



Antwerp Declaration: Messaging Guidelines & Copy Suggestions

Tailoring your social media content and visuals to fit your brand identity boosts recognition and engagement of your channels and helps the message reach wider audiences.

The social media pack includes simple guidelines and elements that can easily be adapted to suit your brand by adding your organisation's logo, changing the colours, or even translating the content.

Essential Guidelines:

- **Font:** Calibri: Regular, Bold, Italic
- **Elements:** Cogs - Available in different formats in the toolkit
- **Hashtags:** #AntwerpDeclaration, #IndustrialDeal (also: #GreenDeal, #EUGreenDeal)
- **Tagline:** The future of Europe is made with industry.
- **Call to action:** Sign the Declaration / Will you join us? / Support the Industrial Deal
- **Website:** antwerp-declaration.eu

Suggestion 1

We've signed the #AntwerpDeclaration 🇳🇱! [YOUR ORGANISATION] has joined the hundreds of industry leaders calling for a European #IndustrialDeal that will encourage competitiveness, safeguard quality jobs in Europe, and allow us to achieve the goals of the EU Green Deal 🌍.

Do you support a resilient and carbon neutral Europe 🌍?

Sign the Declaration 🖋️ antwerp-declaration.eu



Suggestion 2

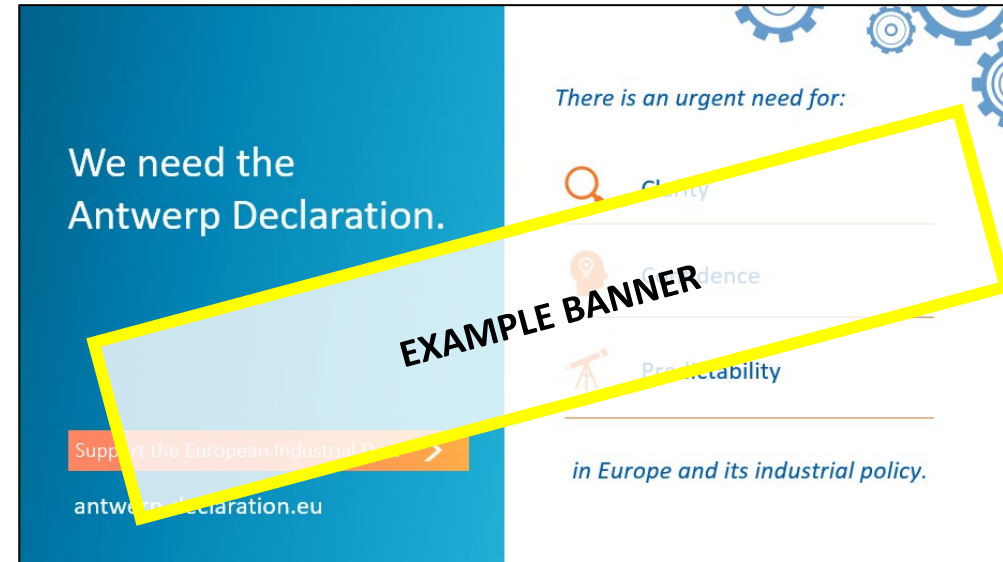
The **#AntwerpDeclaration** underlines our industry's commitment to Europe's transformation! 🤝

It focuses on urgent industry needs to be:

- 🏆 Competitive
- 🛠️ Resilient
- ♻️ Sustainable

The future of Europe is made with industry.

Support the **#IndustrialDeal** 🖋️ antwerp-declaration.eu



Suggestion 3

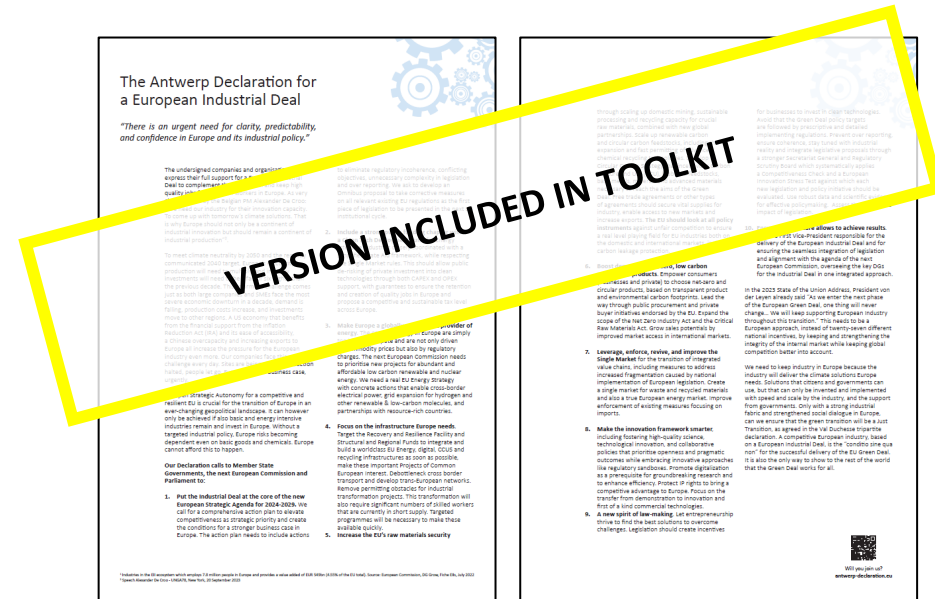
The **#AntwerpDeclaration** outlines 10 concrete actions to transform Europe into a global leader in sustainable industry. But what are those actions and why are they important to **[YOUR ORGANISATION]** 🌍?

- 📄 **#IndustrialDeal** at EU Strategic Agenda's core
- 💰 Strong public funding with Clean Tech Fund
- ⚡ Make Europe a top competitive energy supplier
- 🚆 Focus on needed European infrastructure
- 🏠 Boost EU's raw materials security
- ♻️ Increase demand for net zero & circular products
- 🛒 Leverage & improve the single market
- 💡 Create a smarter innovation framework
- ⚖️ Let entrepreneurship thrive to overcome challenges
- 🎯 Ensure a structure for achieving results

Will you join us in shaping Europe's future?

Read the full Declaration (**upload a document file*) and sign to support a competitive and resilient Europe.

 antwerp-declaration.eu



Suggestion 4

We're proud to count ourselves in the 800+ signatories that support the **#AntwerpDeclaration** for a European **#IndustrialDeal**. Europe's industry serves as the backbone of our society and a leader in the change towards the **#GreenDeal** 🌍. We cannot afford to put Europe's competitiveness, jobs, and technological progress at stake 🚨.

The Declaration outlines 10 key urgent actions that can ensure Europe's industries remain resilient amidst economic challenges.

Will you join us in supporting the Industrial Deal?

Sign the declaration 🖋️ : antwerp-declaration.eu



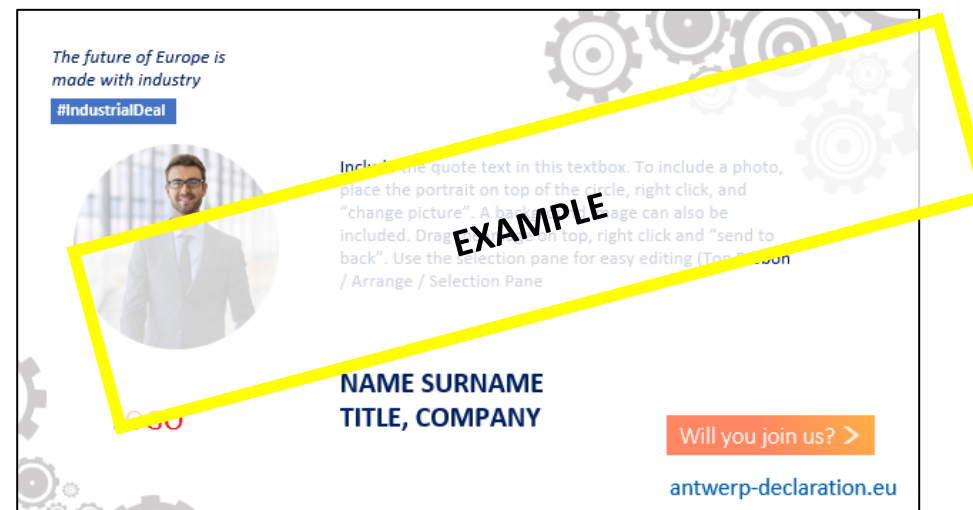
Suggestion 5

Time is running out 🕒. We need clarity, predictability and confidence in Europe and its industrial policy. Europe's industry will lead the transition towards climate neutrality, but to do that – we need a compelling business case for investments so that we can remain competitive 🏆.

The **#AntwerpDeclaration** underlines our industry's commitment to Europe's transformation! 🤝

Will you join us in supporting the Industrial Deal?

Sign the Declaration: antwerp-declaration.eu



The future of Europe is made with industry

#IndustrialDeal

Include the quote text in this textbox. To include a photo, place the portrait on top of the circle, right click, and "change picture". A background image can also be included. Drag the image on top, right click and "send to back". Use the selection pane for easy editing (Top / Arrange / Selection Pane)

EXAMPLE

NAME SURNAME
TITLE, COMPANY

Will you join us? >

antwerp-declaration.eu

Suggestion 6

The Antwerp Declaration now includes signatures from hundreds of representatives from Europe's industry sectors which will deliver, and want to deliver, the climate solutions that Europe needs.

Some of these are:

-  Chemicals
-  Pharmaceuticals
-  Paper
-  Steel
-  Mining
-  Glass
-  Metals
-  Refineries
-  Cement
-  Textiles
-  More

We cannot afford to put these basic industries, and in turn Europe's future, at stake. Support the **#IndustrialDeal**.

Sign the **#AntwerpDeclaration**: antwerp-declaration.eu

