



To the attention of:

European Travel Commission  
members

Rue du Marche aux Herbes 61  
1000 Brussels  
BELGIQUE

Brussels, 20 may 2015

**Subject:** Raising awareness of the European emergency number 112

Dear European Travel Commission Members,

I am contacting you regarding an issue I believe we both have a profound interest in: the safety and well-being of European citizens and visitors from outside Europe.

The number of people travelling within the European Union has been significantly increasing over the last years. Consequently, the promotion of the European emergency number 112 for the safety of citizens and visitors of the European Union requires all our attention. In case of an emergency, one only needs to dial 112, free of charge, anywhere in the EU to immediately reach the emergency services – police, medical services or fire brigade.

Alarmingly, only 27%<sup>1</sup> of the EU citizens are familiarised with 112 and would immediately call it in case of emergency anywhere in the EU.

I am addressing you this letter because I believe that your organization could have a powerful impact in raising the awareness of 112 and truly saving lives in a very simple way.

I would like to kindly suggest a few initiatives that could make the difference for the safety of European citizens and visitors travelling in Europe. A first and impacting initiative would be to encourage your members to place 112 posters and brochures at their information desks, and to display the information on their website. For your convenience, materials are available on the following [link](#).

By becoming our partner in this campaign, your implication would be promoted in the framework of the awareness campaign's communications. Your contribution is going to be recognised through a variety of communicational channels, such as press releases, articles, and online and social media campaign organised by relevant stakeholders, such as the European Emergency Number Association (EENA).

I am looking forward to having you joining this initiative.

Yours sincerely,

Vice-President of the European Parliament

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<sup>1</sup> <http://ec.europa.eu/digital-agenda/en/news/2013-eurobarometer-survey-european-emergency-number-112>

# European Emergency Number **112** Awareness Campaign



## Aim of the campaign

The campaign aims at raising awareness amongst European citizens and visitors of the European emergency number 112, which is available everywhere in the European Union, free of charge, 24/7 for the police, the emergency medical services or the fire brigade.

The majority of European citizens are not aware that they can dial 112 in case of an emergency anywhere in the EU. Tourism organizations can play an important role in raising awareness due to their close connection with travellers, who constitute the key target group of this campaign.

## Execution of the campaign

### A. CORE ACTION

We invite you to encourage your members to place [112 posters](#) at their information desks (Tourists information centre, travel agencies...) in order to inform the visitors that in case of emergency, or if there are witness of an accident, they can simply dial 112, from their cell phone, anywhere they travel in Europe.

Additionally, they can distribute [leaflets and stickers](#).

### B. COMPLEMENTARY ACTIONS

Other means of raising awareness include the use of promotional material, such as the [112 logo](#), in/on:

- Your website;
- Your brochures;
- Your newsletter;
- Other means you find appropriate.

## Promotional material

For your convenience, the promotional material, including the above mentioned, is available by following this [link](#). In the case you require specific materials; we will do our best to adjust to your needs. For any inquiries, you can contact Petros Kremonas at [pk@eena.org](mailto:pk@eena.org).



## Disclaimer

You can use this material free of charge for the purposes of this campaign. Some files can be found in editable formats in order for you to be able to adjust them, if necessary, to your needs. Please note that you are allowed to edit the material upon notifying the European Emergency Number Association (EENA), by sending an email to Petros Kremonas at [pk@eena.org](mailto:pk@eena.org).

***Thank you for joining this initiative! We are certain that your contribution will make a significant difference in the lives of travellers all around Europe.***

