ToBeReal

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

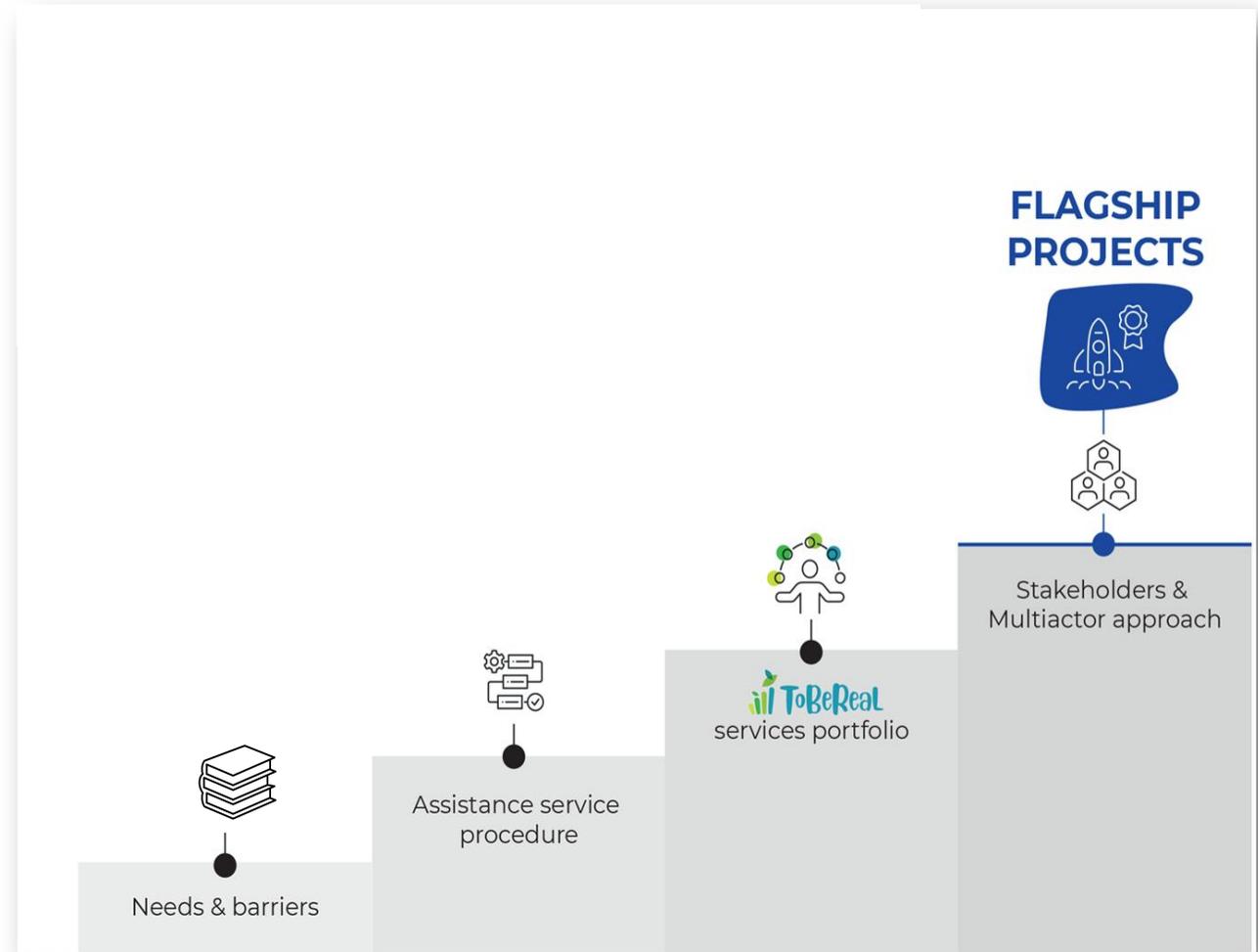|	
Call Identifier	**HORIZON-CL6-2024-CircBio-01-8 Bioeconomy project development assistance**
Type of Action	Coordination and Support Action (Lump Sum Grant)
Cordis Link	[Empowering bioeconomy projects by deploying Technical, Business, Regulatory and Social assistance services](#)
EU contribution	€ 2 999 846,98
Start Date // End Date	1 November 2024 // 31 October 2029 (5 years)
N° Partners	13 Beneficiaries // 1 Affiliated entity
N° Countries	10 European Countries
Coordinator	**PNO** INNOVATION **Lara Valentín Carrera & María Jiménez**
Website	**https://www.tobereal.eu**
LinkedIn	**https://www.linkedin.com/company/toberealproject**

The main goal of ToBeReaL is to catalyse public, private and public-private bioeconomy projects at different stages of maturity leading to a higher number of flagship projects across Europe.
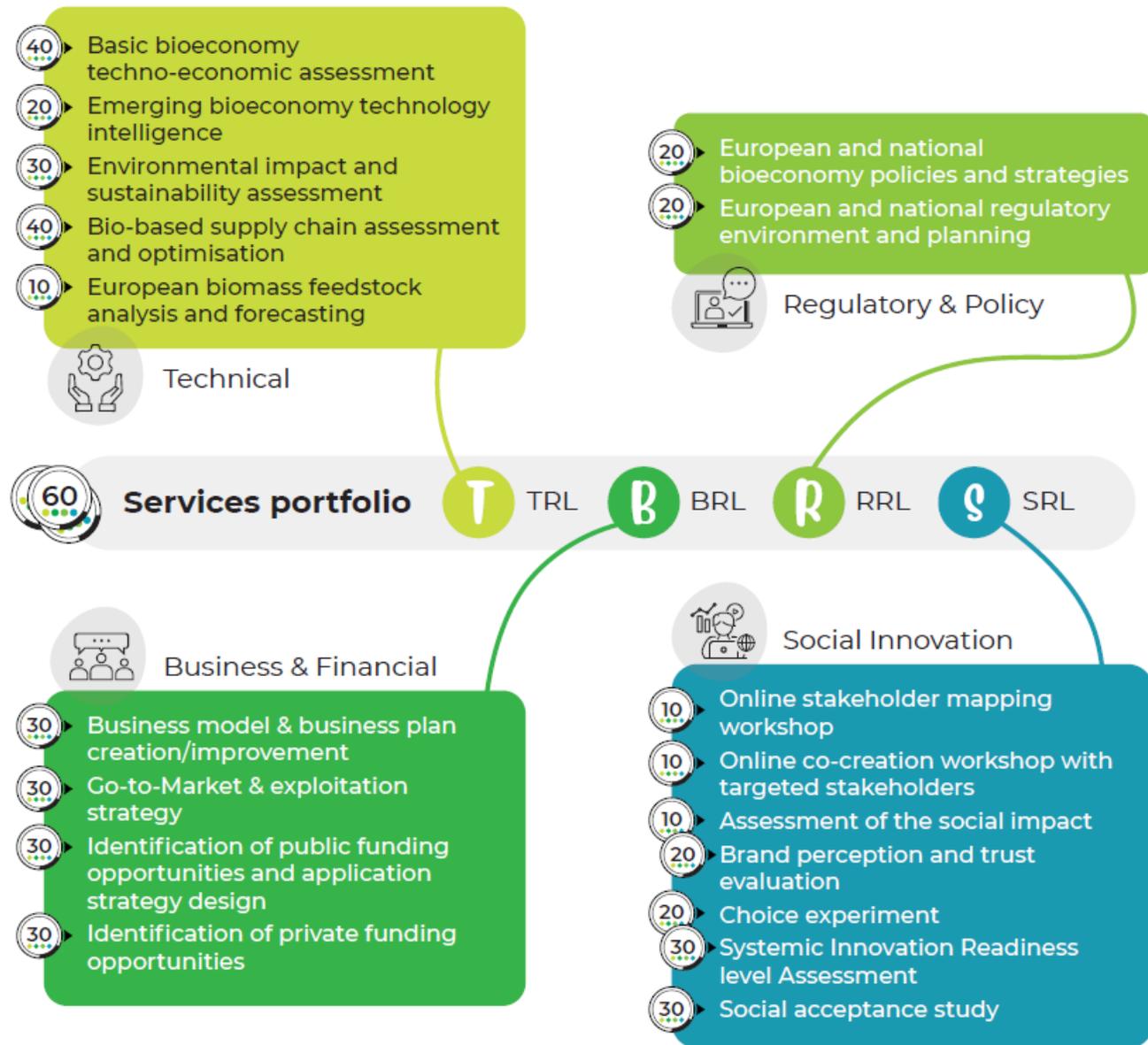
What makes ToBeReaL unique

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

- Identification of key **barriers** limiting scalability

- Definition of an **assistance service** procedure

- **Tailored services** across 4 verticals of the readiness level (RL)

- **Collaboration fostering between stakeholders:** (webinars + workshop + BioPitch Forum)

- **Long-term assistance strategy towards flagship status**

FLAGSHIP PROJECTS

Stakeholders & Multiactor approach

ToBeReaL services portfolio

Assistance service procedure

Needs & barriers

Services portfolio

Technical
- (40) Basic bioeconomy techno-economic assessment
- (20) Emerging bioeconomy technology intelligence
- (30) Environmental impact and sustainability assessment
- (40) Bio-based supply chain assessment and optimisation
- (10) European biomass feedstock analysis and forecasting

Regulatory & Policy
- (20) European and national bioeconomy policies and strategies
- (20) European and national regulatory environment and planning

Business & Financial
- (30) Business model & business plan creation/improvement
- (30) Go-to-Market & exploitation strategy
- (30) Identification of public funding opportunities and application strategy design
- (30) Identification of private funding opportunities

Social Innovation
- (10) Online stakeholder mapping workshop
- (10) Online co-creation workshop with targeted stakeholders
- (10) Assessment of the social impact
- (20) Brand perception and trust evaluation
- (20) Choice experiment
- (30) Systemic Innovation Readiness level Assessment
- (30) Social acceptance study

(60) Services portfolio — T TRL · B BRL · R RRL · S SRL

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

You can combine them as you want

For example:
- *Emerging bioeconomy technology intelligence* (20)
- *Identification of public funding opportunities and application strategy design* (30)
- *Online co-creation workshop with targeted stakeholders* (10)
- *Total = 60 ToBeCoins* (60)

The services are deployed by ToBeReal partners, each expert in certain areas
They are for free!!

Example: package for Biorefineries/Waste valorization projects

Basic bioeconomy techno-economic assessment

Technical

Provides essential feasibility tools like process simulation, CAPEX/OPEX, and scale-up analysis → **critical for waste valorization technologies.**

Environmental impact and sustainability assessment

Technical

***To demonstrate and optimize the environmental benefits of converting waste into valuable products**, including LCA and carbon footprint analysis.*

Bio-based supply chain assessment and optimisation

Technical

Supports evaluating logistics, feedstock availability, and supply chain design, **vital for handling diverse waste inputs efficiently.**

European biomass feedstock analysis and forecasting

Technical

Regional feedstock availability insights, including agricultural, forest, and biogenic residues. Seasonal and spatial variability assessments. Composition, quality, and long-term forecasting

Go-to-Market & exploitation strategy

Business & Financial

Critical for commercialization and identifying key exploitable results.

Online stakeholder mapping workshop

Social Innovation

Help build ecosystem connections (municipalities, waste handlers, industrial partners).

European and national regulatory environment and planning

Regulatory & Policy

Helps understand waste classification, end-of-waste criteria, or REACH implications.

Social acceptance study

Social Innovation

Useful if the project involves controversial feedstocks or aims for public-facing products.

ToBeReal experts

Current figures by Februray 2026

APPLICANTS RECEIVED

18

UNDER EVALUATION

3

SERVICES ON GOING

9

SERVICES DEPLOYED

2

APPLICANTS REJECTED

5
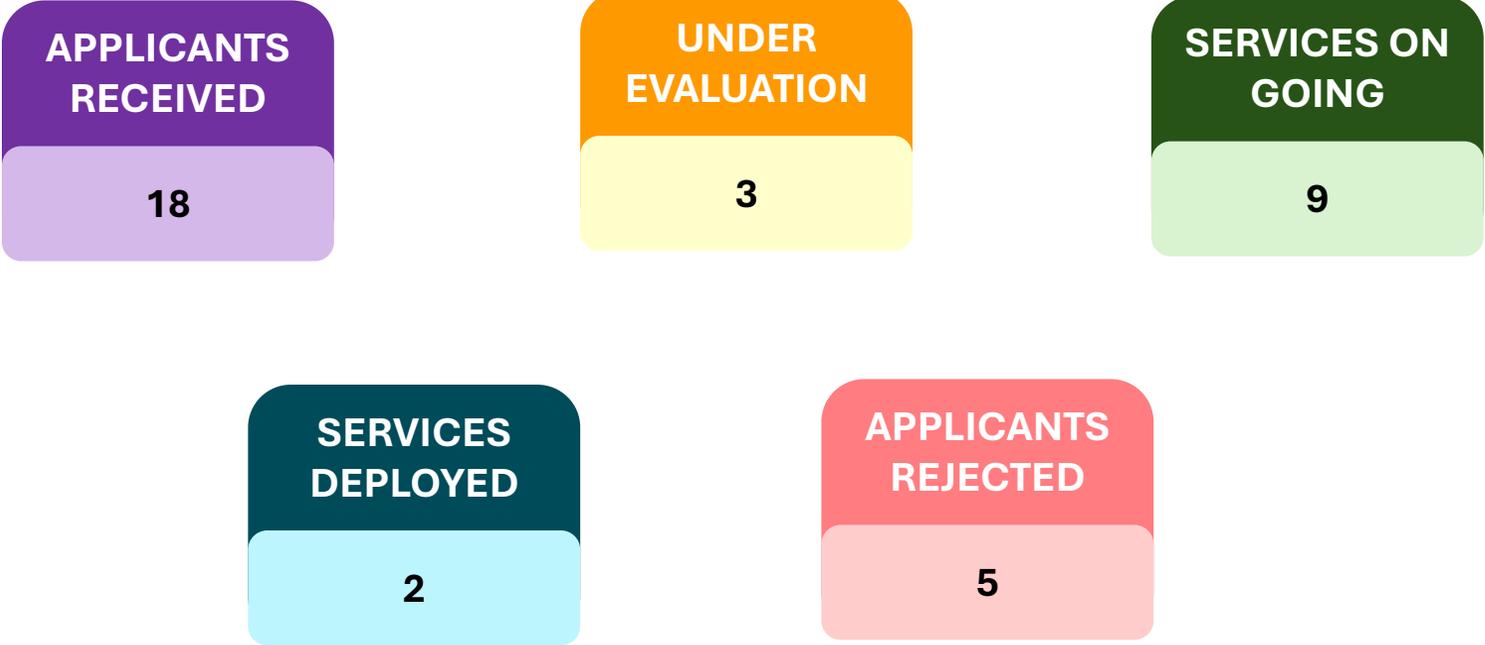
How to apply

Go to →

"Apply now"

Make sure that your bioeconomy project/idea complies with the definition of **"bioeconomy project"** and **"flagship project" (included in the Guidelines for applications)**

Visit the portfolio of services before you apply to **chose your own combination** to satisfy the challenges your encounter to scale-up effectively

60 ToBe Coins to use!

Application package

❑ **ToBeReaL Guidelines for applications**
Download here

❑ **Initial Questionnaire** (Online Submission).
A Word document, is also available to facilitate off-line preparation.
Download here

❑ **Readiness Level Forms** (Online Submission).
A word document, is also available to facilitate off-line preparation
Download here

❑ **Evaluation criteria and scoring system**
Discover more information

Still have doubts → email us to **info@tobereal.eu**

Evaluation and Scores

*ToBeReaL will follow the concept **"Scaling Readiness"** to assess the readiness and **likelihood of the bioeconomy project's innovations to achieve scaling objectives to become flagships** based on the information provide in the application forms across the 4 Readiness Levels: TRL, BRL, RRL and SRL*

Minimum 4 points

Maximum 12 points

Threshold: 9 points

+ 1 additional point to underdeveloped bioeconomies

Technology Readiness level

- *Innovation Potential*
- *Technical Feasibility*
- *Scalability and Replicability potential*
- *Sustainability of the feedstock*

Business Readiness LeveL

- *Economic Viability*
- *Value proposition and Business Model*
- *Requested investment/public funding*
- *Composition of project's consortium & roles*

Regulatory Readiness Level

- *In scope for appropriate regulations and with potential to progress to regulatory approval.*
- *Feedstock's fulfilment with regulation imposing sustainability criteria and GHG emissions.*

Social Readiness Level

- *Potential to engage with the right stakeholders*
- *Fairness of the value chain*
- *Potential to communicate the benefits of the innovation*
- *Social impact of the developed solution*
- *Inclusivity*

Countries and regions with a bioeconomy underdeveloped have 1 extra point during the evaluation phase

Widening countries under Horizon Europe, and which demonstrated underrepresentation throughout the implementation of the BBI JU programme (2014-2019):

Bulgaria
Croatia
Cyprus
Czechia
Estonia
Greece
Hungary
Latvia
Lithuania
Malta
Poland
Portugal
Romania
Slovakia
Slovenia

Additionally, **ToBeReaL** will include the EU regions (at NUTS2 level) categorized as **"less developed" or "transition"** under the cohesion policy and similarly identified as underrepresented within the CBE JU programme NUTS classification.

Three key definitions functioning as the pillars of ToBeReaL's assistance service

Definition of Bioeconomy project

Definition of Flagship project

Countries and regions with a bioeconomy underdeveloped

Definition of Bioeconomy Project

Covers all sectors and systems that rely on **biological resources** (animals, plants, microorganisms, and derived biomass, including organic waste, and biogenic CO2), **technologies** and **processes** to produce **food**, **feed**, **bio-based products**, **bioenergy**, and **services**.*

*excluding pharma and biomed

*Includes and **interlinks land and aquatic ecosystems** and the services they provide, as well as all primary production sectors that use and produce bi**ological resources** from **agriculture**, **forestry**, **fisheries** and **aquaculture** and other resources.*

***Circular and sustainable bio-based secto**r; **biodiversity and carbon-rich ecosystems** in primary production; **low footprint food production**, **processing and distribution**, **including novel foods**; **schemes for rewarding land and water managers** for the provision of ecosystems services; **sustainable fisheries**, **aquaculture** and **algae production**.*

*Relies in **circular economy principles and resource-efficiency**, **low footprint production**, **climate mitigation** and **adaptation** and **enhancing biodiversity**.*

*Is individual (from **start-ups**, **spinoffs**, **SMEs**, or **Large Companies**) or **collaborative** at **different maturity Readiness Level** of Technology (**TRL**), Business (**BRL**), Regulatory (**RRL**) and Social (**SRL**).*

*Is **public**, **private**, or **public-privat**e, with promising attraction of small and medium sized **private investments** (at **least 2 M€**) and/or of EU or national **public funding (at least 8 M€)** to become flagship project within a **timeframe of 5 years**.*

Definition of Flagship Project

*Aims at the **horizontal and/or vertical integration of the value chain**, and thus at the technological, commercial, legal, and social feasibility of systemic solutions with a **long-term potential for growth**.*

*Serves to **strengthen a bioeconomy sector or to generate model solutions** to important challenges faced by society.*

*Because of their specific and high-level importance, it creates an **awareness of the problem among the general public**.*

*Produces **national and international visibility** for the country where it is set.*

*The duration of a flagship project is from **2 to 5 years**. The amount of requested **private** or **public funding** to become flagship is at least **€ 2M or € 8M**, respectively.*

Other benefits….

Join ToBeReal Community

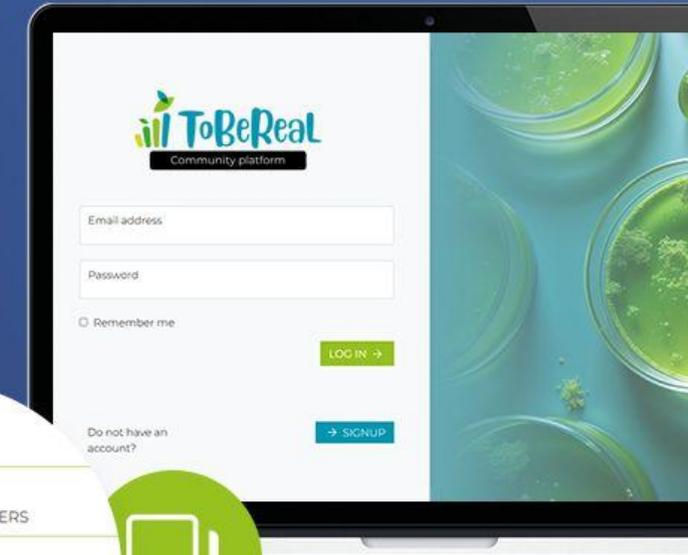Download our Open Reports

BioPitch Forum event, webinars and workshops

ToBeReaL Community Platform launched

Join our Community, stay tunned and foster collaborations in the bioeconomy sector

TOBEREAL – NEXT EVENTS

17h April 2026 — *Turning your bioeconomy idea into a funded CBE JU project*

19th May 2026 — Porto — Aquatic biomass

30/11 to 02/12/2026 — *Satellite event in Pitch PerfectBelgium*

1
Webinars

Webinars related to technical, business, financial, regulatory, legislative and social innovation challenges and barriers for bioeconomy projects

2
Feedstock Workshops

Agri-food feedstock; Forest-based feedstock; Aquatic biomass; Industrial & municipal bio-based residues; Biogenic Gaseous carbon; Other feedstocks (e.g. microbial biomass, insects, fungi, etc).

3
BioPitch Forum

Foster matchmaking and collaboration Idea generation and pitch presentation Engagement with potential feedstock providers, technology providers and investors

Thank you on behalf of the Coordinators

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