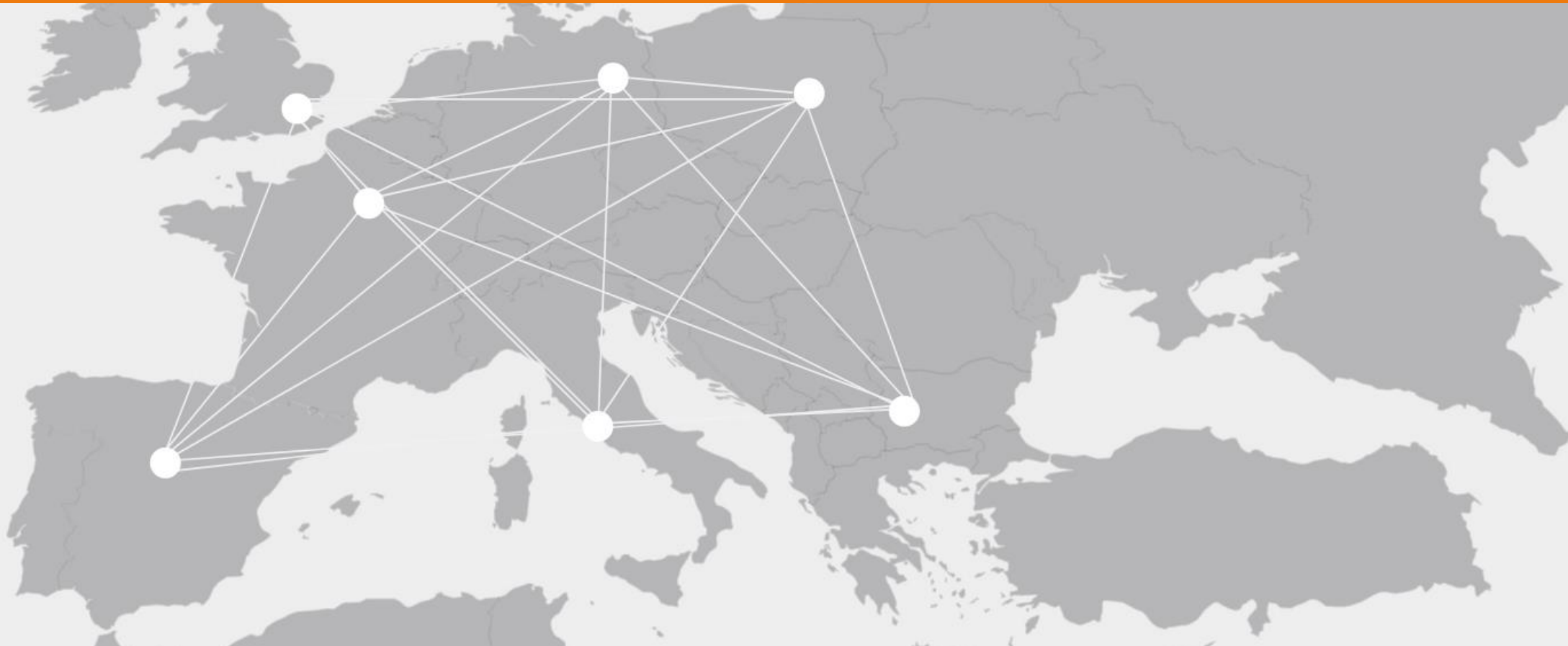




EUROPEAN
COUNCIL
ON FOREIGN
RELATIONS
ecfr.eu

THE EUROPEAN FOREIGN POLICY THINK TANK





Contagious Ideas on Foreign Policy

LONDON
PARIS
MADRID BERLIN
ROME WARSAW
SOFIA

Pan-European Outreach

| | | | |
|--|--|-------------------------------|---|
| 19 Heads of State and Govern- ment | 31 Prominent European Officials | 38 Business Leaders | 70 Civil Society Leaders |
| 16 Senior IO Officials | 29 Foreign Ministers | 12 Government Ministers | 19 Ambassadors |
| 41 Parliament- arians | 7 European Commissioners | 32 Academics | 20 Journalists and Influencers |

Allying with a Community of Leaders

ECFR's Competitive Advantage

“Generating ideas that can mobilise coalitions to fix underperforming parts of EU foreign policy (addressing weakness, division, denial)”. ECFR must deliver:

Contagious/Compelling ideas

Developing concepts and policies that governments, and policy communities talk about; that define the debate.

How?

Distinctive Policy

- Original framing/counter-intuitive insights
- Pan-European data-gathering
- Intensive editing
- Rigorous quality control
- Strategic communications to create a buzz amongst connectors, mavens and salesmen

Success

Policy Change – setting the agenda, framing the debate, developing policy

Policy Networks

Building teams inside and outside governments in several member states and in Brussels who will act as champions for the idea.

How?

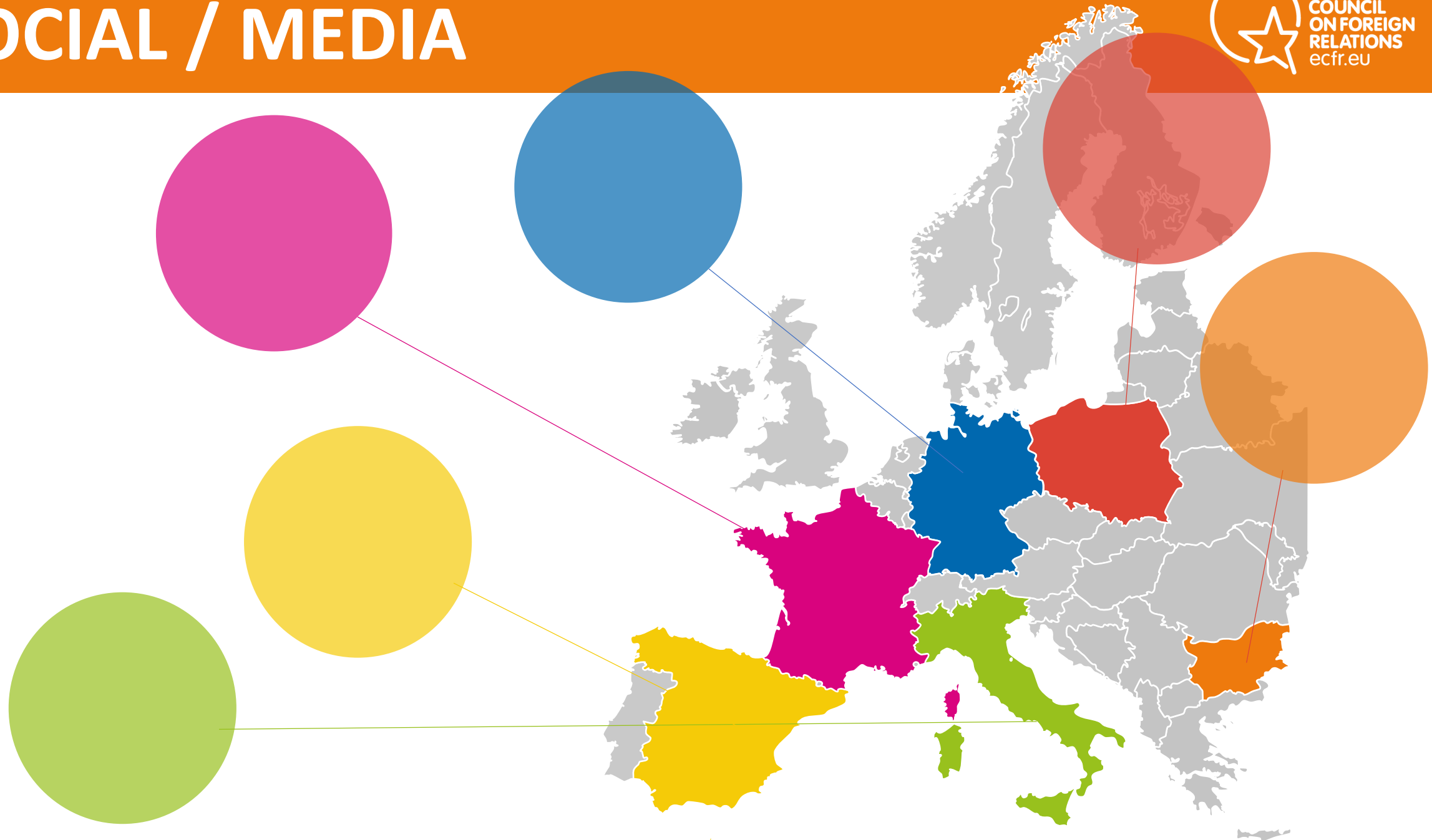
Distinctive Advocacy

- Integration into EU policy-making as experts
- Recruit a standing policy group for each area
- Pan-European mobilisation of supporters in key places, alliances with NGOs
- Legitimacy through Council members and national offices
- Speed of an NGO
- Build political strategy alongside research strategy

Success

Mobilised coalitions – in Brussels and member states

SOCIAL / MEDIA



ADVOCACY & COVID

OPPORTUNITIES

- High level stakeholders more easily available
- Pan European audience easily accessible
- Attention is online

TO STAY

- Hybrid meeting formats
- Easy to convene pan-European audience
- Policy making via social media
- Personal connections a precious good

CHALLENGES & SOLUTIONS

- Less direct personal engagement -> investing in media, esp. social media
- Lack of trust -> maximum transparency + building on bilateral personal relationship + co-creative work flows rather than events
- Personnel rotation/building new relationships -> highly individualized material, online meetings
- Zoom-fatigue -> more dynamic, shorter formats