

# ToBeReal Meet the Partner

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



STAJERSKA  
GOSPODARSKA  
ZBORNICA



Nina  
Meglič

Ajda  
Pirš Zidar

Damjan  
Krajnc



CHAMBER  
OF COMMERCE  
AND INDUSTRY  
OF ŠTAJERSKA

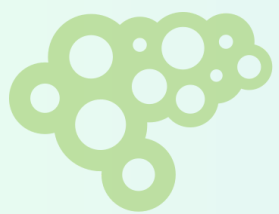
## Chamber of Commerce and Industry of Štajerska



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

# Can you introduce your bioeconomy cluster and share your role in the ToBeReal Project?

*“The official partner of the ToBeReal consortium from Slovenia is the **Chamber of Commerce and Industry of Styria**, since the Chamber is the manager of the Strategic Research and Innovation Partnership – Networks for the Transition to a Circular Economy. This partnership is a **multi-stakeholder network of companies, research and academia and NGOs** – currently there are **102 involved members**. The team of the partnership is leading the WP4 focuses on the analysing the state of the art in the European bioeconomy in the technical, economic, financial, social and legal fields. Additionally, we contribute our expertise to the portfolio of support services for bioeconomy flagship projects.”*



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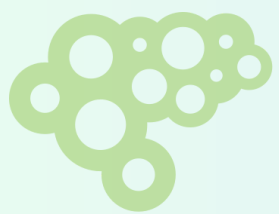
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# Why did your cluster decide to join ToBeReal, and how does it align with your mission and objectives?

*“Circular bio-economy and scale-up of innovative solutions is one of **top priorities** of our partnership. Despite having a big biomass potential in **Slovenia**, the country **remains underrepresented** in the CBE JU and has a less mature bio-based ecosystem.”*



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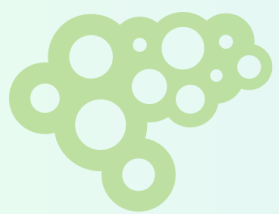
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# How do you see ToBeReal strengthening collaboration and innovation within the European bioeconomy ecosystem?

*“ToBeReal has a **very ambitious goal focused on fostering the long-term growth of bioeconomy projects** by actively ensuring their progression towards **flagship status**, with a particular **focus on regions where bioeconomy is currently underdeveloped**. 10 projects assisted by the consortium will potentially become flagship, out of those 5 coming from underdeveloped bioeconomy regions. **We believe the achievement of this goal will make a huge impact on the European bioeconomy ecosystem.**”*



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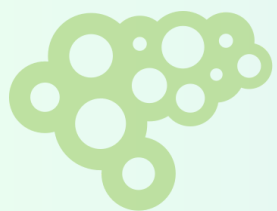
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# What excites you most about working alongside the ToBeReal consortium and contributing to the project's success?

*“The collaboration in the project is a great opportunity for our team to learn from the best in Europe in the bioeconomy field as well as understand better the barriers to bioeconomy development in Slovenia and how to tackle them.”*



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