

COMMUNICATING ERRIN'S KEY MESSAGES ON THE POST-2027 EU BUDGET

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Strategic recommendations for engaging key audiences
in the Multiannual Financial Framework negotiations

ERRIN's Core Position in the MFF Debate **03**

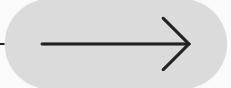
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ERRIN'S CORE POSITION IN **THE MFF DEBATE**



CORE NARRATIVE

- The next MFF must create a coherent, place-based and innovation-driven framework.
- FP10, the ECF and NRPPs must work together to strengthen territorial innovation ecosystems.

STRATEGIC PRIORITIES

01

Make synergies operational
(research → deployment → territorial impact)

02

Guarantee meaningful involvement of regional and local authorities

03

Support strong and well-connected territorial innovation ecosystems

TARGET AUDIENCE & FRAMING

These groups are selected based on their role in shaping, negotiating and implementing the MFF, as well as ERRIN's responsibility to inform and mobilise its members.

No	Audience	Strategic framing
1	European Commission	Make synergies truly operational through clear guidance & shared implementation
2	European Parliament	Ensure regional involvement is safeguarded in legislation
3	Member States	Multi-level governance improves impact and accountability
4	ERRIN Members	Position yourselves as delivery partners in national negotiations

COMMUNICATION STRATEGY & **TOOLS**



INSTITUTIONAL ENGAGEMENT

- Targeted policy briefs before key legislative stages
- Coalition-building with like-minded networks
- Strategic participation in consultations

MEMBER-FOCUSED COMMUNICATION

- Clear summaries of proposals and implications
- Briefing kits & talking points for national engagement
- Webinars aligned with negotiation milestones

VISIBILITY IN BRUSSELS

- Events linked to MFF negotiations
- Strong LinkedIn positioning around “territorial competitiveness”
- Amplifying member expertise



THANK YOU FOR YOUR TIME.

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