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EUROPEAN COMMISSION
Directorate General
Regional Policy
Territorial cooperation, Belgium, France, Ireland, Luxembourg, United Kingdom
The Director

Brussels, 25. 04. 2012

Dear Madam/Sir,

In its conclusions adopted on 15 November 2011 on the European Union Strategy for the Baltic Sea region[1] (EUSBSR or "the Strategy"), The Council recommended the Commission and Member-States concerned to jointly develop a "communication initiative" in order to improve communication channels. The Council also encouraged the Commission and Member-States to increase the efficiency of information dissemination and promotion of EUSBSR activities.

For this purpose, under the direction of the Commission, INTERACT Point Turku developed a dedicated website and a visual identity for the Strategy [2].

We recently launched call for tender to analyse stakeholders' needs regarding communication on the EUSBSR, existing activities in this field, and to make recommendations for a more ambitious communication strategy.

DEA BALTIKA Company, located in Riga, has been selected to fulfil this task.

Mss Gunita Kakteniece, Sandra Spule and Elina Kuzjukevica from DEA BALTIKA will contact you very soon. You will be asked to respond to a questionnaire in order to identify existing communication activities, as well as your needs in regards the communication and the promotion of the Strategy.

Some of you will also be interviewed at a second stage, with the aim to going more in depth in this analysis.

I would be very grateful if you could dedicate some of your time to the survey and the interview, as both are an opportunity to express your opinion to improve the implementation of the Strategy.

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[1] *Council Conclusions on the review of the EUSBSR adopted in the 3125th General Affairs Council meeting on 15 November 2011*

[2] http://www.balticsea-region-strategy.eu/

Would you have any questions on this process, please contact Ulf Wikström in INTERACT Point Turku (ulf.wikstrom@interact-eu.net) (Tel: +358 50 395 2471).

I thank you very much in advance for your cooperation.

Yours sincerely,

José PALMA-ANDRES

To: EUSBSR National Contact points, Priority Area Coordinators/Horizontal Action Leaders and their hosting institutions, Flagship Project Leaders, Bodies in charge of the implementation of Programmes in the Baltic Sea Region, INTERACT point in Turku, Pan-Baltic organisations, other regional and local actors, Interservice working group in the Commission

cc: Emma Udwin (Cab. Hahn), Colin Wolfe, EUSBSR Baltic Team