



Manufacturing Matters – Ambassador Campaign Toolkit

Campaign Overview

Europe stands at a critical crossroads. As global competition intensifies and the green and digital transitions accelerate, Europe’s ability to remain a global leader depends on one thing above all: **strong, resilient manufacturing.**

Manufacturing is the backbone of Europe’s economy, innovation engine, and foundation for sustainable jobs, technological sovereignty, and industrial resilience.

Through the campaign “**Powering Europe’s Competitiveness: Manufacturing Matters,**” we urge European policymakers to significantly increase support and funding for manufacturing-oriented research and innovation under the upcoming **Framework Programme 10 (FP10)** and to ensure the continuity and ambition of the **Made in Europe Partnership.**

Under the unifying slogan “**Manufacturing Matters – Made in Europe,**” the campaign mobilises industry, research organisations, SMEs, and stakeholders through coordinated communication actions (social media, position papers, email outreach, and a petition), supported by a strong visual identity inspired by the idea that “many pieces make a whole.” – **Connected to a fun M&Ms sweets gadget, with the campaign logo.**

Manufacturing matters for Europe’s competitiveness, sustainability, security, and digital future.

Timeline:

The campaign will be launched on the 14th of April. We would be happy to have your company/organisation on board. **Please put me in contact with your communication team to coordinate the actions.**

Our Objectives

- Secure strong political commitment to manufacturing research in FP10.
- Keep manufacturing central with in future EU research and innovation calls. - Continuity and ambition of the Made in Europe Partnership
- Mobilise industry, research, and policymakers to act.

What We Ask From You

As an ambassador, we invite you to:

- **Sign the petition** and encourage others to do the same.
- **Share campaign messages** via LinkedIn, newsletters, and events.
- **Advocate for manufacturing research** in meetings and policy discussions.
- **Provide a short quote and photo** (with your consent) that we may use in campaign communications.

Key Messages

- Europe's manufacturing ecosystem works when all pieces come together.
- Collaboration through the Made in Europe Partnership turns research into impact.
- Many pieces make a whole: The Made in Europe Partnership brings Europe's manufacturing ecosystem together.

Slogan

Manufacturing Matters – Made in Europe

Many sectors. Many actors. One European manufacturing ecosystem.

Different pieces. One European manufacturing ecosystem.

Together, manufacturing matters.

Call to Action

✓ Invest in manufacturing R&I – Sign the Petition

✓ Support the Made in Europe Partnership

✓ Safeguard collaborative programmes in FP10

Because Manufacturing Matters for Europe's future.

Hashtags:

#ManufacturingMatters

#MadeInEurope

#StrongherManufactruingR&I

#Impact

Logo:



Quote card Sample



MANY SECTORS.
MANY ACTORS.
ONE EUROPEAN MANUFACTURING ECOSYSTEM.



LinkedIn post Sample:

Proud to support the campaign “**Powering Europe’s Competitiveness: Manufacturing Matters.**”

Manufacturing is the backbone of Europe’s economy, innovation, and resilience. As the EU prepares Framework Programme 10 (FP10), it is essential that manufacturing research remains at the heart of Europe’s future **through the Made in Europe Partnership and beyond**, driving competitiveness, enabling the green and digital transitions, and strengthening strategic autonomy.

Let’s support this important initiative and sign the petition to ensure manufacturing research receives the attention and investment it deserves.

[🔗 Sign here: EFFRA – Strong Europe Through Manufacturing R...](#)

#ManufacturingMatters #FP10 #MadeInEurope #EuropeanIndustry
#Innovation #Sustainability #Competitiveness #Impact
#StrongerManufacturingR&I