

7.05.2025

XVIII UBC General Conference – Plenary session on EU Funding & Advocacy

**EU Funding and Advocacy: The Role of Cities in the Multiannual Financial Framework (MFF 2028-2035)**

The upcoming EU Multiannual Financial Framework (MFF 2028-2035) will define the European Union's long-term financial priorities, shaping investments in climate action, digital transformation, social inclusion, mobility, and innovation. As cities play a crucial role in implementing these policies, ensuring they have direct access to EU funding and a strong voice in budget planning is essential. This panel will bring together EU policymakers, funding experts, and city representatives to explore how cities can navigate the evolving EU funding landscape, advocate for their priorities, and secure financial support for their initiatives.

The discussion will focus on key funding opportunities available for cities under the new MFF, highlighting strategic areas such as urban sustainability, digital infrastructure, and cross-border cooperation. It will examine how local governments can influence EU funding policies, ensuring that urban priorities are recognized and supported at the European level. Experts will share practical strategies for securing and implementing EU funding, drawing from successful case studies and best practices from previous funding cycles. The panel will also address the increasing centralization of EU budget mechanisms, discussing potential risks and ways cities can maintain direct access to financial resources.

UBC Antenna in Brussels