



Strasbourg, 3<sup>rd</sup> July 2008

Dear members, colleagues, friends,

I'm writing to you around 6 weeks since the launch of our "Subsidiarity is a word" movement, which aims to secure recognition of the word in every major dictionary of languages worldwide. As you know, on 19th May we sent open letters of demand to Microsoft and to 71 dictionaries in 23 languages across Europe. On the same day, we issued a press release, distributed around 5000 postcards in Brussels and Strasbourg, launched a Facebook group and set up a publicity stunt in the heart of Brussels. The stunt, as you also may know, was interrupted by the Belgian police due to an unfortunate misunderstanding of my intentions (ie, I had been planning to climb the Residence Palace, NOT the EC's Berlaymont building). Nevertheless, the added publicity of the arrest certainly didn't do the launch any harm!

**On behalf of AER's Acting President Michèle Sabban, our Secretary-General Klaus Klipp and the Press and Communications team, I extend our warmest thanks to all of you, since it is your valuable support that has made this movement possible. That support has included researching dictionaries, translating our open letters and press releases, helping us to find the right contacts, distributing our postcards and - most importantly of all - spreading the word.**

Our movement has already had an impact. If you go to our page on AER's website ([www.aer.eu](http://www.aer.eu)) you'll see numerous press clippings about the launch. You'll see photos of our presentations about the movement to members and other stakeholders. You'll see the link to the YouTube video and the Facebook group featuring the "Subsidiarity Shame Wall", where group members can add dictionaries that don't include the word.

Very soon you'll hear about the next phase of our movement. That will entail, among other things, a follow-up press release announcing the first results of our open letters. We'll cite some of the letters from the many dictionaries who've already replied and promised to include the word in their next editions. And since we are still waiting for Microsoft's reply, we'll question why this citadel of linguistic influence is refusing to recognise the word. You can also expect something from Subsidiarity Man, stay tuned for the YouTube link!

To our members: This is *your* movement. Why not take advantage of it? Whether it be attracting local media attention about your region's role in the movement, or using it to educate citizens about the importance of subsidiarity, or simply taking credit for helping to put a word on the linguistic map. However you wish to take advantage of the movement, we're at your disposal.

So please keep sending us your feedback and the names of any more dictionaries that don't include the word, either via email at [subsidiarity@aer.eu](mailto:subsidiarity@aer.eu) or by joining our Facebook "Subsidiarity is a word" group at [www.facebook.com](http://www.facebook.com).

And keep spreading the word!

With warmest thanks and kindest regards,



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*The **Assembly of European Regions (AER)** is the largest independent network of regions in wider Europe. Bringing together more than 260 regions from 33 countries and 13 interregional organisations, AER is the political voice of its members and a forum for interregional co-operation.*