



Integrated Country Strategy

U.S. Mission to the European Union

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Table of Contents

1. Chief of Mission Priorities 2

2. Mission Strategic Framework 5

3. Mission Goals and Objectives 7

1. Chief of Mission Priorities

The United States has vital strategic interests in Europe. We are safer when Europe is strong and free, and stability and prosperity flourish on both sides of the Atlantic. The nations of Europe are indispensable partners in addressing global challenges and the transatlantic relationship increases America's strategic reach. America's partnership with the European Union is one of the linchpins of the Western Alliance. Between us, the United States and EU member state nations wield the largest economic and military power in the world and account for more than half of global GDP. Moreover, as Secretary of State Pompeo said, "The U.S.-EU relationship arises from a shared history and a common civilization grounded in democratic values, strong economic ties, and mutual commitment to transatlantic security." Through this Integrated Country Strategy, USEU will carry out the Administration's goal of advancing U.S. national interests through strategic renovation of our relationship with Europe by cooperating with the EU in the areas of prosperity, security, and foreign policy. USEU will marshal the combined strength and expertise of its many U.S. government departments and agencies in implementing this goal.

The U.S. Mission to the European Union advances and protects U.S. interests in Europe by keeping the EU and its member states in strategic alignment with the United States in an era of fiercer geopolitical competition, including an aggressive Russia and assertive China competing for economic and political influence. Differences with the EU over the Joint Comprehensive Plan of Action (JCPOA) on Iran or U.S. actions to defend against Chinese steel and aluminum overcapacity do not alter the underlying fact that the United States and the EU share a wide range interests and objectives. More unites than divides us. The EU plays an essential role in perpetuating our shared values of freedom, peace, and prosperity across Europe and around the world. We maintain 35 ongoing structured dialogues with the EU across the spectrum of our interests.

Ambassador Gordon D. Sondland was confirmed in June 2018, and arrived with a mandate from the President for USEU to engage more assertively on a range of critical, time-sensitive U.S. policy priorities in consultation with senior officials from the White House, State Department, and interagency. At the President's direction, the Ambassador will establish close personal working relationships with the highest levels of EU leadership in particular. Through these channels, and through complementary, expert engagement by the rest of the Mission Team, USEU will press for positive outcomes on issues of importance to the White House and the Administration more broadly – to include seeking rapid responses from EU leadership whenever necessary. As "boots on the ground" representatives of the President, the United States government, and the American people, the Ambassador and his team will work directly with EU counterparts, at the presidential and principals' level and below, to advance Administration priorities in a way that leverages the efforts of the President, Secretary of State, and other cabinet officials.

Our top economic objective is to advance American prosperity by working with the EU to expand market access, ensure free, fair and reciprocal trade practices, eliminate barriers to growth, and encourage European investment in the United States. Removing the imbalances in

our trade relations will strengthen transatlantic ties and benefit all our citizens. We engage the EU to counter China's unfair trade and economic practices, intellectual property theft, and acquisition of sensitive technologies, including through action at the World Trade Organization. The United States is the world's leader in innovation and digital technology, and USEU will seek maximum alignment of U.S. and EU policies and regulations that govern the digital economy and data privacy. This will facilitate the cross-border data flows and digital trade that comprise a large share of transatlantic commerce and support the networks that connect our citizens. In 2016, the United States and the European Union achieved an important step in protecting that data through the EU-U.S. Privacy Shield Framework. However, as concerns rise about the safety of our citizens' data online, we must work to ensure that EU regulations such as the General Data Protection Regulation do not become an impediment to commerce and the vital sharing of law enforcement information that protects our common security. USEU will continue to defend U.S. economic interests affected by the UK's impending exit from the EU (Brexit), including aviation, trade and financial services.

In the face of a militarily aggressive Russia and increasing geopolitical competition, USEU will press the EU and its member states to take more responsibility for their own security and defense and to counter disinformation. We support the push for our Allies to meet the two percent threshold in defense spending by 2024 committed to at the 2014 NATO Wales Summit and reiterated at the 2018 NATO Summit in Brussels. We support EU-NATO cooperation as envisioned in the second Joint Declaration signed at the 2018 NATO Summit. We encourage the EU's own defense efforts, provided they complement and enhance NATO's mission, and we advocate for the EU to invest in infrastructure and capacity to increase the military mobility of NATO Ally and EU Member State forces in Europe's defense. USEU also coordinates our efforts with the EU to keep our citizens safe from violent extremism by cooperating in the realms of counterterrorism, cybersecurity, countering drug trafficking and corruption, and facilitating the secure movement of goods and people across borders.

To protect America's security at home and abroad, USEU seeks to maintain and strengthen EU policy alignment with the United States on our key foreign policy objectives in Europe and beyond. Brexit will demand closer cooperation to maintain this critical alignment. The United States and the EU have maintained sanctions unity on Russia to hold it accountable for its aggression in and continued occupation of Ukraine. USEU will continue to advocate for sanctions unity, and promote the need for Europe's energy security through diverse sources, routes, and suppliers. We work with the EU to strengthen Europe's resilience against forces threatening to undermine our common values, security interests, and shared vision, particularly Russian disinformation. USEU supports the process of integrating the Western Balkans into the EU and other Euro-Atlantic institutions. Further afield, we continue pressing the EU to confront the full scale of Iran's malign influence beyond the scope of the JCPOA, and seek EU support to continue to work with us to maintain maximum pressure on the DPRK to denuclearize the Korean Peninsula. We share interests in Europe's southern neighborhood as well, including preventing ISIS from regaining a foothold in the Middle East and North Africa, and addressing the sources of violent extremism and migration from the region. As Brexit negotiations continue, USEU will lobby the EU and UK to reach agreement that reinforces the transatlantic relationship and protects U.S. interests.

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No two regions of the world share an alignment of interests and values more than Europe and America do. Our Mission will continue to work closely with the EU to advance those interests and values and preserve democratic principles. We will forge close productive relationships with key EU leaders, decisionmakers, and opinion-leaders while creating networks of people-to-people ties that reinforce our strategic aims. USEU will be frank with EU partners when we disagree, but emphasize our areas of shared interest to reinforce the effectiveness of the transatlantic relationship to preserve the long-term strength of the West.

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2. Mission Strategic Framework

Mission Goal 1: A robust expanding transatlantic economy that supports U.S. prosperity, jobs and growth

Mission Objective 1.1: Expand market access and eliminate barriers to U.S. exports, growth and investment.

Mission Objective 1.2: EU adoption of non-discriminatory, innovation-friendly, digital, data privacy, and scientific research policies advantageous to U.S. stakeholders. U.S.-EU coordination that fosters innovation and ensures regulations on emerging industries do not create barriers in areas of American strength.

Mission Objective 1.3: A strong, healthy international financial system that enables global growth and stability in support of U.S. prosperity; global market-oriented economic and governance reforms; U.S.-EU cooperation to combat corruption and promote energy security.

Mission Goal 2: European partners enhance U.S. security, defense, and resilience

Mission Objective 2.1: Advance U.S. interests in a strong and free Europe by encouraging European partners to strengthen capacities and commitments to enhance their own security, defense, and resilience.

Mission Objective 2.2: Continue working with the EU and Member States to implement law enforcement, border security and migration policies that safeguard both Europe and the United States.

Mission Goal 3: U.S. and EU foreign policy approaches are aligned and the EU supports U.S. foreign policy priorities

Mission Objective 3.1: Maintain U.S.-EU alignment on Russia policy and increase the political and economic cost to Russia for its malign activities, in order to influence Russia to cease those activities and/or curtail the effectiveness of those activities

Mission Objective 3.2: Maintain U.S.-EU coordination on Balkans policies to advance the Euro-Atlantic integration of the region.

Mission Objective 3.3: Maintain transatlantic unity on northeast Asia policy, particularly in the face of critical political, economic, and security threats from China and the DPRK, in order to uphold the current rules and institutions-based world order and ensure regional and global stability.

Mission Objective 3.4: Strengthen U.S.-EU policy coordination and increase EU burden-sharing in the Middle East, Africa, Latin America, and Afghanistan.

Mission Goal 4: Increase long-term American influence and set the conditions for advancing U.S. priorities by engaging strategic EU audiences

Mission Objective 4.1: Increase understanding of U.S. policy and perceptions among key audiences that the people of the U.S. and the EU are bound by shared fundamental principles and common challenges, through media, exchanges, alumni relations, and program outreach.

3. Mission Goals and Objectives

Mission Goal 1: An expanding transatlantic economy that supports U.S. prosperity, jobs and growth

Description and Linkages: The transatlantic economy—the largest in the world—underpins U.S. prosperity and national security. The EU is the number one source of job-creating foreign direct investment in the United States; America’s single largest trading partner; and a sophisticated, wealthy market of over 500 million consumers. U.S. goods and services exports to the EU exceed \$500 billion annually, directly generating an estimated 15 million jobs on both sides of the Atlantic.

The United States and EU are the two largest net exporters of digitally deliverable services and are each other’s most important digital trade partners. The export of U.S. energy technologies and liquefied natural gas, as well as industrial automation technologies, medical devices, chemicals, smart transportation, and more to Europe creates new opportunities for thousands of American businesses.

In July 2018, the President and Commission President Juncker announced a new phase in U.S.-EU trade relations in which we commit to work together to reduce tariffs, non-tariff barriers, and subsidies; increase EU access for U.S. energy and soybean exporters; reduce bureaucratic obstacles to trade; and reform the WTO to protect U.S. and EU companies from unfair trade practices. The United States and the EU agreed to form an Executive Working Group to implement the objectives of the agreement.

U.S. companies benefit tremendously from the EU single market and the efficiencies it provides for trans-European supply chains. The UK’s looming departure from the EU remains a significant risk to U.S. business, safety and security interests, potentially disrupting global supply chains, financial markets, and transportation connectivity.

The United States and the EU cooperate to set market-oriented standards as a bulwark against unfair practices by emerging economies in the World Trade Organization (WTO) and the G-20. The EU is a constructive partner on raw material overcapacity, intellectual property protection and enforcement, and trade defense. U.S.-EU cooperation on countering Chinese economic aggression through investment screening, collaboration in the WTO, and other measures, is robust. We also work together in the G-7 and the Organization for Economic Cooperation and Development (OECD) to ensure common policies for continued global growth.

The transatlantic scientific and research economy—more than \$800 billion annually in combined investment—supports U.S. innovation and prosperity. The EU spends more than \$10 billion annually in fostering research and innovation. The lack of a unified EU-wide approach to commercialization of publicly-funded research puts unnecessary negative pressure on the existing system of innovation incentives, including patents.

Different approaches to data privacy are an increasing source of conflict. Deep-seated residual suspicions from the Snowden affair and the Cambridge Analytica/Facebook case fuel political and legal actions in Europe that threaten critical transatlantic data exchange mechanisms—such as Privacy Shield—which underpin transatlantic commerce.

This Mission Goal aligns with the EUR Joint Regional Strategy Framework Goal to strengthen and balance the transatlantic trade and investment relationship, and with the National Security Strategy to promote American prosperity through free, fair, and reciprocal economic relationships.

Mission Objective 1.1: Expand market access and eliminate barriers to U.S. exports, growth and investment.

Justification: The United States and the EU have the largest bilateral trade and investment relationship in the world, highly-developed regulatory and legal systems, and are market leaders in many areas. The U.S.-EU economic relationship is a critical pillar of our mutual prosperity, and it should be strengthened and expanded, both to promote prosperity and security at home and to counter unfair trade practices from third countries. Continued U.S.-EU cooperation serves to strengthen intellectual property protection, combat raw material overcapacity, and enhance trade defense.

Together with the EU, the United States seeks to promote reciprocal, fair, market-based competition around the world. Any erection of non-tariff barriers through divergences in regulation of goods and services between the U.S and EU can unnecessarily impede trade and investment. Greater U.S.-EU regulatory convergence and cooperation could reduce costs, benefiting consumers and increasing the returns to innovation, in turn promoting job creation and economic growth in the United States. Greater transatlantic regulatory convergence and cooperation could also increase the likelihood that other countries and regions around the globe would adapt similar regulatory approaches, to the benefit of U.S. interests. This is particularly important for cutting edge, new industries not yet subject to substantial regulation.

Mission Objective 1.2: EU adoption of non-discriminatory, innovation-friendly, digital, data privacy, and scientific research policies advantageous to U.S. stakeholders. U.S.-EU coordination that fosters innovation and ensures regulations on emerging industries do not create barriers in areas of American strength.

Justification: The U.S. and EU are the two largest net exporters of digitally deliverable services in the world. Cross-border data flows between the United States and Europe are the highest in the world, 50 percent higher than the data flows between the United States and Asia, and almost double that of the United States and Latin America. About 62% of U.S. services exports to the EU—valued at \$184 billion in 2015—are digitally delivered. Even more important is delivery of digital services in Europe by U.S. affiliates: in 2014, they supplied \$428 billion in digitally delivered services in Europe. Aspects of Juncker Commission’s Digital Single Market (DSM) initiative should foster a more robust transatlantic digital trade relationship; other aspects are troubling and could interfere with

business models of U.S. and European firms from the largest multinationals to the smallest startups. Underpinning the U.S.-EU digital relationship are data transfer arrangements that facilitate data flows from the EU to the United States. These arrangements, including the U.S.-EU Privacy Shield framework, are potentially threatened by litigation pending before EU courts; invalidation of such arrangements would seriously undermine U.S. interests. In addition, the EU's General Data Protection Regulation (GDPR), which entered into force May 25, 2018, poses new challenges to U.S. companies handling data of EU citizens and residents.

Moreover, the United States and Europe constitute the world's most significant and longstanding scientific and research partnerships, and the U.S. government is committed to strengthening our relationship. The transatlantic research economy dominates the international scientific landscape with more than \$800 billion in combined expenditure in research and development by the private sector annually. This includes approximately \$73 billion in transatlantic investment in research and development by companies that are headquartered in the United States and the EU. Preserving the strength of the transatlantic scientific relationship is therefore a core U.S. economic interest. Despite productive relationships, U.S. scientists have faced significant legal and financial hurdles working with EU-funded researchers under the EU's scientific research programs. In recent years, less than 12% of grant agreements include partners from outside EU Member States and associated countries, compared to over 20% previously. Following the negotiation of an addendum to our joint science and technology agreement in 2016, the situation has improved somewhat, but problems remain. The EU is currently debating its next seven-year program, with a budget of approximately €94 billion for the so-called Framework Programme 9 (FP9), or Horizon Europe. The USG is continuing to advocate that FP9 should meet the EU's goal of being "open to the world," by being less prescriptive and more inter-operable with third-country partner programs. We will continue to engage with the EU, at all levels, to ensure that the transatlantic scientific relationship continues to grow and prosper.

Mission Objective 1.3: A strong, healthy international financial system that enables global growth and stability in support of U.S. prosperity; global market-oriented economic and governance reforms; U.S.-EU cooperation to combat corruption and promote energy security.

Justification: Healthy European financial and energy sectors are a priority for the United States, because global markets are highly intertwined and dependent on each other. For example, transatlantic financial markets handle nearly 80 percent of global financial transactions. Since the Eurozone crisis, the EU has taken steps boost the resiliency of the European financial system and of the institutions underpinning the common currency. Neither effort is complete, however, as evidenced by the EU's incomplete Banking Union, meaning that Eurozone fragility remains a potential source of contagion to the United States. The United States continues to advocate that the EU deepen economic and monetary union to ensure durable growth and prevent the reemergence of systemic risks emanating from individual member states. Strong international financial regulatory cooperation between the United States and the EU is in the U.S. interest to achieve the highest global standards while avoiding barriers to access by U.S. firms. We will also

support the Capital Markets Union project, which could be both a potential growth driver for Europe and a valuable new market for U.S. firms.

In the energy sector, another important bulwark of economic, national, and global stability, the EU is the largest energy importer in the world and relies on imports to meet over half of its total energy demand. Russia is Europe's number one source of imported energy, providing over 35% of Europe's natural gas imports. While most of Western Europe has access to multiple sources of gas, 11 Member States in Central and Eastern Europe rely on Russia for 75% or more of gas imports. This gives Russia leverage, allowing Moscow to trade energy supplies for political favors. Projects like the Nord Stream 2 pipeline could enable Russia's market share and leverage to increase. In an effort to stem Russia's influence, the EU is investing heavily to diversify the sources and routes of its energy supply through the development of new pipelines and LNG terminals with the ultimate goal of ensuring all EU Member States have access to multiple sources of gas. Europe's import dependence also creates important U.S. energy export opportunities, especially as U.S. LNG exports increase.

Mission Goal 2: European partners enhance U.S. security, defense, and resilience

Description and Linkages: A strong and free Europe is of vital importance to the United States. The values of the European Union and its Member States are more closely aligned with those of the United States than any comparable grouping of peoples in the world. We are bound together by our shared commitment to the principles of democracy, individual liberty, and the rule of law. The United States is safer when Europe is prosperous and stable, and it can help defend our shared interests and ideals. The United States remains firmly committed to our European partners. Together, we can better confront shared threats.

We expect our European partners to increase defense spending to two percent of gross domestic product by 2024, with 20 percent of this spending devoted to increasing military capabilities. We also expect EU Member States and the EU to assume a greater part of the burden of European defense, while ensuring that EU security and defense initiatives are compatible with, and do not duplicate, NATO or U.S. security and defense efforts. As the EU implements its new defense initiatives, including funding for defense capability research and development, and EU Member State capabilities improve, we will act to ensure complementarity with U.S. and NATO priorities and programs, and seek opportunities for full participation for U.S. companies in EU defense-related programs. We will also encourage the EU to include in its defense initiatives NATO Allies that are not EU Member States to the fullest extent possible, as detailed in the 2018 Joint Declaration.

The United States will deepen collaboration with the EU to strengthen resilience in Europe against forces threatening to undermine our common values, security interests, and shared vision. Russia is using subversive measures to weaken the credibility of America's commitment to Europe, undermine transatlantic unity, and weaken European

institutions and governments. We will work with the EU to counter Russian subversion and aggression. Europe also faces immediate threats from violent Islamist extremists. The United States and the EU will continue to coordinate efforts to enhance cooperation in areas including counterterrorism, cybersecurity and cybercrime programs; sanctions alignment; countering drug trafficking, money laundering, and corruption; facilitating the secure movement of goods and people across borders; strengthening security; and countering violent extremism.

Border security and law enforcement collaboration between the United States and Europe are vital aspects of our shared responsibility to protect our respective citizens and homelands. The EU's borders are our first line of defense. To this end, the United States and the European Union, collaborate on a variety of law enforcement and border security concerns of interest. In addition, the United States also enjoys robust bilateral law enforcement and security collaborations with the EU Member States. The United States has shared best practices and provided training to EU Institutions and Member States in several areas related to migration such as integration practices, returns policy, and border management. In the future, we foresee the mutual benefit of greater cooperation to block all aspects of cross-border crime.

This Mission Goal aligns with the EUR Joint Regional Strategy Framework goals to strengthen the Western alliance, to secure and stabilize the Eastern and Southern frontiers, and to preserve Western democratic principles. It is also vital for Pillar I of the National Security Strategy: Protect the American People, the Homeland, and the American Way of Life.

Mission Objective 2.1: Advance U.S. interests in a strong and free Europe by encouraging European partners to strengthen capacities and commitments to enhance their own security, defense, and resilience.

Justification: With the adoption of its Global Strategy in 2016 and the launch of new EU defense initiatives since then, the EU has moved to become a significant actor on global security issues. The United States and Europe face many of the same international threats and internal challenges, and as their scope and severity grows, we must stand firm on insisting that the EU take on more responsibility by improving its security, defense, and resilience capabilities. The Administration has vigorously called for greater burden sharing on security and defense in the transatlantic context. The EU's defense initiatives, and its cooperation with NATO, can help to address this issue. We must also help the EU channel its initiatives, such as Permanent Structured Cooperation on defense (PESCO) and the European Defense Fund (EDF), to ensure the results complement NATO's efforts and result in the development of concrete capabilities that will ultimately also be available for European collective defense. We must also remain vigilant against potential European industrial protectionism, which could lead to a skewed playing field for U.S.-based defense firms.

Mission Objective 2.2: Continue working with the EU and Member States to implement law enforcement, border security and migration policies that safeguard both Europe and the United States.

Justification: Forging closer operational and policy coordination between the United States and EU on law enforcement, border security, counterterrorism, and migration-related issues will continue to be critical to U.S. national security over the coming years. Our ability to address transnational threats and push U.S. borders beyond our shores depends on our ability, through close cooperation with our EU partners, to deny terrorists and organized criminal elements access to Europe for recruitment and financing, planning, and launching of attacks and other criminal activities. Since Europe's security and migration crisis unfolded in 2015, the EU has made swift progress strengthening its counterterrorism posture and information-sharing efforts, but continuing attacks and data privacy-inspired threats to existing information-sharing agreements underline the significant progress still needed. It is in the U.S. government's interest to support improved information-sharing within and from the EU, strengthened European border security, and increased EU efforts to combat terrorist financing.

The EU also continues to grapple with new migration flows, which peaked in 2015 with over one million irregular refugees and migrants entering the EU. Routes and origins continue to shift, but instability throughout the EU's southern neighborhood and beyond suggest significant migration flows will continue, with implications not only for the EU but the United States as well. Increasing U.S.-EU coordination on refugee resettlement, border management, returns and re-admission, and on-the-ground cooperation with humanitarian and development assistance actors in countries of origin will be important to sustained, long-term efforts to manage new, global migration patterns.

Mission Goal 3: U.S. and EU foreign policy approaches are aligned and the EU supports U.S. foreign policy priorities

Description and Linkages: Our close coordination and cooperation with the EU in key foreign policy areas is critical to achieving our shared strategic goals with respect to Russia, Iran, the Balkans, China, DPRK, and in our efforts to defeat ISIS. Ensuring the EU remains engaged and invested in key U.S. priority areas increases burden-sharing and furthers stability and security in the EU's "neighborhood" and in Africa, Latin America, and Afghanistan.

In the eastern neighborhood, we will maintain transatlantic unity with the EU in the face of Russian aggression in Ukraine and elsewhere. We will continue to work with the EU to maximize political and economic costs on Russia for its malign behavior, through coordinated economic sanctions as well as coordinated political pressure. We will continue our close cooperation with the EU to fully integrate the Western Balkans into Euro-Atlantic institutions, including eventual membership in the European Union. We will focus efforts to advance rule of law and political reforms in the region while working with partners in EU and Balkan states to counter Russian malign influence.

We will also work with the EU to hold Iran and the Islamic Revolutionary Guard Corps (IRGC) accountable for malign activities throughout the Middle East. China will likely continue to increase its efforts over the next few years to exert greater political and economic influence over the EU and its Member States in support of China's own national interests. It is in the U.S. government's interest to reduce Europe's vulnerabilities to China, including through strengthened investment screening mechanisms, and to maintain and promote U.S.-EU alignment on support for universal values, democracy, and the post-World War II liberal international order. The United States will continue to seek active EU support for the U.S.-led international pressure campaign targeting the DPRK as we pursue complete, verifiable, and irreversible denuclearization of the Korean peninsula. The EU maintains a rigorous sanctions regime and deploys additional restrictive measures on the DPRK, but also supports a 'Policy of Critical Engagement.' We will continue to press for EU alignment with U.S. policy toward the DPRK.

In the EU's southern neighborhood, we will strive to advance efforts to prevent ISIS from re-establishing itself by advancing Middle East and North African peace and stability through partnership and policy coordination with the EU. More broadly, we will work toward a stable and secure North Africa and Middle East by jointly promoting good governance, active civil society, and economic growth, while enhancing counterterrorism partnerships. In Africa, we will strive to advance efforts to build stronger resilience against a full spectrum of threats and crises. We will promote effective governance, prosperity, improve the rule of law, and develop institutions accountable and responsive to citizens. We will also work with the EU to address the sources of violent extremism, human trafficking, trans-national criminal activity, and illegal trade, and build the capability of African partners to develop local solutions to radicalization, destabilization, and persistent conflict.

This Mission Goal aligns with Goals 1, 3, and 4 of the EUR Joint Regional Strategy Framework: Strengthen the Western Alliance; Secure and Stabilize the Eastern and Southern Frontiers; and Preserve Western Democratic Principles. It also aligns with Pillars I and IV of the National Security Strategy: Protect the American People, the Homeland, and the American Way of Life, and Advance American Influence.

Mission Objective 3.1: Maintain U.S.-EU alignment on Russia policy and increase the political and economic cost to Russia for its malign activities, in order to influence Russia to cease those activities and/or curtail the effectiveness of those activities.

Justification: Maintaining transatlantic unity on Russia policy enables the United States to increase the political and economic cost to Russia for its malign influence activities, beyond what U.S. political or economic levers could achieve alone. Russia continues to exhibit a clear pattern of violating international norms, from the invasion of Ukraine to targeted assassinations on European soil, elections interference and manipulating its gas supply for political goals. Russia desires to bring European countries and countries on the EU periphery into its sphere of influence, drawing them away from the values and

goals those countries have traditionally shared with the United States. To this end, Russia uses an array of disinformation, cyber, and other hybrid tactics. Russia uses disinformation to foment discontent and distrust between the EU and the Member States, amongst Member States, and between the EU and its near neighbors, including in the Eastern Partnership and Western Balkans regions. Russia will likely target the May 2019 European Parliament elections. Cyber activities are perceived as an easy way to target the EU and its Member States, given the EU's demonstrated reluctance to respond proportionately to cyber attacks. Russia uses its energy supply to pressure EU and other partner states on the continent, and in addition energy revenue provides a key source for the Russian economy and as a result fuels the full spread of Russia's malign activities. Likewise, Russian oligarchs' engagement in the global economy further extends Russia's malign reach.

Achieving our objective of continued U.S.-EU alignment will require close communication between senior and working-level U.S. and EU officials – including on areas where we are closely coordinated (such as Ukraine-related sanctions), and on areas where we are acting independently (such as additional sanctions recently imposed by the United States under CAATSA). It will require convincing EU and Member State officials to invest more attention and resources in key areas, such as cyber resilience and countering disinformation within the EU's borders, and to collaborate more closely on specific activities where our goals are already aligned, such as countering disinformation in the EU's near neighborhood.

If we fail to achieve this objective, Russia will take advantage of areas of divergence to drive a wedge between the United States and the EU. Absent this unity, existing sanctions regimes could be weakened or dismantled, and political pressure on Russia would be substantially decreased, empowering Russia to continue and even increase its aggressive behavior. In addition, without robust cooperation and information-sharing, the United States and EU states will be more vulnerable to disinformation, cyber, and hybrid attacks, and Europe will remain disproportionately reliant on Russia for its energy sources.

Mission Objective 3.2: Maintain U.S.-EU coordination on Balkans policies to advance the Euro-Atlantic integration of the region.

Justification: The countries of the Western Balkans form a patchwork of states in various stages of accession to the EU and/or NATO, with Albania and Montenegro as NATO Allies and only Croatia being a member of both organizations. Threats to stability in South Central Europe arise from corruption, organized crime, and legacies of ethnic tensions from the wars of the 1990s, which required U.S. military intervention to end the bloodshed. A clear and active Euro-Atlantic integration path for all the countries of the region limits the space for malign actors, including states such as Russia as well as transnational criminal organizations and terrorists networks, to operate. Achieving our objective to advance Euro-Atlantic integration will require close communication between senior and working-level U.S. and EU officials and coordinated efforts to press Western Balkans states to undertake needed reforms and resolve bilateral disputes, including

coordinating U.S. and EU assistance programs as necessary. It will require convincing EU and Member State officials to demand concrete progress before moving candidates along the EU accession path, while keeping the EU's door open for membership of any country in the region, including Kosovo. The unresolved Kosovo-Serbia relationship hinders the full integration of the region into Euro-Atlantic economic, security, and political structures and creates frictions with those EU members and U.S. Allies who do not recognize Kosovo. Russia, China, and other states will seek to fill political, economic, and security voids in the region should we fail to advance the integration of the Western Balkans. Democratic backsliding and faltering economies would stoke ethnic tension and conflict, increasing the potential for costly interventions in a region of strategic U.S. interest.

Mission Objective 3.3: Maintain transatlantic unity on northeast Asia policy in order to uphold the current rules and institutions-based international order and ensure regional and global stability.

Justification: China will likely become increasingly assertive on the global stage, including in Europe, over the next four years and will seek to undermine and re-write international rules, norms, and values in pursuit of its own political, security, and economic goals. Europe will provide China with opportunities for the transfer of strategic technologies, investments in key sectors, and significant markets. China will also continue to seek Europe's support for and non-interference in China's regional security and foreign policy ambitions, including in the South China Sea, and domestic issues relating to human rights and the rule of law. Increased Chinese influence across the EU could threaten EU cohesion, weaken the EU's resolve to promote shared U.S.-EU values and interests, weaken existing relationships between the United States and Member States, and reduce the competitiveness of U.S. business. It is therefore in the U.S. government's interest to reduce Europe's economic and political vulnerabilities to China and maintain U.S.-EU alignment in advocating China's adherence to universal values, democracy, and the post-World War II liberal international order. This will require whole-of-government engagement with the EU and all of its Member States. USEU can help monitor EU-China engagements and, more importantly, facilitate information-sharing, exchange threat assessments, and help build capacity in Member States and EU institutions to strategically engage China while protecting our collective core interests.

Notwithstanding recent, positive developments on the Korean peninsula, including the June 12 U.S.-DPRK summit, the DPRK continues to severely threaten regional and global security through its development of nuclear weapons and ballistic missile programs. The EU has been supportive of the U.S.-led pressure campaign on the DPRK and continues to tighten its autonomous sanctions regime, but the EU has also been forward-leaning in its calls for engagement, including between the EU and the DPRK. The United States will continue to seek active EU support for the complete, verifiable, and irreversible denuclearization of the Korean peninsula, an objective that depends on unified, international pressure. Constructive EU engagement on DPRK issues will require regular U.S. outreach to the EU and its Member States.

Mission Objective 3.4: Strengthen U.S.-EU policy coordination and increase EU burden-sharing in the Middle East, Africa, Latin America, and Afghanistan.

Justification: The EU Global Strategy for Foreign and Security Policy, unveiled by the Commission in June 2016, presents a five-year goal for the EU to establish itself as a credible foreign and security policy actor. This is a goal the United States should support and help shape – it is in the United States’ interests for the EU to serve as a critical foreign and security partner for the United States, including in third countries and regions in which we share many political, security, and economic interests. The EU has been an important partner in the Coalition to Defeat ISIS, is looking to deepen its level of engagement with Iraq, and has the potential to play an important burden-sharing role in the future stabilization and reconstruction of Syria. Policy alignment with the EU will also prove important to long-term efforts to address Iran’s malign activities in the region, as well as its nuclear and ballistic missile programs.

The EU has also sharply increased its investment in stabilization, security, and development activities across the African continent in recent years – a burden-sharing trend that the United States should encourage in order to help address mass migration issues and security threats. Close coordination between the United States and EU in our assistance, diplomatic, financial, military, and capacity-building efforts will continue to be critical toward achieving sustainable peace and security on the African continent. The EU has also shown renewed interest in deepening relations with Latin America and in playing a more active role in Colombia, Cuba, and Venezuela in particular. Closer policy coordination with the EU, including at senior and working-levels, will be key to ensuring our strategies and efforts are in sync and mutually reinforcing.

Mission Goal 4: Increase long-term American influence and set the conditions for advancing U.S. priorities by engaging strategic EU audiences

Description and Linkages: Public diplomacy outreach will promote U.S. security and prosperity and advance American influence by building support for the transatlantic partnership among key audiences at a time when Europeans feel uncertain about American leadership and role in the world. Our message is that the partnership between the United States and the EU is built on shared values and objectives, and that Europe and the United States will meet no global threat successfully if we are not together. We will seek to improve understanding of the United States and reinforce that our relationship is based on shared principles.

Public diplomacy outreach will support all Mission Objectives and offer strategic communications direction and support to all Mission agencies. For example, we will build support for freer, fairer, and more reciprocal trade between the United States and the EU; call for continued transatlantic unity on sanctions on Russia; urge a common way forward on Iran; stress cooperation on countering Chinese unfair trade practices; and promote the benefits of EU cooperation with NATO on common defense. But through public diplomacy outreach, USEU will also make long-term investments in key

relationships, identify future leaders in the transatlantic partnership, and help set conditions for enduring cooperation. We are uniquely positioned to engage influential audiences, build U.S.-EU educational and research ties, foster entrepreneurship and transatlantic networks of entrepreneurs, and counter Russian disinformation. Such efforts aimed at weakening transatlantic unity, sowing distrust in European institutions such as the EU, and driving wedges between EU Member States.

The strategic focus of USEU's public diplomacy efforts is on the entire European Union, to include its formal institutions, the Brussels community of non-governmental organizations and think tanks working on EU issues, and the European public at large. To achieve and influence certain outcomes in the EU central to U.S. interests, we will work with public affairs sections in EU member state countries to influence publics and affect decision-making processes. We will continue to expand and target strategically our use of social media, increase our contacts with pan-European and member state media outlets, and coordinate speaker engagements with other missions.

This Mission Goal aligns with Goals 2 and 4 of the EUR Joint Regional Strategy Framework: Strengthen and Balance the Transatlantic Trade and Investment Relationship, and Preserve Western Democratic Principles. It also supports all pillars of the National Security Strategy.

Mission Objective 4.1: Increase understanding of U.S. policy and perceptions among key audiences that the people of the U.S. and the EU are bound by shared fundamental principles and common challenges, through media, exchanges, alumni relations, and program outreach.

Justification: The U.S.-EU relationship has demonstrated its resiliency, but the transatlantic bond must not be taken for granted, especially in this time of uncertainty regarding U.S. intentions and tactics. We must be vigilant and expansive in our efforts to underscore common history, values, and purpose. Increased understanding both of how the United States and European Union are fundamentally bound by shared values and objectives, and how working in concert will result in mutually beneficial outcomes will lead to increased U.S. influence. The strategic focus of USEU's public diplomacy effort is on the entire European Union, including its formal institutions, the Brussels-based community of non-governmental organizations and think tanks that focus on EU issues, and the citizens of the EU at large. To achieve increased influence via increased understanding, improved perception of the United States, and reinforcement of the importance of a positive and productive U.S.-EU relationship, we will work with partners in Brussels and public affairs sections in EU member states to affect decision making processes. We will continue to expand our people-to-people exchanges, alumni networks, speaker engagement, and contact with pan-European and member state media outlets, and increase amplification for all these efforts using strategic social media campaigns. Failure to achieve our objective of increased understanding of U.S. policy and of the transatlantic principles and challenges that bind us risks ceding long-term U.S. influence in Europe to other actors whose strategic interests run counter to ours.