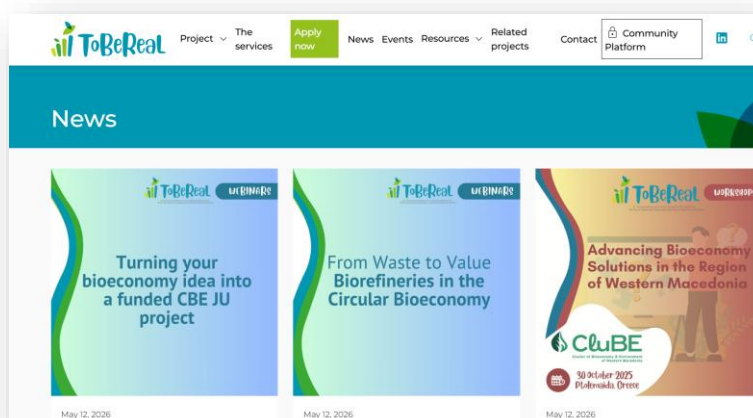


Figure 12. News section at ToBeReal project website.

Press releases are 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. During the M01–M18 period, one press release was published to present the project's objectives and activities (Figure 13).



Figure 13. Press release created at the beginning of the ToBeReal project.

By May 2026, a second press release was developed (Figure 14) in Portuguese and distributed to national media outlets to promote the 3rd ToBeReal Workshop on Aquatic Biomass, hosted in Portugal.

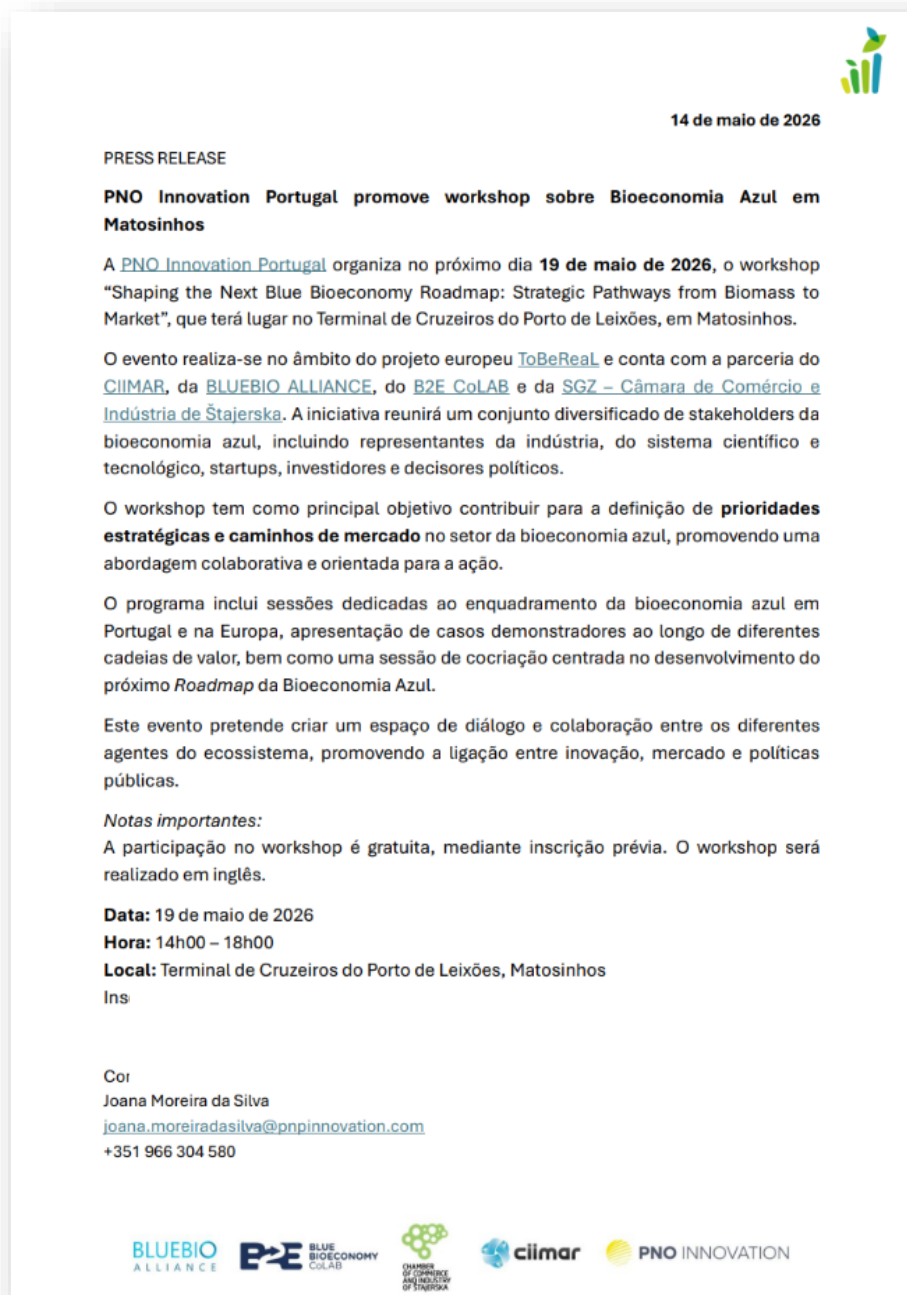


Figure 14. Press release published to promote the ToBeReaL workshop in Portugal across national media channels.

3.4. NEWSLETTER

The ToBeReaL newsletter is published at least twice a year, featuring project updates, upcoming events, partner activities, and key bioeconomy developments. Interested readers can subscribe via LinkedIn channel or the project website.



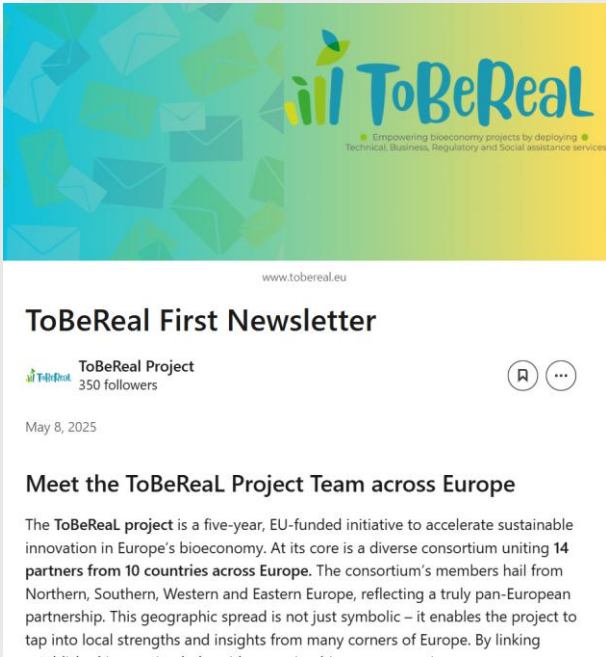


Figure 15. First ToBeReal Project Newsletter released at M6.

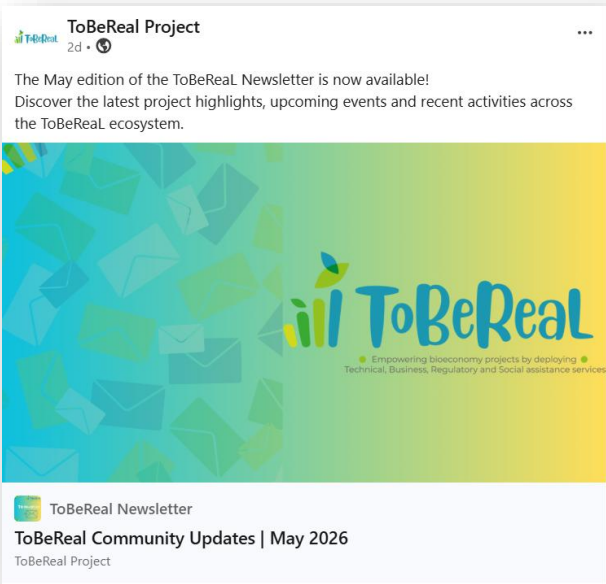


Figure 16. Second ToBeReal Project Newsletter released at M19.



3.5. POLICY BRIEFS

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.

3.6. PUBLICATIONS

ToBeReal aims to produce a range of publications targeting different stakeholder groups and contributing to the project's dissemination, exploitation and long-term impact. The project has established a KPI of at least 10 publications. As of M18, publications have been planned but not yet been produced. These outputs will involve technical and scientific knowledge generation, and will also focus on practical insights, ecosystem analysis, policy recommendations, stakeholder engagement outcomes, or market-oriented content, tailored to the needs of relevant stakeholder groups. ToBeReal consortium will jointly discuss potential publication opportunities, formats and priorities, considering both scientific and non-scientific dissemination pathways, in alignment with the project's exploitation objectives (see Section 6).

3.7. 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. The ToBeReal Community Platform now has its own dedicated section, which is available for use and includes registration. The ToBeReal website has been regularly updated with project-related content and news, to ensure a consistent flow of information.

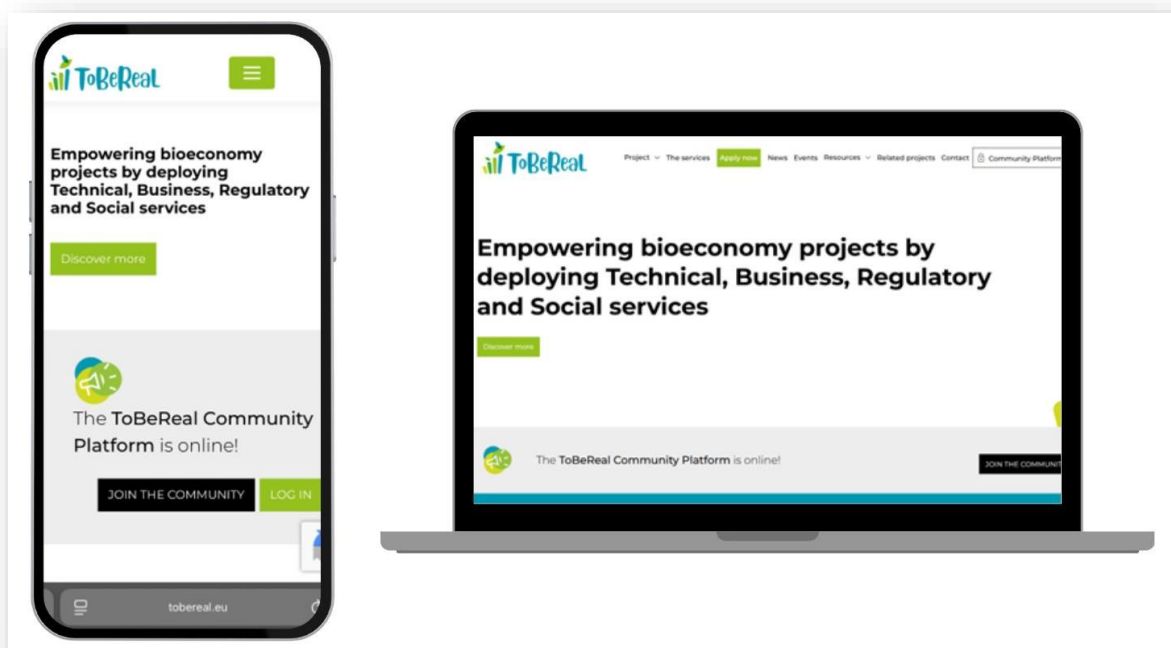


Figure 17. ToBeReal Website - Homepage (web and mobile).



The website is organised into the following sections:

- 1 **Homepage**: The homepage serves as the main entry point to the website, providing an overview of the project “in numbers” and direct access to key sections, including the Community Platform, *About* page, news, events, and a consortium overview, as well as a dedicated space to subscribe to the project newsletter.
- 2 **Project**
 - 2.1 **About**: This page provides a general introduction to the ToBeReal project, presenting its mission, scope and strategic approach to supporting bioeconomy initiatives across Europe. The page also explains the concept of “flagship bioeconomy projects”, describing the characteristics and impact potential expected from supported initiatives, and provides direct access to the services portfolio and application guidelines.

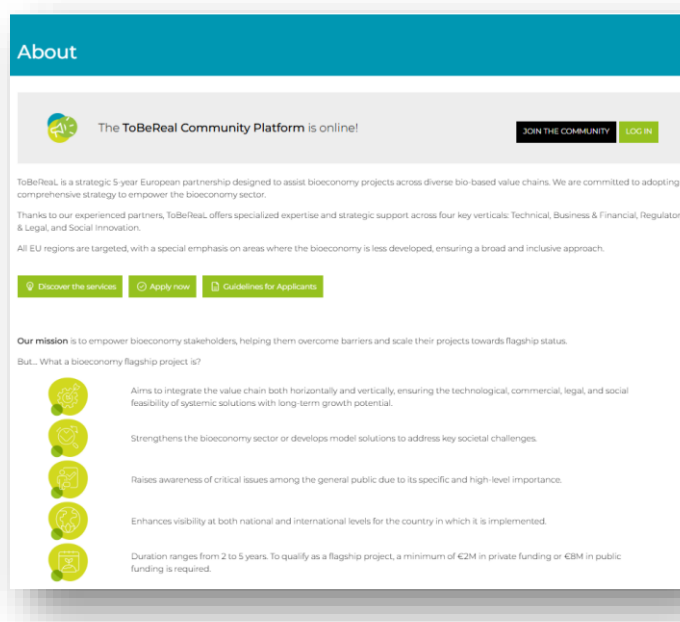


Figure 18. ToBeReal's Website - Snapshot of About page.

- 2.2 **Objectives**: This page outlines the main goals guiding the project. The page highlights objectives such as strengthening regional bioeconomy ecosystems, enhancing investment readiness, promoting knowledge exchange, and contributing to a more sustainable and circular economy.

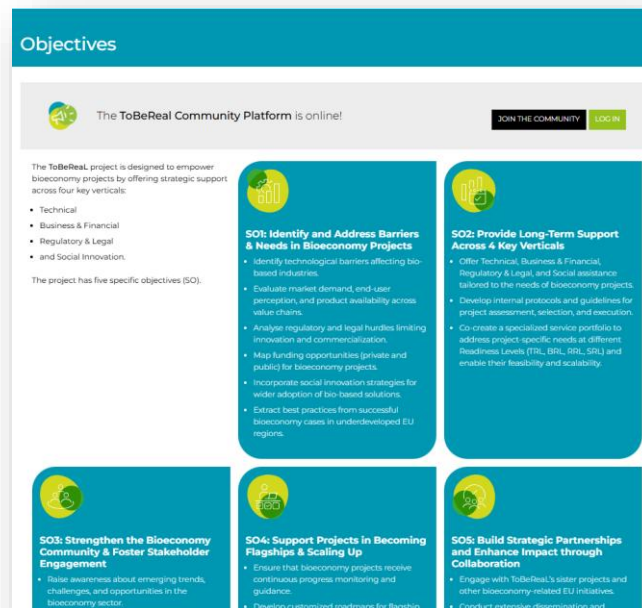


Figure 19. ToBeReal's Website - Snapshot of Objectives page.

2.3 Workplan: This page presents the overall structure of the project, outlining its organisation into different work packages and their respective roles in delivering the project' activities.

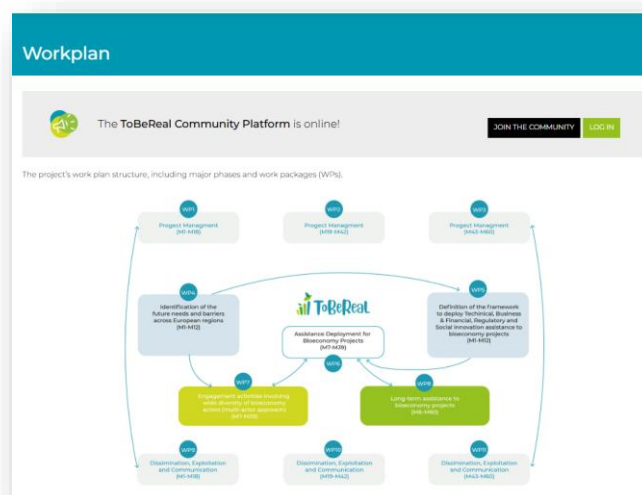


Figure 20. ToBeReal's Website - Snapshot of Workplan page.

2.4 Partners: This page introduces the project consortium by presenting the organisations involved and highlighting their respective contributions to the implementation of ToBeReal.

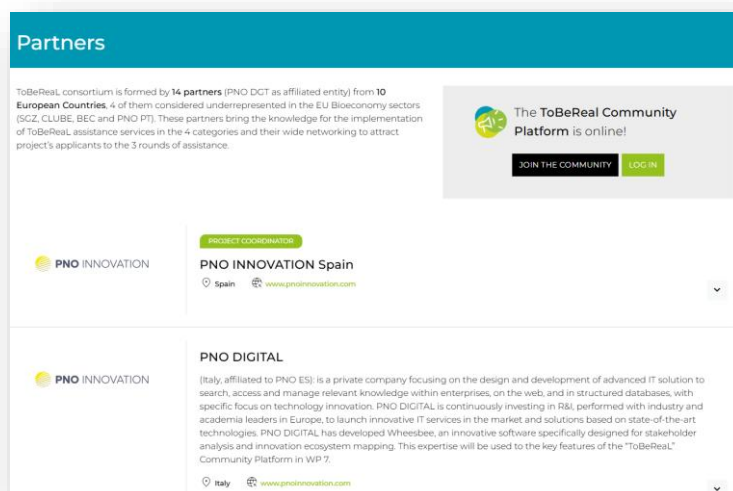


Figure 21. ToBeReal's Website - Snapshot of Partners page.

3. The Services: This page presents the ToBeReal Services Portfolio, outlining the different support areas offered by the project – including technical, business, regulatory, and social innovation services – and providing an overview of how these contribute to the development of bioeconomy initiatives.

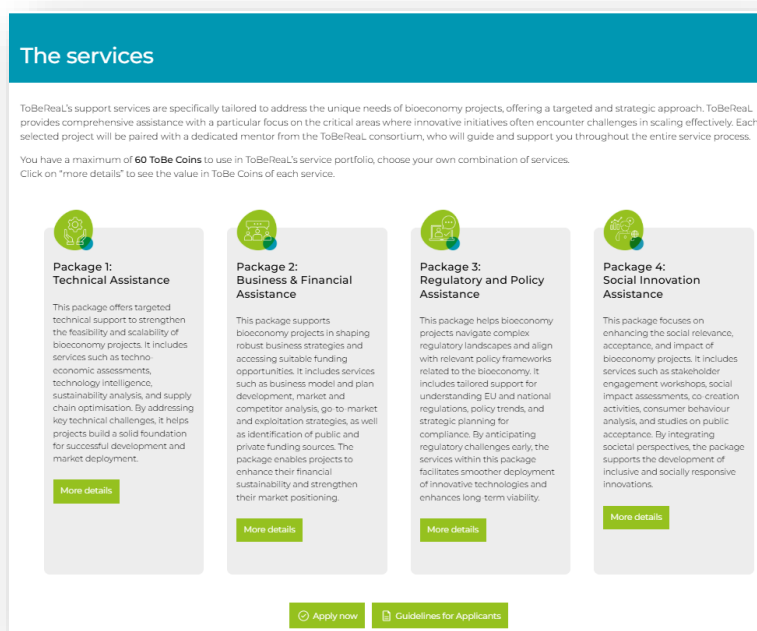


Figure 22. ToBeReal's Website - Snapshot of the Services page.

In addition, a dedicated 'Apply Now' page complements by providing direct access to the application form for stakeholders interested in requesting support.



Application to ToBeReaL services

This is a 5-step form designed to guide you through a quick and simple process.
Please note that your progress **cannot be saved between steps**, so make sure to complete all sections in one go.
Word document of the questionnaire and the Readiness Level Forms to facilitate the off-line preparation.
Let's get started!

Step 1 Step 2 Step 3 Step 4 Step 5

CONTACT DETAILS

Project Name * Acronym *

Is the project:
☐ Private ☐ Public ☐ Public-Private

CONTACT PERSON

First and Last name * Job title or role in the project

Email * Phone Number

Figure 23. ToBeReaL's Website - Snapshot of Apply Now page.

4. News: This page gathers all project-related updates, including articles on events, project activities, and other relevant developments, providing a regularly updated overview of ToBeReaL’s progress.

News

Turning your bioeconomy idea into a funded CBE JU project
May 12, 2025
ToBeReal Webinar "Turning your bioeconomy idea into a funded CBE JU project"

From Waste to Value Biorefineries in the Circular Bioeconomy
May 12, 2025
ToBeReal 3rd Webinar "From Waste to Value: Biorefineries in the Circular Bioeconomy"

Advancing Bioeconomy Solutions in the Region of Western Macedonia
May 12, 2025
ToBeReal Workshop "Advancing Bioeconomy Solutions in the Region of Western Macedonia"

ToBeReal at "Bio-based Future Connect: Brokerage & Study Visit for Sustainable Innovation"
May 12, 2025

ToBeReal Project at the CLIB Networking Day 2025
May 12, 2025

ainia
May 12, 2025

Figure 24. ToBeReaL's Website Snapshot of News page.



5. Events: This page displays the upcoming events, allowing stakeholders to view all scheduled events and opportunities to engage with the project. Once an event has taken place, it is removed from this section and subsequently transformed into a news article published on the “News” page.



Figure 25. ToBeReal's Website - Snapshot of Events page.

6. Resources: This includes a range of project materials, such as public deliverables (which will be made available following European Commission approval), publications and articles, newsletters, and dissemination and communication materials (e.g. posters and roll-ups). It also includes recordings of webinars and workshops.

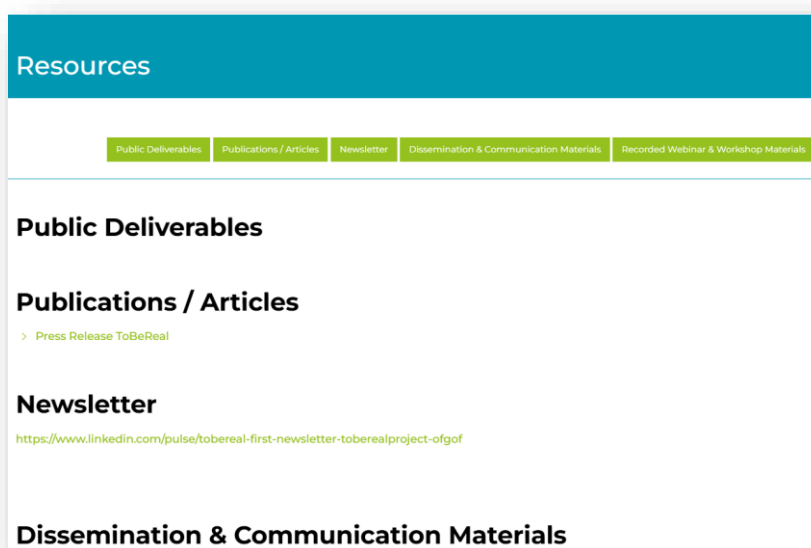


Figure 26. ToBeReal's Website - Snapshot of Resources page.



7. Related Projects: This page presents initiatives operating within the same thematic area, highlighting projects with which ToBeReal engages in clustering activities and knowledge exchange.

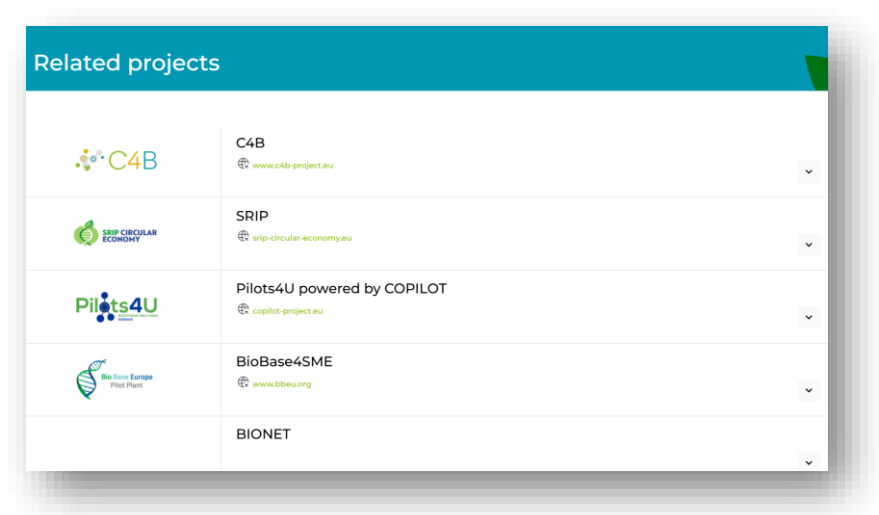


Figure 27. ToBeReal's Website - Snapshot of Related Projects page.

In addition to these pages, there is also a dedicated '**Community Platform**' button, which redirects users to the platform where they can register and engage with the project's wider stakeholder network.

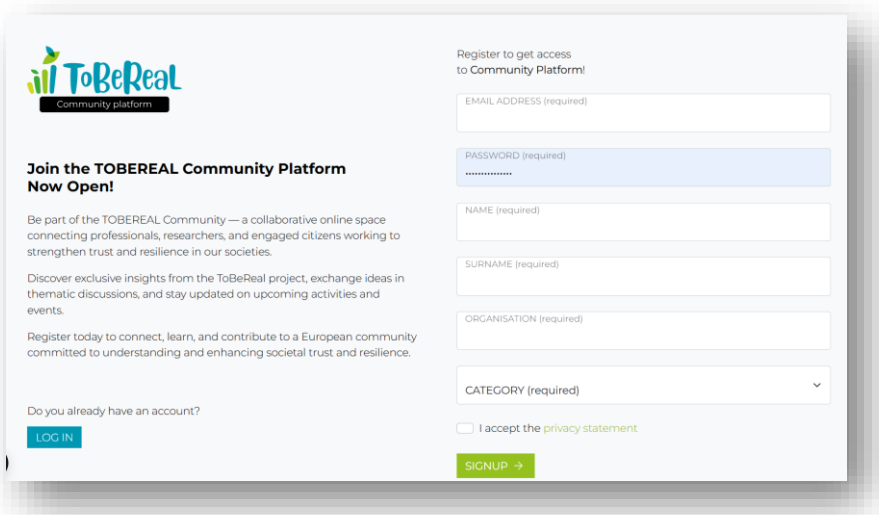


Figure 28. Community Platform registration page.



3.8. COMMUNITY PLATFORM

The ToBeReaL Community Platform was created in October 2025 and is managed by PNO Digital, who are responsible for setting up and maintaining the platform. This informative platform offers access to a wide range of relevant resources, including patents, research papers, details of funded projects, online webinars and materials from thematic feedstock workshops and BioPitch Forums.

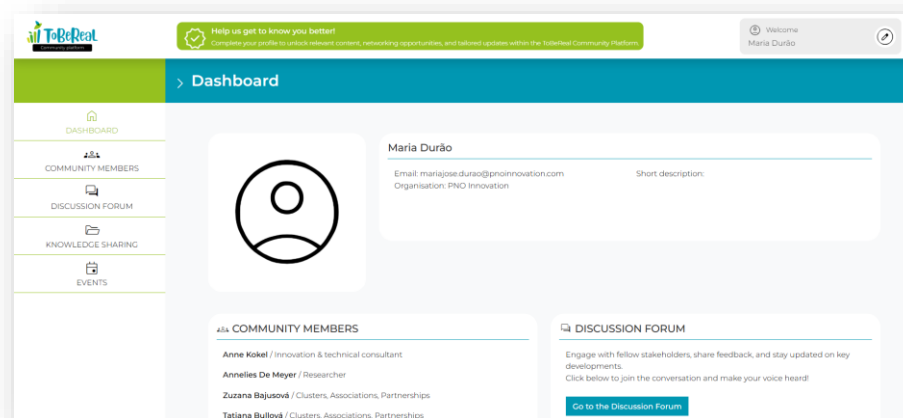


Figure 29. Community Platform Dashboard Snapshot.

3.9. SOCIAL MEDIA

3.9.1. LinkedIn

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. 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.

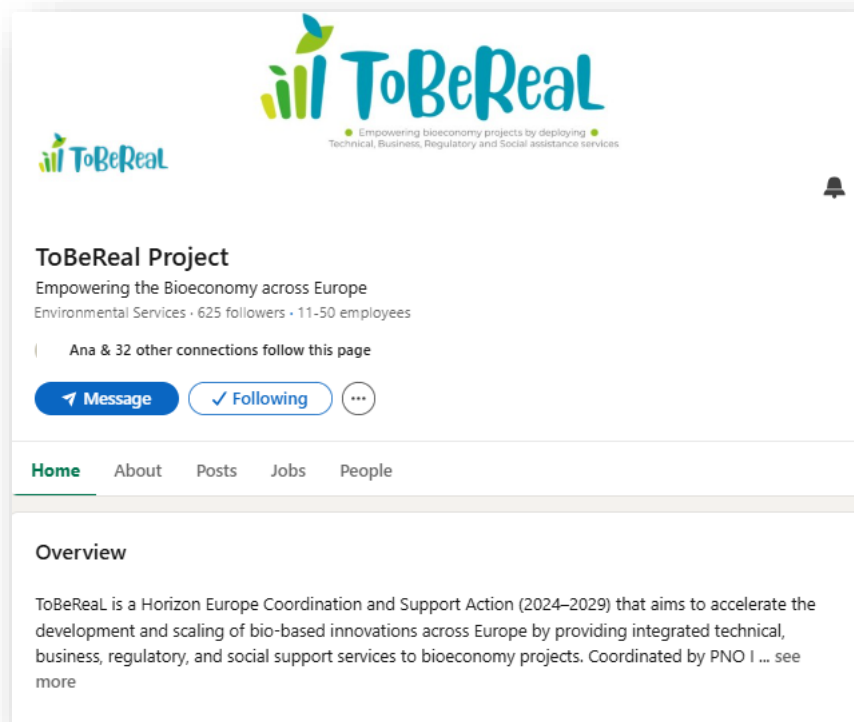


Figure 30. ToBeReal's LinkedIn page

During the first 18 months, posts have covered a variety of activities, including participation in events, promotion of upcoming initiatives such as webinars and workshops, and dissemination of important project resources such as the Services Portfolio and Community Platform. The typologies of LinkedIn posts covered the following:

1. **Promoting events organised by ToBeReal**, including webinars, workshops, and other engagement activities, to maximise participation and stakeholder outreach.



Figure 31. Examples of LinkedIn posts promoting events.

2. **Reporting on the implementation of events**, including workshops, project meetings, and other key activities.

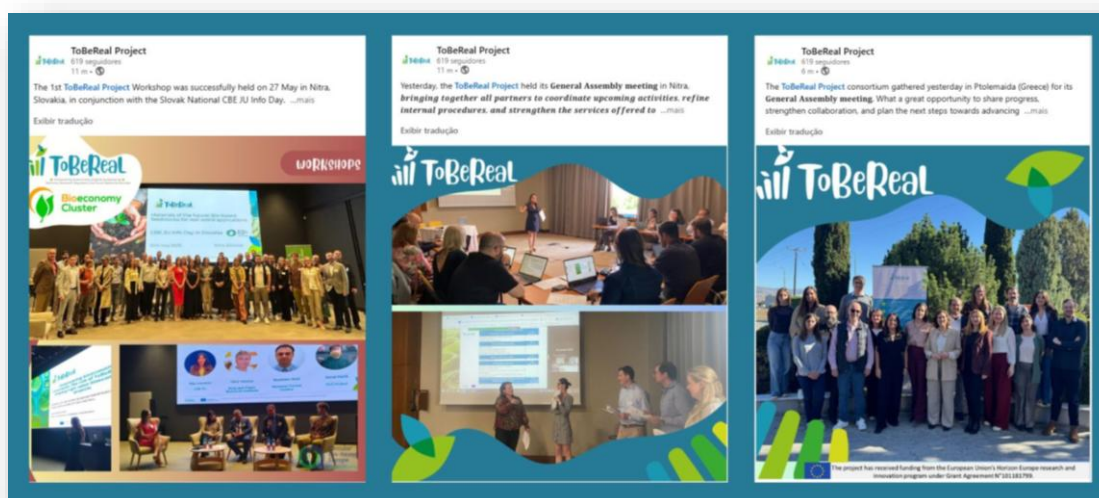


Figure 32. Examples of LinkedIn posts reporting on ToBeReal events and project activities.

3. **Highlighting ToBeReal's participation in conferences and external events.**

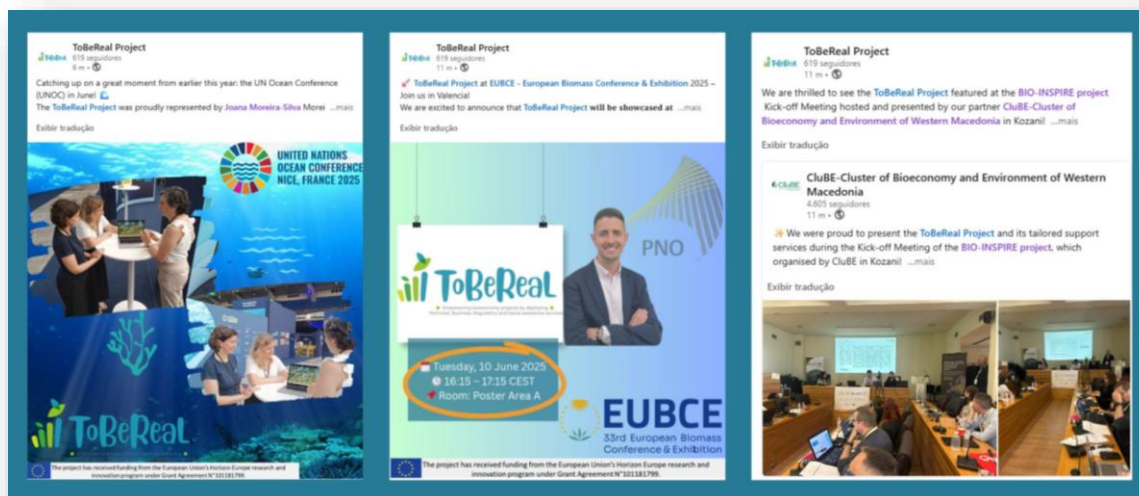


Figure 33. Examples of LinkedIn posts highlighting ToBeReal's participation in conferences and external events.

In addition, the 'Meet the Partners' series has been launched and will be rolled out over the next six months. The series aims to highlight the roles of the consortium members within the project. Furthermore, content from project partners, as well as similar projects and related initiatives, is regularly reposted to enhance visibility and foster synergies. Project partners also actively repost ToBeReal content through their own channels.

The following analysis (Table 5) is based on the performance data available through LinkedIn analytics for the period between 14 May 2025 and 24 May 2026.² During the analysed period, LinkedIn proved to be an effective communication channel for reaching and engaging stakeholders within the bioeconomy ecosystem. The analysis of post-performance highlights clear trends regarding the type of content that generated the highest visibility and engagement.

Table 5. ToBeReal's LinkedIn performance analysis.

Content Type	Impressions	Engagement	Reposts
ToBeReal featured at BIO-INSPIRE KoM	254	12,2%	0
ToBeReal 1 st Webinar	1.901	5,26%	28
ToBeReal 1 st Workshop	608	16,45%	3
ToBeReal's General Assembly	1.045	25,65%	12
ToBeReal at EUBCE	635	7,4%	4
Reminder – Register for Webinar	316	3,8%	2
Check 1 st Workshop	576	9,2%	7
ToBeReal YouTube is live!	816	6,74%	7
ToBeReal as an EUSDR Lighthouse	618	11%	4
Meet the Partner	763	26,64%	2
ToBeReal 2 nd Workshop	728	7,01%	12

² This timeframe corresponds to the maximum analytics interval currently accessible through the platform and, therefore, does not cover the full 18-month reporting period.



Content Type	Impressions	Engagement	Reposts
Catching up UNOC conference	541	5,36%	1
ToBeReaL General Assembly	1.971	10,76%	15
ToBeReaL 2 nd Webinar	989	12,23%	22
ToBeReaL at ECOMONDO 2025	633	7,58%	2
Join the Community Platform	559	10,2%	5
Reminder – Next Webinar	263	23,19%	11
Reminder – Next Webinar	256	7,03%	3
Reminder – Next Webinar	228	11,84%	3
New EU Bioeconomy Strategy 2025	1.198	7,51%	13
ToBeReaL at CEE2ACT project Final event	809	7,29%	6
ToBeReaL 3 rd Webinar	1.562	9,22%	17
Reminder – Next Webinar	469	5,97%	4
ToBeReaL 4 th Webinar	810	8,89%	7
Save the date - Workshop	1.713	6,83%	19
Reminder – Next Webinar	1.087	9,84%	10
Reminder – Next Webinar	119	5,88%	0
Reminder - Workshop	762	21,92%	17
Reminder - Workshop	319	28,21%	6
Meet the Speakers - Workshop	485	24,54%	9
Meet the Speakers - Workshop	526	22,81%	6
Meet the Speakers - Workshop	202	30,69%	1

Posts related to webinars consistently achieved the highest visibility and outreach. In particular, the promotion of the 1st Webinar generated 1,901 impressions and 28 reposts, while the 3rd Webinar reached 1,562 impressions and 17 reposts. Similarly, webinar reminder posts demonstrated strong engagement rates, with some achieving over 20% engagement despite lower impression volumes. This indicates that webinar-related content is highly relevant to the project's audience and particularly effective in stimulating interaction and content sharing. Similarly, content associated with workshops also performed strongly, especially posts using more targeted or personalised communication approaches.

“Meet the Speakers” posts achieved some of the highest engagement rates recorded during the analysed period, reaching up to 30.69%, while workshop reminder posts also generated high engagement levels (21.92% and 28.21%). These results suggest that stakeholder-oriented and human-centred communication formats are particularly effective in generating audience interest and interaction. In contrast, more generic reminder posts tended to generate lower impression levels, although some still achieved strong engagement rates. This indicates that engagement is not solely dependent on reach, but also on the relevance and specificity of the content presented to stakeholders.

Overall, the analysis suggests that content focused on webinars and workshops, stakeholder participation, speaker-focused communication, and practical opportunities generated the highest levels of engagement and interaction throughout the analysed period.

3.9.2. YouTube

In October 2025 (M12), the project launched its own [YouTube channel](#), providing a dedicated space for sharing exclusive content. This includes webinars on the key challenges and opportunities of the



bioeconomy, highlights from workshops organised by the project's partners, and insights from leading experts and stakeholders in the field.

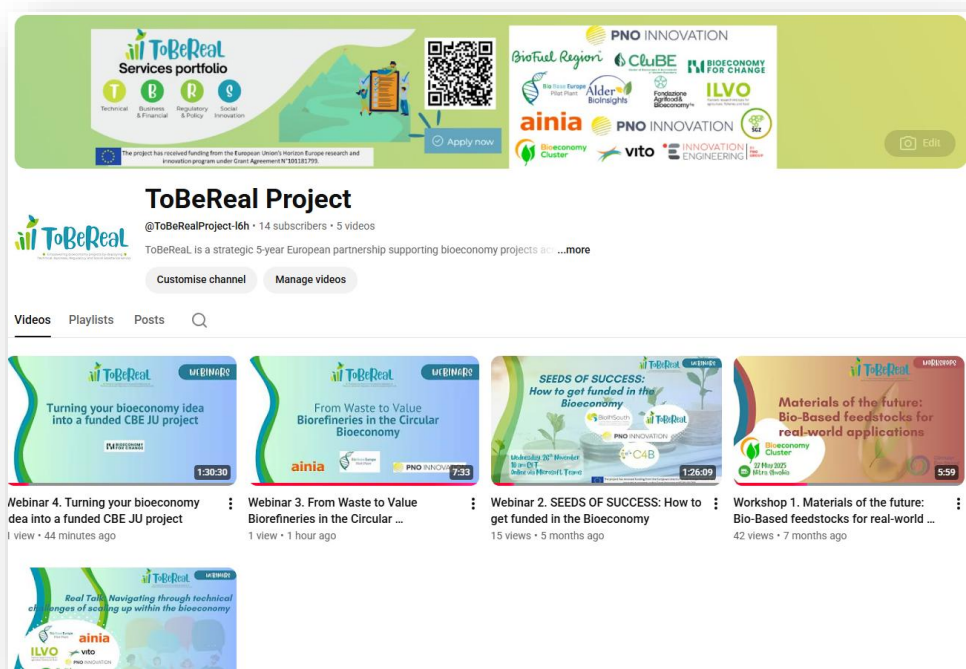


Figure 34. ToBeReal's YouTube channel.

Since its launch, the channel accumulated 108 views, 6.9 hours of watch time, and 14 subscribers (Figure 35).

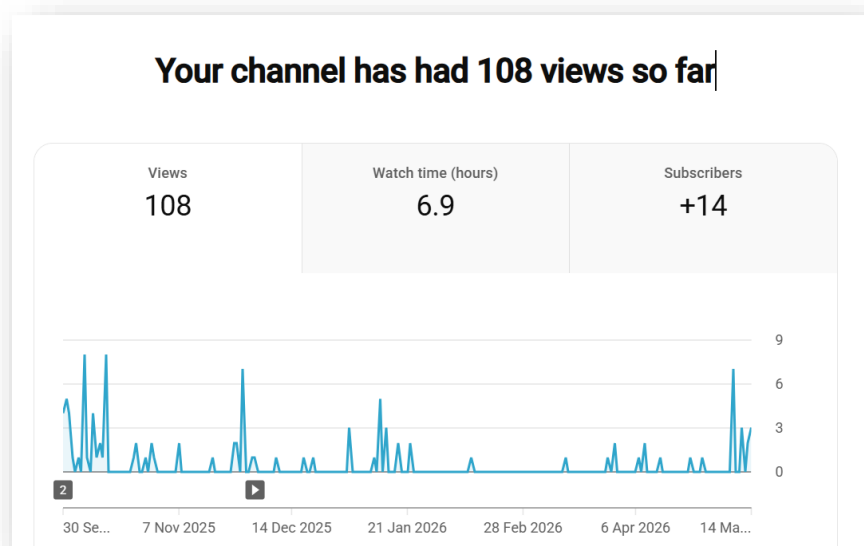


Figure 35. ToBeReal's YouTube channel numbers' overview by M18.

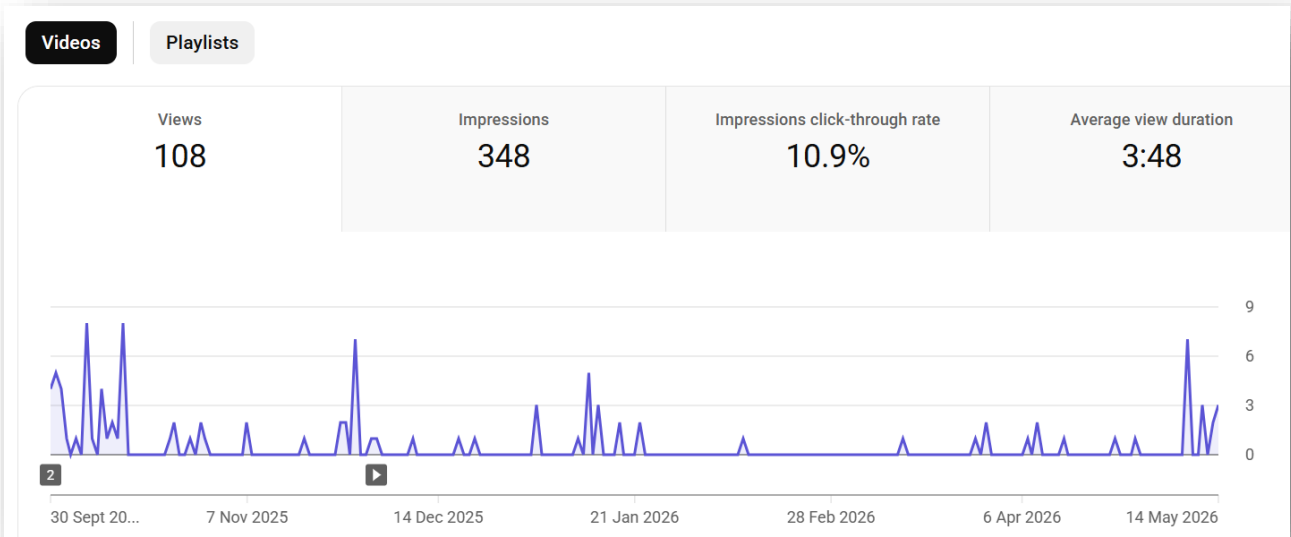


Figure 36. ToBeReal's YouTube channel numbers by M18.

Although the initial communication plan envisaged using multiple social media channels, including LinkedIn, Twitter and Facebook, this approach was refined during the implementation phase to better align with the project's target audiences, communication objectives and the evolving digital landscape.

However, the use of Twitter (now X) was reconsidered during the project due to changes in the platform's positioning, governance, and user dynamics, which affected its suitability for structured project communication in a European research and innovation context. Similarly, Facebook was not actively used as it was deemed to have limited relevance for the project's core target audiences, who are primarily professional and institutional stakeholders. Instead, efforts have been concentrated on channels that offer higher impact and engagement potential within the bioeconomy community.

In parallel, a YouTube channel was launched to support the dissemination of audiovisual content, including recordings of webinars, workshops, and other project-related materials.

3.10. EVENTS

ToBeReal has participated in and co-organised a range of events, including EU bioeconomy conferences, regional workshops, and brokerage activities. Communication and dissemination materials (e.g., leaflets, posters) have been used at these events to support outreach and engagement. An overview of the events in which the project participated during the first 18 months is presented in Table 6.



Table 6. Overview of events attended and organised by ToBeReaL during M01-M18

Event name	Date	Where	Partner attending	Link
Pitch Perfect and Boost the European Bioeconomy 2025	November 2025	Brussels, Belgium	BBEPP, EV ILVO	Link
7th International Summer School of Circular Bioeconomy and sustainable development	June/July 2025	Athens, Greece	CluBE	Link
How can the EU lead in the circular bioeconomy: The launch of the EU Bioeconomy Clusters Alliance	February 2025	Brussels, Belgium	BEC, CluBE, EV ILVO	Link
Bio-based Industries Consortium (BIC) matchmaking event	December 2025	Brussels, Belgium	PNO ES, BBEPP, EV ILVO, BEC, CluBE, AINIA	Link
CBE info day	April 2025	Brussels, Belgium	PNO ES	Link
EUBCE - European Biomass Conference & Exhibition	June 2025	Valencia, Spain	PNO ES	Link
BIOKET The Bioeconomy's Key Enabling Technologies Conference & Exhibition	March 2025	Brussels, Belgium	B4C, BBEPP	Link
Tech Tour Circular 2025	April 2025	Ghent, Belgium	PNO ES, EV ILVO, BBEPP	Link
EU CAP Network brokerage event: Partnering for innovation with impact in agriculture and rural areas	April 2025	Prague, Czech Republic	BEC	Link
High Value Biorenewables Annual Meeting	June 2025	York, UK	NNFCC	Link
Danube Transfer Center Network Coffee Kitchen	March 2025	online	BEC	Link
IFIB - International Forum on Industrial Biotechnology and Bioeconomy	September 2025	Torino, Italy	PNO ES	Link
2025 United Nations Ocean Conference	June 2025	Nice, France	PNO PT	Link
ECOMONDO 2025 – The Green Technology expo	November, 2025	Rimini, Italy	PNO ES, FAB FVG	Link
CLIB Networking Day 2025 CNC	June, 2025	Duesseldorf, Germany	BBEPP	Link
Bio-based Future Connect: Brokerage & Study Visit for Sustainable Innovation	September, 2025	Brussels, Belgium	BBEPP	Link
BIO2REG Connect Event	February, 2026	Brussels, Belgium	BBEPP	Link
CIC CLIB International Conference	February, 2026	Duesseldorf, Germany	BBEPP	Link
"KoSMOS" (koala Story Meetup for Open Innovation and Sustainability)	April, 2026	Cologne, Germany	BBEPP	Link
CBE Stakeholder Forum	March, 2026	Brussels, Belgium	BBEPP, ILVO	Link
IBioIC Annual Conference, Glasgow	March, 2026	Glasgow, Scotland	NNFCC	Link

In addition to the events that have already taken place, ToBeReaL has identified a number of relevant upcoming and potential events in which the project could participate or contribute. Table 7 provides an overview of the planned and potential events for the upcoming period.

Table 7. Future events relevant for ToBeReaL participation and outreach activities.

Event name	Date	Where	Link
EUBCE – 34 th European Biomass Conference & Exhibition	May, 2026	The Hague, The Netherlands	Link
Sustainability, Temporalities and Futures	June, 2026	Turku, Finland	Link
Bioeconomy Conference 2026	June, 2026	Berlin, Germany	Link
7th International Bioeconomy Forum Plenary Meeting	October, 2026	Dublin, Ireland	Link





Event name	Date	Where	Link
Global Bioeconomy Summit 2026	October 2026	Dublin, Ireland	Link
IFIB – International Forum on Industrial Biotechnology and Bioeconomy	October, 2026	Rome, Italy	Link
European Week of Regions and Cities	October, 2026	Brussels, Belgium	Link
ECOMONDO 2026	November, 2026	Rimini, Italy	Link
Bio360 Europe	February, 2027	Nantes, France	Link
BIOKET - The Global Platform for Bioeconomy Innovation	March, 2027	Strasbourg, France	Link

2.5 SYNERGIES WITH RELATED PROJECTS AND INITIATIVES

ToBeReal has actively engaged in building strategic collaborations with related EU-funded projects, networks, and initiatives. A dedicated section on the website presents relevant related projects and initiatives, including key contacts where applicable. Beyond this visibility action, ToBeReal engages with selected projects through bilateral exchanges and the co-organisation of activities such as webinars and workshops.

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 M01-M18 period, the project has been very active in terms of engagement with related bioeconomy projects and initiatives as: BioINSouth, C4B, i34BlueGrowth, Hubs4Circularity, BIO-INSPIRE, BIO2REG, CLIB, CHEERS, and CEE2ACT. The tracking and documentation of these interactions are facilitated through an internal coordination tool, as shown in Figure 37.

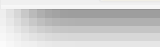
ToBeReal in Bioeconomy		Ongoing Projects & Initiatives					
		Short name	Description	Collaboration Opportunity	Tell-official partner involved	Collaboration established?	Contacts
	Bio4CIRCULARITY	The mission of the B4C network is contributing to a circular economy with innovative approaches, through conducting research projects, organising professional events, and producing scientific publications which will support the smooth transition to circularity across the bio-based value chain. The B4C network seeks to expand its existing partnership with recognised partners in order to emphasise 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 interdisciplinary efforts across disciplines and sectors.	Offer to the already established B4C network TSP, 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 €50 million, ECBF will be an important financial instrument in achieving the European Green Deal goal of making Europe climate neutral by 2050.	For the biotech 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, (re)training and skills development. The regional bio-based system focus on the five main value chains: namely circular and bio-based textiles (NLT), agriculture and agro-food industries (HUL), wood and interior (ATI), bio-based and sustainable packaging (PI) and (blue) bioeconomy (BL).	The project is ending, TSP, 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 (cukuchnow@sinbioy.com)	https://bioboost.com
	RURALBIOUP	RuralBioUp's main objective is to support innovators to scale-up inclusive and small-scale 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 policymakers.	Offer to the project's stakeholders the services of ToBeReal.	N/A	NO		https://investcec.eu/about
	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 37. Example of the reporting tool for related projects and initiatives used in ToBeReal.

3.11. WORKSHOPS AND WEBINARS



ToBeReaL has implemented a range of capacity-building activities and stakeholder engagement actions, particularly under WP7 and WP9, aimed at supporting the adoption of bioeconomy solutions and strengthening stakeholder involvement.

- 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 are supported with communication materials and follow-up content to ensure visibility and broader knowledge valorisation. Several webinars and workshops were organised during the reporting period, attracting participants from across the bioeconomy ecosystem (Table 8).

Table 8. Summary of Webinars, Workshops and Participation Numbers (M01–M18).

Event	Date	Type	No participants
Webinars			
Overcoming Barriers to Scaling Innovation in the Bioeconomy	20 June, 2025	Webinar	49
Seeds of Success: How to get funded in the Bioeconomy	26 November, 2025	Webinar	44
From Waste to Value: Biorefineries in the Circular Bioeconomy	22 January, 2026	Webinar	40
Turning your bioeconomy idea into a funded CBE JU project	17 April, 2026	Webinar	42
Workshops			
Materials of the future: Bio-based feedstocks for real-world applications	27 May, 2025	Workshop	27
Advancing Bioeconomy Solutions in the Region of Western Macedonia	30 October, 2025	Workshop	29
Shaping the Next Blue Bioeconomy Roadmap: Strategic Pathways from Biomass to Market	19 May, 2026	Workshop	55

4. EXPLOITATION MEASURES

The ToBeReaL exploitation strategy is designed to maximise the uptake, reuse and long-term impact of the project results beyond the project duration. It is also designed to establish a long-lasting legacy for the project's insights and results.

As a Coordination and Support Action (CSA), the focus is placed on the knowledge valorisation, stakeholder uptake, policy influence, and sustainability of key project outputs. Therefore, the exploitation strategy is structured around four complementary pathways (Figure 38).



Figure 38. ToBeReaL's exploitation pathways.

During the M01-M18 period, exploitation activities focused on establishing the strategic framework that will support the future uptake, sustainability and long-term exploitation of ToBeReaL's results. As foreseen in the DoA, the operational exploitation activities are planned for the subsequent phases of the project. Therefore, the work carried out during M01-M18 concentrated on preparing the methodology, governance and implementation roadmap required for the systematic exploitation of project results.

4.1. ACTIVITIES IMPLEMENTED DURING M01-M18 PERIOD

Table 9 summarises the progress achieved in the development of the ToBeReaL exploitation framework. Preparatory exploitation work commenced in M15, as the initial project stages prioritised the establishment of core project activities, services, communication tools and stakeholder-engagement mechanisms. Consequently, progress during this reporting period focused mainly on consolidating the exploitation strategy, pathways and implementation roadmap, while operational activities, including KER validation, IPR assessment and sustainability planning, are scheduled to begin from M24 onwards.

Table 9. ToBeReaL planned exploitation activities.

Activity	Status	Progress
Initial exploitation strategy	Completed	Developed and incorporated into the D9.2
Definition of exploitation pathways	Completed	Four exploitation pathways established
Identification of preliminary KERs	Completed	Preliminary KERs confirmed from proposal stage
Exploitation roadmap	Completed	Roadmap established for M24-M60
KER validation workshops	Planned	Scheduled to commence in M24
IPR assessment	Planned	To begin following KER validation
Sustainability and legacy pathways	Planned	To begin by M30

4.2. PROGRESS ON THE EXPLOITATION STRATEGY

ToBeReaL project focused on establishing the strategic framework for the future implementation of exploitation activities. In line with the revised PDEC (D9.2), the exploitation strategy was further developed through the definition of the exploitation pathways, and the preparation of the implementation roadmap and KER validation methodology.

Activities related to KER validation, IPR assessment, exploitation planning and implementation will commence in the next project phase, starting from M24.



5. SUMMARY AND ASSESSMENT OF DEC ACTIVITIES UNTIL M18

During the first 18 months of the project, the implementation of dissemination, communication, and initial exploitation activities has established a solid foundation for stakeholder engagement and project visibility across the European bioeconomy ecosystem. A set of communication tools and channels has been deployed, including the project website, LinkedIn page, newsletter, visual materials, and the YouTube channel. These tools have enabled the project to ensure a continuous flow of information, promote its activities and results, and engage with relevant stakeholders in a structured and targeted manner.

5.1. MEASURING METRICS

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 KPIs has been defined. These indicators focus solely on communication-related outputs and outcomes, as outlined in WP9-WP11. Table 10 presents the main metrics to be achieved by the end of the project through collaborative efforts across the consortium.

Table 10. ToBeReaL Communication Outcome.

Communication Activities	Metrics	ToBeReaL (M6)	ToBeReaL (M18)
Visual identity	N/A	NA	Completed
Website	No. of new visitors/returning visitors, No. of page views	123 (No of visitors); 47 (No of returning visitors), 1.7k (page views)	1.357 k (No of visitors); 328 (No of returning visitors), 11k (page views)
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	618 Followers 62 Posts 51,482 Impressions 1,752 Reactions 33 Comments 180 Reposts
Partners' webpage and social media	No. of news & press releases published on partners' channels per year	12 publications	26 publications
Newsletters	No. of subscribers	1 Newsletter M6 119 Subscribers	2 Newsletters M18 194 Subscribers

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 KPIs has been defined, specifically under the scope of WP9-WP11. Table 11 outlines the main indicators to be achieved by the end of the project, with contributions from all partners.

Table 11. ToBeReaL Dissemination KPIs

Dissemination Activities	KPIs	ToBeReaL (M6)	ToBeReaL (M18)
Participation in national and international conferences (and other events)	1 Participation per partner/year	N/A	22
Publications	10 publications (5years)	0	0
Liaison with other related projects and initiatives	20 projects	4 (BioINsouth, C4B, i34BlueGrowth, Hubs4Circularity)	9 (BioINsouth, C4B, i34BlueGrowth, Hubs4Circularity, BIO-INSPIRE, BIO2REG, CLIB, CHEERS, CEE2ACT)
Webinars	30 participants/ webinar	Not yet scheduled	49; 44; 40; 42
Workshops on Thematic Feedstocks	15 participants/ Workshop	56 participants	27; 29; 55
BioPitch Forum	10 Projects	Not in the scope of this timeframe	Not in the scope of this timeframe

5.2. TOBEREAL'S WEBSITE

The project website established itself as the central hub for project-related information and stakeholder interaction. During the reporting period, the website recorded approximately 11k page views, 1.357k total users, and 6.9k GA4 user engagements³. These figures demonstrate initial stakeholder interest and interaction with the project's content, particularly considering the early stage of implementation and the specialised nature of the bioeconomy topics addressed.

Based on the assessment of website performance and stakeholder interaction during M01-M18, some improvements and optimisation actions have been identified for implementation during the next reporting period. Particular attention will be given to improving the distinction and complementarity between the "Events" and "News" sections. The "Events" page will be dedicated exclusively to upcoming activities, allowing stakeholders to clearly identify future opportunities for participation and registration. Once completed, events will be transformed into news articles summarising the activity and its outcomes, which will then be published in the "News" section. Both

³ The reported "user engagement" value refers to the Google Analytics 4 automatic user engagement event count generated by the analytics platform used to monitor the project website. This platform-specific metric provides an additional indication of users' interaction with the website and complements the communication indicators reported (e.g. page views, visitors and returning visitors). It is not intended to represent an additional KPI defined in the Grant Agreement.



sections will continue to be regularly updated with project-related content, stakeholder opportunities, and relevant developments within the bioeconomy sector, ensuring a continuous and dynamic flow of information.

Additional efforts will focus on strengthening the integration between the website and the ToBeReal Community Platform, with the objective of increasing stakeholder registration and interaction.

5.3. TOBEREAL'S LINKEDIN CHANNEL

LinkedIn emerged as the project's most effective communication channel for professional outreach and stakeholder engagement. Between 14 May 2025 and 24 May 2026, the platform demonstrated strong performance in terms of visibility and interaction. Webinar and workshop-related posts consistently generated the highest engagement levels, particularly content focused on practical opportunities, stakeholder participation, and speaker-focused communication. Overall, the analysis suggests that content focused on webinars and workshops, stakeholder participation, speaker-focused communication, and practical opportunities generated the highest levels of engagement and interaction throughout the analysed period. These findings support the refinement of the communication strategy for the next reporting period, with increased emphasis on:

- event-driven communication;
- stakeholder-centred storytelling;
- speaker-focused content;
- promotion of practical opportunities and services;
- targeted campaigns supporting the Community Platform and project outputs.

Particular attention will be given to improving the visual quality and consistency of LinkedIn posts, with the objective of creating more recognisable, appealing, and impactful communication materials. In addition to static posts, the project will progressively introduce more interactive and engaging communication formats, including short videos, interviews, speaker highlights, testimonials, and other dynamic audiovisual content. The communication strategy will also place stronger emphasis on the promotion of the ToBeReal Services Portfolio and the Community Platform. Dedicated campaigns and targeted content series will be developed to increase stakeholder awareness of the services available through the project and to encourage registration and interaction within the platform. LinkedIn communication will continue to prioritise event-driven content, stakeholder-oriented storytelling, and practical bioeconomy topics, building on the positive engagement trends identified during the first reporting period.

5.4. TOBEREAL'S YOUTUBE CHANNEL

The launch of the ToBeReal YouTube channel in M12 complemented the project's dissemination strategy by providing a dedicated repository for audiovisual content, including webinar recordings and workshop materials. At this stage, the channel presents relatively limited performance metrics, particularly in terms of subscribers and overall audience retention. This is partly related to the specialised and technical nature of the content shared, as well as to the long duration of most uploaded materials, which often exceed 30 minutes. While the channel achieved a relatively positive click-through rate, indicating initial interest in the promoted topics and visuals, the average viewing





duration suggests that users tend to access specific moments of interest rather than engage with the recordings in full. Future efforts should focus on improving the accessibility and attractiveness of YouTube content, including stronger cross-promotion through LinkedIn and the website, the creation of shorter highlight clips or teaser formats, and the optimisation of titles, thumbnails, and video structure to better retain audience attention and increase subscriber growth.

5.5. DEC MATERIALS AND FORMATS

During the first 18 months of the project, visual and communication materials were developed to support the dissemination and visibility of ToBeReaL activities and results. These materials included project leaflets, posters, roll-ups, infographics, webinar visuals, social media assets, and branded templates for presentations and deliverables.

The assessment of the materials developed during this period highlights the importance of visually engaging and easily understandable communication formats in increasing stakeholder interest and interaction. In particular, visuals associated with webinars, workshops, and speaker-focused communication demonstrated stronger engagement on LinkedIn and supported greater visibility of project activities. The use of infographics and simplified visual summaries also proved valuable for communicating more complex bioeconomy-related topics in a clearer and more accessible manner.

Based on these observations, future communication efforts will place stronger emphasis on the development of more dynamic and stakeholder-oriented visual materials. This includes the creation of campaign-based visual series, report highlights, infographic summaries, short audiovisual assets, and visually consistent promotional materials linked to the Community Platform and Services Portfolio. In parallel, the project will continue exploring more interactive and engaging communication formats, including short-form video content, interviews, stakeholder testimonials, event recaps, and speaker highlights.

5.6. NEWSLETTERS AND PRESS RELEASES

Newsletters and press releases have contributed to supporting external communication and dissemination activities throughout the reporting period. Future efforts will therefore focus on increasing the regularity and strategic use of newsletters, particularly to support the promotion of project results, upcoming activities, reports, and Community Platform developments.

5.7. PARTICIPATION IN EVENTS AND STAKEHOLDER ENGAGEMENT

Participation in conferences, workshops, brokerage events, networking initiatives, and clustering activities played an important role in strengthening ToBeReaL's visibility and positioning within the European bioeconomy landscape. These activities enabled the consortium to disseminate project objectives and results, establish new connections with stakeholders, and reinforce synergies with related projects and initiatives.

For the next reporting period, the project will continue to reinforce its participation in relevant European and international bioeconomy events, with greater emphasis on active contributions such as presentations, bilateral meetings, clustering activities, and co-organised sessions.



6. TIMELINE FOR FUTURE ACTIVITIES

The following timeline (Figure 39) provides an overview of the main communication, dissemination, and exploitation-related activities planned for the next six months of the project (M19-M24). The activities presented reflect the project's intention to reinforce stakeholder engagement, increase the visibility of project outputs and services, and support the promotion of the ToBeReaL activities and results through a combination of continuous and campaign-oriented communication actions.

	M19	M20	M21	M22	M23	M24
Social media posts						
Website updates (news, events, resources)						
Press releases from the project						
Newsletters						
Events						
D10.2 - Report on Dissemination, exploitation, and communication activities M24						

Figure 39. Timeline of Dissemination and Communication activities for the M19-M24 period.

In addition to the general timeline of activities, a dedicated social media calendar has been developed to support the structured planning and implementation of communication activities across the project's digital channels. This calendar (Figure 40) provides a more detailed overview of the planned social media actions, including thematic campaigns, promotion of webinars and workshops, dissemination of reports and resources, Community Platform communication, and stakeholder-oriented content series.

	01/05/2026 M19	01/06/2026 M20	01/07/2026 M21	01/08/2026 M22	01/10/2026 M23	01/11/2026 M24
Workshop Communication						
Community Platform Campaign						
1st Regulatory Webinar						
Meet the Partners Series						
Social engagement Webinar No 1						
BioPitch Forum 1st						
Technical Webinar No 3						

Figure 40. Planned LinkedIn content calendar for the next six months (M19–M24).

7. CONCLUSIONS

During the first 18 months of the ToBeReaL project, significant progress was achieved in establishing and consolidating the foundations for effective dissemination, communication, and initial exploitation activities. Through the coordinated efforts of the consortium under WP9-WP11, the project successfully developed a coherent communication structure capable of supporting stakeholder engagement, increasing project visibility, and facilitating access to project results and services.

The activities carried out during this period demonstrated the importance of targeted and stakeholder-oriented communication approaches. Event-driven communication, webinars, workshops, and speaker-focused content generated the highest levels of engagement and interaction, especially through LinkedIn. At the same time, the website and Community Platform became important tools for centralising project information, resources, and stakeholder interaction.



The assessment of the communication and dissemination activities also enabled the identification of several opportunities for improvement and refinement for the next reporting period. These include strengthening audiovisual communication formats, reinforcing promotion of the Community Platform and Services Portfolio, improving integration between communication channels, and developing more engaging and dynamic visual content.

In parallel, the project initiated the development of its exploitation strategy, defining the first exploitation pathways and identifying the KERs that will support the long-term impact and sustainability of project outputs. The work done between M15–M18 focused on consolidating the strategic framework and preparing the implementation process. From M24 onwards, the consortium will initiate the structured validation and assessment of the KER, including IPR assessment, the definition of exploitation pathways, partner-specific exploitation actions and initial sustainability arrangements for the period beyond the project's lifetime.

Overall, the activities implemented during M01-M18 successfully achieved the main objectives foreseen for this initial phase and established a strong basis for expanding stakeholder engagement, dissemination, and exploitation activities throughout the next stages of the project.

8. REFERENCES

https://rea.ec.europa.eu/horizon-europe-dissemination-and-exploitation_en