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LETTER OF SUPPORT

Subject: Foresight study “RETAIL ECOSYSTEM 2040”
Reference: 2018/RTD/A2/OP/PP-07001-2018-LOT1

To whom it may concern,

The Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) entrusted a consortium¹ co-led by Technopolis Group and the Insight Foresight Institute to carry out a study to provide the European Commission with a vision for the European retail ecosystem 2040.

The study's outcomes should provide recommendations for policy makers to shape policies which in the longer term would strengthen the retail ecosystem's resilience by improving its competitiveness, innovativeness and sustainability.

The study should also indicate how retail companies and associations could play their role in the pursuing of a common vision for the EU retail ecosystem.

The study outcomes will be based on a number of foresight tools and will rely on a strong engagement of a large number of actors and stakeholders to share their experience, views, insights through surveys, workshops and expert discussions.

Access by the contractor to the relevant actors, data and information is crucial for a successful completion of the study. I would therefore very much appreciate if you could facilitate the work of the consortium when they contact you. Your cooperation is greatly appreciated.

Yours faithfully,

e-signed
Giacomo Mattinò
Head of Unit

¹ comprising as consortium partners the Austrian Institute of Technology (AIT), ISINNOVA, Institutul de Prospectiva and as sub-contractors Visionary Analytics and IDEA Consult.

