



Lara Valentín

Francisco Juliá

María Jiménez



BY PNO  
GROUP

# PNO SPAIN

## Project Coordinator



The project has received funding from the European Union's Horizon Europe research and innovation program under Grant Agreement N°101181799.



# Can you Present PNO ES and tell us about your role as the coordinator of the ToBeReal Project?

*“PNO Spain is part of the **Group PNO**, the European market leader of innovation consultancy for the private and the public sectors supporting different type of organisations to reach their innovation ambitions by providing **strategic innovation services and public funding support**. The coordinator of ToBeReal belongs to the Circular Bioeconomy team, lead by Lara Valentín.*

*As the **coordinator** we are committed to fostering a **collaborative and inclusive atmosphere** where every partner feels valued and supported. We will ensure that challenges are addressed effectively, promoting a **smooth 5-year project journey**”*



PNO

BY PNO  
GROUP

## PNO SPAIN

### Project Coordinator

ToBeReal



The project has received funding from the European Union's Horizon Europe research and innovation program under Grant Agreement N°101181799.

# What motivated PNO ES to lead the coordination of the ToBeReal Project?

*“Our motivation stems from the **opportunity to establish a bioeconomy community of highly skilled experts across 14 partners. Together, we aim to drive bioeconomy innovations while positioning PNO ES as a key player in achieving the EU’s Bioeconomy Action Plan goals, building a sustainable, innovative, and competitive European bioeconomy.**”*



BY PNO  
GROUP

## PNO SPAIN

Project Coordinator



The project has received funding from the European Union’s Horizon Europe research and innovation program under Grant Agreement N°101181799.

# How do you envision ToBeReal contributing to the EU's sustainability and bioeconomy goals?

*“ToBeReal has kicked-off in November 2024 to bring to the bioeconomy community high quality expertise and strategic service assistance in four verticals: **Technical, Business & Financial, Regulatory and Social Innovation**, fostering the long-term growth of bioeconomy projects by ensuring their progression towards flagship status. The project aligns with the **EU Bioeconomy Strategy and Green Deal objectives** by fostering “bioinvestments,” supporting bio-based solutions, replacing fossil-based materials with sustainable alternatives, strengthening local bioeconomy, and enhancing biodiversity in primary production.”*



PNO

BY PNO  
GROUP

## PNO SPAIN

Project Coordinator



The project has received funding from the European Union's Horizon Europe research and innovation program under Grant Agreement N°101181799.



# What excites you the most about collaborating with the ToBeReal consortium?

*“Working alongside ToBeReal’s 14 expert partners is incredibly inspiring. Each partner brings unique expertise and extensive networks in various bioeconomy domains. We’re excited to **learn** from them and **collectively create** the ToBeReal’s family, shaping the future of Europe’s bioeconomy.”*



PNO

BY PNO  
GROUP

## PNO SPAIN

Project Coordinator

ToBeReal



The project has received funding from the European Union's Horizon Europe research and innovation program under Grant Agreement N°101181799.