



**Deliverable 4.6**

**Press Release 1**

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<b>Work package:</b>	1
<b>Lead beneficiary for this deliverable:</b>	biomastec
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Dissemination level		
<b>PU</b>	<b>Public</b>	X
<b>CO</b>	<b>Confidential, only for members of the consortium (including the Commission Services)</b>	
<b>CI</b>	<b>Classified</b>	



A first press release has been developed. This press release gives an insight into the problem NATUREEF is addressing and is supposed to make SMEs working in this specific area to become more interested in the activities, NATUREEF is offering. SMEs are therefore directly invited to join the dedicated NATUREEF B2Match platform in order to register and receive further information as well as potential business opportunities through our clusters.

The press release is currently in the publication process of the leading German press mailing list [www.pressebox.de](http://www.pressebox.de). In addition, the press release will also be published on the NATUREEF website as well as the linkedin and Facebook pages. Translated versions will be provided by the NATUREEF partners to their individual cluster members.

The press release can be seen on the next page.



## I am Natureeef!

### Natureeef clusters have started a common walk

#### to come out globally with a better natural resource efficiency

The social and economic significance of natural resources is increasing rapidly. By 2050, the global population is expected to have grown by 30% to around 9 billion; agricultural production will have to be increased by 70% while agricultural lands can only be increased by 12%! People in developing and emerging economies will legitimately aspire to the welfare and consumption levels of developed countries. As we can see, intensive use of the world's resources puts pressure on our planet and threatens the security of supply. **Continuing our current patterns of resource use is not an option.** In response to these changes, increasing resource efficiency will be key to securing growth and jobs for Europe. It will bring major economic opportunities, improve productivity, drive down costs and boost competitiveness. It is necessary to develop new products and services and find new ways to reduce inputs, minimize waste, improve management of resource stocks, change consumption patterns, optimise production processes, management and business methods, and improve logistics.

A group of European clusters – Femac (SP), Green Chemistry (PL), Inbiom (DK), Agrocluster (PT), CREA (CZ), VEGEPOLYS (FR), Green Synergy (BL), biomastec (DE) and Innoskart (HU) – came together and decided to be part of the new challenge for better natural resources. They call themselves **The Natureeef!** They will promote natural resource efficient solutions & businesses in South America, Asia and ASEAN countries. But how?

European Commission helps selected clusters to “Go International”! These selected clusters and networks, with the cooperation of their cluster members, develop strategies and support SMEs towards third countries beyond Europe. The Natureeef is one of the selected ones! From January 2016 until the end of 2017, opportunity will be given to SMEs in the field of natural resource efficiency technology who are interested in the target country markets to develop their marketing and networking. The project will also improve the networking of research and development organizations and their cooperation with third countries actors.

In order to show interest in international business, participate in our events, and become a part of the Natureeef idea, all SMEs are invited to register on the matchmaking website <https://www.b2match.eu/natureeef>.

If you can't prevent from the change, be part of it! [Be Natureeef!](#)